

Massachusetts Ocean Partnership Fund
Meeting Summary
Strategic Planning Group Meeting
May 16-17, 2007

The Strategic Planning Group (SPG) of the MA Ocean Partnership Fund (MOPF) held its final meeting on May 16 and 17. The goals for the meeting were to discuss and agree on the final draft of MOPF's Five Year Strategic Plan and to obtain SPG support of the governance structure for implementation of the plan. This summary is being distributed to SPG and STG members and posted to the MOPF website. (www.mopf.org) A list of participants is attached.

John Bullard, Steering Committee member and meeting Chair, opened by noting that this is the last SPG meeting as MOPF prepares to transition from its planning phase to implementation. He thanked Strategic Planning Group and Science/Technical Group members for their service in developing MOPF's strategic plan and science plan; recognized the good work of staff and consultants and expressed gratitude to the Gordon and Betty Moore Foundation for funding MOPF's efforts.

John then laid out the meeting agenda and goals. He noted that a goal of the planning process is to get the widest SPG endorsement possible for the Strategic Plan, and if there are issues that need discussion in order to improve the depth and breadth of endorsements, time is available during this meeting to have those discussions. The SPG then reviewed the endorsement process, which outlined four options for SPG member organizations and individuals to endorse the plan. The options included:

- SPG organization endorses the plan
- SPG organization endorses and submits a letter outlining reservations or concerns or caveats
- SPG member endorses the plan as an individual, with affiliation noted
- SPG member endorses the plan as an individual, with a letter outlining reservations or concerns or caveats.

SPG members noted their appreciation of the flexibility of the endorsement options and agreed to use them.

Overview of the Current Version of the Strategic Plan

Stephanie Moura, MOPF Project Coordinator, briefly outlined the key modifications to the Strategic Plan since the previous version. These included a preliminary graphic design, revisions to Strategy 2 to incorporate the substance of the Science Plan developed by the Science and Technical Group, the addition of the task of developing annual work plans, and the addition of a side-bar box describing ecosystem services.

Stephanie explained that the draft under discussion today would be revised once more to incorporate the results of governance and organizational structure discussions and otherwise reflect the input from this meeting. That final version will be distributed for review, but not for comment, in mid-June. Endorsement statements and letters also will be due in mid-June.

Endorsement Status and Comments

One by one, SPG members reported on the status of their endorsement of the Strategic Plan. All but a few members noted that they expected their organizations to endorse the plan, some with explanatory letters. Several members offered comments on the current draft and suggested improvements, noting that their endorsement was not contingent on the improvements.

The entities that noted an expected endorsement include:

- Andy Rosenberg on behalf of the Joint Oceans Commission Initiative, COMPASS, and MRAG Americas
- Coalition for Buzzard's Bay
- City of Boston
- Conservation Law Foundation
- Fara Courtney of Good Harbor Consulting
- Horsley Whitten Group
- John Bullard of Sea Education Association, probably as an individual
- Massachusetts Association of Conservation Commissions
- Massachusetts Office of Coastal Zone Management
- Massachusetts Executive Office of Energy and Environmental Affairs
- Massachusetts Division of Marine Fisheries
- Massachusetts Marine Trades Association
- Massachusetts Municipal Association
- Massachusetts Port Authority, perhaps by individual SPG member
- Museum of Science
- National Oceanic and Atmospheric Administration, per conversations with MOPF staff
- New England Aquarium
- Provincetown Center for Coastal Studies
- Robbin Peach
- Urban Harbors Institute, and possibly the University of MA-Boston

The SPG representative from the Northeast Seafood Coalition reported that the board is currently considering endorsement. Two SPG members, representing Recreational Fishing Alliance and the Massachusetts Lobstermen's Association, noted uncertainty about their organizations' endorsements. The decisions about whether to endorse as individuals or organizations or at all remain under discussion with these groups.

Suggestions for improving the document included the following points.

- Enhance the discussion of climate change in the document. Consider adding a text-box for emphasis to recognize that climate change will be an important driver as MA addresses mitigation policies and adaptation strategies. Integrate specific references at appropriate places in the plan, for example, adding it to the discussion of ecosystem pressures in the introduction and in the Strategy 2 discussion of scenario analyses.

- Add offshore renewable energy to the list of user groups.
- Clarify that land-based activities are included in the integrated planning model.

Several SPG members expressed concern about whether endorsement of the Strategic Plan might be interpreted as support for proposed legislation mandating integrated ocean management or as endorsement of any future ocean management plan developed. Stephanie Moura acknowledged the concern and emphasized that the Statement of Endorsement was crafted to help clarify this important distinction. After some discussion, most SPG members agreed it was clear that endorsing the strategic plan did not imply any other endorsements, but some SPG members noted it would take further conversation for their constituencies to fully understand the distinctions.

SPG members agreed that moving beyond endorsement of the strategic plan to partnering with MOPF toward implementation was key. Some noted the need to engage those groups who participated in the SPG but may not be able to endorse the Strategic Plan at this time. Several SPG members underscored the importance of expanding the partnership beyond the SPG as MOPF transitions from planning to implementation.

Priorities for MOPF's First 12-18 Months

Paul Diodati, Steering Committee Member, kicked off a discussion of MOPF's priorities for its first year with some proposals for key objectives and actions for MOPF to undertake. Other SPG members added suggested priorities in the course of the discussion. The suggested list of priorities is included as Attachment 1. Key activities include establishment of MOPF as an organization, fundraising and grant making in support of integrated multi-use ocean management, establishing relationships with partners, sponsoring forums for cross-sector discussion, beginning to explore science needs and tools, especially planning frameworks and scenario analyses, and reaching out to partners and the interested publics to provide information and inspiration.

Building the Partnership beyond June: MOPF's Organizational Structure

Funding

Andy Rosenberg, Steering Committee Member, began the discussion by describing MOPF's current funding status. He reported that the planning grant from the Moore Foundation would fund expenses through June, plus, pending an extension from the Moore Foundation, continuation of the organizational start up activities through September. MOPF will submit a grant application for implementation funding to the Moore Foundation in early summer for a fall decision, and MOPF is exploring opportunities to diversity funding on the same time frame. The Moore Foundation representatives at the meeting confirmed their schedule and interest in MOPF.

Governing Board

The MOPF governing structure calls for a decision making board that is comprised of representatives from a broad cross-section of MOPF partners. The Steering Committee proposed an interim board of eight members, with expansion to a full board of eleven members once funding for implementation is secured. The Steering Committee further proposed that the five members of the current Steering Committee continue on the Governing Board, and they have agreed to do so. John Bullard noted that the Steering Committee is seeking nominations from the SPG for three

additional Governing Board positions, with nominations and voting occurring on the second day of the meeting. He reminded participants of the criteria for Governing Board membership. They are:

- Endorses the strategic plan
- Represents an organization with interest in or affected by ocean management or has contributed resources toward implementation of strategic plan
- Contributes to overall board composition that reflects diverse interests of the partnership
- Has the ability to commit the necessary time to governance tasks

Expanding the Partnership

Andy Rosenberg described MOPF's goal of developing strong partnerships with those involved in ocean management. He noted that those endorsing the Strategic Plan can submit a request to become a MOPF partner with their endorsement statement. MOPF will reach out to those not on the SPG to engage them in the partnership, and suggestions for those to contact are needed and welcome. In response to a question about what partners would be asked to do, and what the advantages of partnership are, Andy noted the following roles for partners:

- Participate in dialogues and forums on integrated multi-use ocean management
- Co-sponsor outreach and other MOPF activities
- Assist MOPF in understanding concerns and issues that will arise during the process of integrated ocean management planning

There was a specific suggestion that partners are needed in the energy sector, and staff agreed to seek such partnership.

Establishing MOPF's Institutional Home

Robbin Peach, former Steering Committee member, has been leading the search for an institutional home for MOPF. Robbin reported on her contacts with eleven organizations that could be potential host and fiduciary entities. The criteria being used to screen and select among these entities include: compatibility of missions, added value from the host, and ability to maintain MOPF's independence.

The list of candidates has been narrowed by the Steering Committee to three: Grants Management Associates, Third Sector New England, and the McCormack Graduate School of Policy Studies at UMass-Boston. The Governing Board will further consider the options for institutional home and make a selection so that once implementation funding is in place, MOPF can establish its longer-term base of operations.

Election of Governing Board Members

On the second day of the meeting, the SPG nominated five individuals to serve with the continuing Steering Committee members as the interim Governing Board. The individuals who were nominated represented an excellent diversity of interests, and the Steering Committee proposed that all five, rather than three be elected to serve. There was unanimous support for this suggestion. The election process resulted in the following Governing Board membership.

- Steering Committee members continuing
 - Priscilla Brooks, Conservation Law Foundation
 - John Bullard, Sea Education Association
 - Paul Diodati, Commissioner of the MA Division of Marine Fisheries
 - Andy Rosenberg, Joint Ocean Commission Initiative
 - Greg Watson, Executive Office of Energy and Environment
- Additional seats from nominations from the SPG
 - Rich Delaney, Provincetown Center for Coastal Studies
 - Deb Hadden, MassPort
 - Jim Hunt, Chief of Energy and Environment, City of Boston
 - Jackie Odell, Northeast Seafood Coalition
 - Leona Roach, MA Marine Trades Association

This Board was approved by the SPG and met for the first time following the meeting.

Economic Analysis Presentation

The team conducting MOPF's economic study provided an update on its approach and progress. Jim Sanchirico (Resources for the Future) provided an overview of tools and frameworks economics has to offer to operationalize EBM. Rob Johnston (University of Connecticut) discussed market and non-market valuation of ecosystem services and decision making under uncertainty. Dan Holland (Gulf of Maine Research Institute) concluded with a presentation about behavioral (predictive) modeling. A copy of the team's presentation is posted on MOPF's website (www.mopf.org); the final report will be available in mid-October.

Conclusion and Next Steps

Before adjourning the meeting, John Bullard and Stephanie Moura reviewed the next steps.

- Complete the strategic plan endorsement process
 - Final SPG comments to Stephanie by **May 25**
 - Final document will be circulated to SPG prior to printing
 - Statements of Endorsement, with accompanying letters as needed, by **June 15**
 - Print and distribute strategic plan by the end of June
- Governing Board review options and make key organizational structure decisions (for example: institutional home and senior staffing)
- Secure longer-term funding to implement Strategic Plan
- Enter into agreement with institutional home, hire staff
- Arrange MOPF launch event

Attachment 1 – Suggested Priorities for MOPF’s First 12-18 Months

SPG members highlighted certain objectives from the strategic plan as early priorities and elaborated further on several of them.

Strategy 1

- Grow the MOPF partnership and catalyze other ad-hoc partnerships
 - Make rounds to potential partners, including those who have not endorsed the Strategic Plan
 - Develop list of issues of concern to them – both substantive ocean management issues and concerns about cooperating in the partnership
 - Articulate the benefits of integrated ocean management tailored to those concerns and identify assurances to encourage greater participation in partnership.
 - Identify and address barriers to integrated multi-use ocean management
 - Disseminate information about what other states have done
- Fundraising and grant making
- There was considerable discussion about whether and how MOPF can constructively engage the pending legislation without taking a position on it or otherwise jeopardizing its role as credible broker. Some felt that engaging the legislation would only serve to accentuate the partners’ differences rather than begin to coalesce the diverse group. Others felt that the legislation is the “elephant in the room” and that MOPF must engage it in an appropriate manner because it is a central focus of many stakeholders. There was general agreement that MOPF should explore options for constructive involvement; ideas included:
 - Create “safe harbor” opportunities for frank and open discussion among partners with the aim of better understanding one another’s concerns and de-polarizing the debate. If those discussions yield potentially valuable problem-solving approaches the partners could agree to share those more broadly.
 - MOPF submit testimony at the upcoming legislative hearing identifying the partnership as a resource for coordination and stakeholder involvement; show how MOPF builds on MA Ocean Task Force recommendations. MOPF will not take a position on the bill.
- Educate others about relevant federal legislation, including the federal aquaculture bill, MMS work on offshore energy development, and R&D for offshore renewable energy
- Serve as link between MA and other ocean management efforts

Strategy 2

- Facilitate development of a planning framework for integrated multi-use ocean management
 - What can a plan look like? Will it include criteria? Zones?
 - Test the framework
- Conduct specific scenario analyses, e.g. human use map building on work of CZM and DMF
- Develop models for planning for new/emerging uses:
 - Identify what has been lacking re: planning to date
 - Develop new approaches to dealing with requests for exclusive rights to use of an area of the ocean
 - Consult with MOPF partners about such an approach
 - Extract a useful/constructive process from these analyses and provide it as input to the state

Strategy 3

- Do a comparative analysis of federal legislation and actions for stakeholder review
- Sponsor a MA ocean's conference focusing on all uses (including protected areas) of MA state waters
 - What each use requires from ocean (criteria)
 - Conflicts that will emerge between uses
 - Begin discussion of ecosystem services
- Develop materials tailored for specific audiences
- Continue to provide forums and opportunities to discuss options for integrated multi-use ocean management

MOPF - PARTICIPANT LIST MAY 16-17, 2007 SPG MEETING

Bill	Adler	MA Lobstermen's Association
Priscilla	Brooks	Conservation Law Foundation
Rick	Burnes	Charles River Venture / Museum of Science
John	Bullard	Sea Education Association
Bruce	Carlisle	MA Office of Coastal Zone Management
Fara	Courtney	Good Harbor Consulting
Richard	Delaney	Provincetown Center for Coastal Studies / Horsley Witten Group
Verna	DeLauer	COMPASS NE Coordinator
Paul	Diodati	MA Division of Marine Fisheries
Barry	Gibson	Recreational Fishing Alliance
Barry	Gold	Moore Foundation
Deb	Hadden	MassPort
Jennie	Harrington	MRAG
Dan	Holland	Gulf of Maine Research Institute
Jim	Hunt	City of Boston, Energy and Environmental Services
Robb	Johnston	University of Connecticut
Joanne	McBrien	MA Division of Energy Resources (on behalf of David O'Connor)
Greg	McGregor	MA Association of Conservation Commissions
Stephanie	Moura	MOPF Project Coordinator
Suzanne	Orenstein	MOPF Facilitator
Robbin	Peach	Independent Advisor
Bud	Ris	New England Aquarium
Leona	Roach	MA Marine Trades Association
Andy	Rosenberg	UNH / JOCI
Jim	Sanchirico	Resources for the Future
Rachel	Strader	Moore Foundation
Bruce	Tobey	City of Gloucester
Greg	Watson	MA Executive Office of Energy and Environmental Affairs
Jack	Wiggin	Urban Harbors Institute