

**Establishing a Statewide Baseline and Long-Term MPA Monitoring Program  
for Commercial and Commercial Passenger Fishing Vessel (CPFV) Fisheries  
in the State of California**

***Key Communicators Webinar to Guide the Design of a Draft Port  
Community Well-being Assessment Tool and Focus Group Discussions***

**Friday, January 31, 2020 | 10:00am-12:00pm**

Zoom Conference (audio and visual): <https://zoom.us/j/422653256>

Optional call-in details: (US) +1 646-876-9923 | Code: 422653256

*We will be using a Zoom Conference for this call. Please join the call 5-10 minutes early to ensure you can call in/log on successfully. For more information visit <https://zoom.us/support/download>.*

*For troubleshooting support during the webinar, email Jon at [jbonkoski@ecotrust.org](mailto:jbonkoski@ecotrust.org).*

**Webinar Goal:** To gain guidance and expertise from fishermen, researchers, and managers on the design of a draft 'Port Community Wellbeing Assessment Tool' and related on-the-ground focus group discussions to help evaluate the performance of California's marine protected area (MPA) network.

## **Agenda**

### **Welcome & Webinar Goals**

*Strategic Earth Consulting to support introductions of project team and participants, walk through webinar agenda, confirm anticipated outcomes and outputs.*

### **Introduction to the Draft Well-being Assessment Tool**

*Dr. Laurie Richmond to provide an overview on the draft assessment tool, including the short and longer-term goals for tool's application both within and beyond MPAs.*

### **Participants Review of the Well-being Assessment Tool**

*Group feedback on the overall process design, approach to selecting participants, framing/order of the questions, and proposed analysis methods. Port Community Well-being Assessment Tool ([here](#)).*

### **Looking Ahead, Integrating Feedback and Project Planning & Timeline**

*Ecotrust to share information about data analyses conducted on available landings data, including vision for project end-products. Strategic Earth to provide an overview of focus group planning and engagement timeline. Group discussion on the most effective ways to communicate the project's findings to target audiences.*

### **Next Steps & Adjourn**

## Participants

Amanda Van Diggelen, California Department of Fish and Wildlife  
Andy Guiliano, CPFV owner/operator  
Arielle Levine, San Diego State University  
Carrie Pomeroy, California Sea Grant  
Chen Chen Shen and Sara Worden, California Department of Fish and Wildlife  
Debbie Aseline-Neilsen, California Department of Fish and Wildlife  
Dick Ogg, Bodega Bay Fishermen's Marketing Association  
Elizabeth Pope, California Fish and Game Commission  
Jake Mitchell, Shelter Cove Fishing Preservation Inc.  
Kim Selkoe, Commercial Fishermen of Santa Barbara  
Madeleine Hall-Arber, Anthropologist and former MIT Sea Grant  
Melissa Poe, University of Washington, Washington Sea Grant  
Mike Esagro, Ocean Protection Council  
Nathan Benett, University of British Columbia Institute for Ocean and Fisheries  
Robert Gallia, CPFV owner/operator  
Sherry Flumerfelt and Oliviya Wyse, Monterey Bay Fisheries Trust  
Steve Scheiblaue, Monterey Bay Fisheries Trust, former Monterey Harbor Master

## Project Team Members

Cheryl Chen, Ecotrust  
Jocelyn Enevoldsen, Strategic Earth Consulting  
Jon Bonkoski, Ecotrust  
Kelly Sayce, Strategic Earth Consulting  
Laurie Richmond, Humboldt State University  
Sam Cook, Humboldt State University