

Pacific Islands Ocean Observing System
Governing Council Meeting
Outrigger Guam Resort
August 6-7, 2013
Summary

Day 1: Tuesday, August 6, 2013

Italics = an action item or a recommendation

Attendees

Council Members: Donna Brown, Joseph Artero-Cameron, Michael Duenas (representing McGrew Rice), Chip Guard (representing Ed Young), Don Hess, Chris Lee (representing Richard Roberts), Brian Lynch, Madelsar Ngiraingas, Domingo Ochavillo (representing Ruth Matagi-Tofiga), Chris Ostrander, Frank Rabauliman, Jesse Souki, Kyle VanderLugt, and Ryan Winn (representing Todd Barnes).

Observers: Laura Biggs

PacIOOS Staff: Heather Kerkering, Melissa Iwamoto, Simon Ellis

9:15 Call to order by Chris Ostrander followed by introductions.

9:30: Report from the Director

H. Kerkering recognized new Council representatives including PALARIS (Madelsar Ngiraingas), National Weather Service (pending – Ed Young), America Samoa DMWR (Ruth Matagi-Tofiga), and CNMI DEQ (Frank Rabauliman).

H. Kerkering recognized re-elected members resulting from the 2013 election process, including McGrew Rice, Don Hess, and Kyle VanderLugt.

H. Kerkering recognized new signatories to the MOA: MERIP, Conservation Society of Pohnpei, Micronesia Conservation Trust, PALARIS, OEPPC Majuro, and NOAA National Weather Service.

H. Kerkering provided a summary of activities since the previous Council meeting and emphasized that the *focus* of the meeting was to identify where we are now, where we are going, and how we get there. The *goal* of the meeting was to utilize the strength of the Council to evaluate, market, and effectively grow PacIOOS in the face of an uncertain funding future. Other topics included:

- Comparison of accomplishments to the Strategic Operational Plan
- Sharing of success stories and new products
 - It was noted that PacIOOS *should work to coordinate forecasts, models, and any potential notifications with the National Weather Service* (D. Hess and C. Guard). H. Kerkering will follow up with Ed Young and Bill Ward.

- Explanation of FY13 budget and impacts of sequestration. Demonstrated that our budgets, while diverse in federal and non-federal monies, have been relatively flat over the past 5 years with the biggest cost being personnel.
 - C. Ostrander noted that level funding is likely from the federal component and that we are not expecting any major new or increased funds from partners.

10:15 Report from Melissa Iwamoto on ‘Stakeholder Engagement and Outreach’

M. Iwamoto provided a review of outreach events, web-based Google analytics/statistics, strong partnerships, positive outcomes of Council support, and newly proposed methods for reaching different audiences.

A discussion ensued regarding our target audience (public v. more specific) and the potential to charge for use of data. It was noted that IOOS requires the regions to serve multiple users, including the public, as it provides a broad customer base. All data is mandated to be free but customized services may be future sources of income. It is hard to get an accurate account of companies that resell or use the data. It was recommended that *we develop a few key success stories and to highlight that, without PacIOOS, the data that many of these companies rely on may disappear.*

11am: Presentation from Melissa Iwamoto on ‘New Web and Data Capabilities’

- Introduction to new PacIOOS web and data capabilities, specifically through the data visualization and main PacIOOS tool, Voyager, which was released in October 2012. Highlighted many new layers and forecasts for Am. Samoa, CNMI, Palau, and NWHI.
- Introduction to the new shoreline rate-of-change tool in development for Hawaii and the NOAA sea level rise layers for Guam, Saipan, and Hawaii.
- Introduction to PacIOOS Voyager beta site for mobile devices, which was well received.

A discussion ensued regarding the cost for collecting and serving data as well as the potential value of some of the resulting products. *It was noted that the shoreline rate-of-change tool might be very useful for USACE planning purposes as well as American Samoa public works department. It was recommended that we strive to have partners and Council members host the PacIOOS URL on various web pages.* Island liaison partners noted that downloading data from the water quality sensors is difficult due to archaic software.

1pm: Presentation by Kyle VanderLugt on ‘Wave Gliders and Ocean Observing’

K. VanderLugt introduced the Liquid Robotics (LR) wave gliders and autonomous sensors. He noted a few benefits of the gliders: relatively easy to permit; LR provides the piloting capabilities; and NOAA estimates that autonomous technologies will cut costs by up to \$100million annually. The cost of a LR wave glider mission includes \$100K for a platform and ~\$1000/day to operate. Partners add their own sensors and are responsible for the launch and recovery of instruments. Most missions operate for ~2 months. K. VanderLugt is working to change the overall acceptance of wave gliders, noting that they are not well received in the academic community yet. LR has a station on the island of Hawaii.

1:30: Heather Kerkering: Evaluation 2.0

H. Kerkering led the group through the revised and updated Evaluation Strategy for PacIOOS. The changes represent new ideas and strategies recommended by the Council to the Evaluation 1.0 version introduced in October 2012.

A lengthy and productive discussion ensued regarding the correct strategies for effectively evaluating a program that does not operate as a business or a non-profit. In summary, the Evaluation 2.0 strategy will be used only as an internal tool to provide a snapshot of what is/not working. *It was recommended that PacIOOS develop new objectives and metrics based on the existing Strategic Operational Plan (SOP) to further define success and improve evaluation.* In return, the Council can use this information to guide what programs PacIOOS terminates/keeps. If the metrics aren't met, it will be easier to determine what parts are working and which aren't. This will provide a better sense of program strengths and weaknesses to the Council. PacIOOS staff (Director) can use the internal evaluation to say how/why not meeting particular goals in the SOP. Members of the Council suggested utilizing their expertise to move this forward and develop effective metrics.

3:15: Melissa Iwamoto: PacIOOS Marketing

M. Iwamoto led a discussion with the goal of determining next steps, effective tools, and target audiences with regards to marketing strategies. She noted that PacIOOS marketing has largely been reactive rather than strategic or proactive.

A discussion ensued on the difficulties of finding individuals or organizations capable of assisting with and determining effective marketing strategies. The Council agreed to break out into groups and the following recommendations were provided, based on the first two objectives for Outreach in the Strategic Operational Plan:

- *Students from the College of the Marshall Islands, UH Maui Marine Option Program, or Palau could assist in the development and execution of a marketing plan.*
- *Potentially emulate some of USAID and FEMA's marketing strategies (ex. CD handout with program information).*
- *PacIOOS should use the objectives from the SOP to determine how to move forward with marketing.*
- *Identify whom you need to reach. Focus on the public, or a small set thereof, and industry.*
- *Need to build brand ambassadors to provide marketing assistance in an era that requires both digital and short messaging.*
- *Identify stakeholders through a process such as a web-based pop-up survey. Use answers to determine if primary stakeholders.*
- *Expand users by training and increasing awareness. People won't go to the site unless they need data. Include the site in courses or training for people to use.*
- *Improve web linkages and search optimization. Example: Charlotte at Google Ocean (ask D. Hess); Coral Reef Watch.*

- *Ask Council to submit relevant programs that could potentially use the data. (e.g. would be good for Micronesia Challenge).*
- *Provide more presentations to the outer islands.*

Day 2: Wednesday, August 7, 2013

Attendees: All attendees the same as Day 1 except LCDR Morgan Roper replaced Chris Lee as the representative for Council Member Richard Roberts, USCG.

9:15. C. Ostrander calls meeting to order.

C. Ostrander provided a review of Day 1 and a kick off to Day 2.

- *Apply drafted Evaluation 2.0 process as an internal operational management tool. No need for major refinement. Annual review to take place.*
- *Follow through on the recommendation to evaluate progress by identifying objectives and measures using the Strategic Operational Plan.*
- *Better engage and use members of the Council to bring positive change to the organization. PacIOOS is very different than a few years ago and the Council/staff leadership has changed.*
- *Increase advocacy in the insular Pacific.*

Council agreed that meeting minutes and/or summaries should be made accessible online.

9:30: Chip Guard presentation on 'PacIOOS and NWS Guam'

C. Guard highlighted the value of the PacIOOS Waverider buoys and the PacIOOS surf forecasts to the NWS Guam office, the forecasting agency for all of Micronesia. He noted that the wave buoy information goes into marine forecasts, typhoon forecasts, websites, NOAA weather radio, and the NOAA 211 radio forecast. C. Guard suggested adding buoys near Pohnpei and Yap to service Chuuk, Pohnpei, Yap, and Palau. C. Guard also suggested moving the previous Majuro buoy west as Arno (to the East of Majuro) has a shadow effect on waves.

9:50: Laura Biggs presentation on 'PacIOOS and University of Guam Sea Grant'

L. Biggs spoke about the environmental conditions surrounding Pago Bay, Guam, noting the value of the PacIOOS water quality sensor, specifically during the fish kill incident in August 2012 (main factors due to high temperatures, decreased salinity, and increased turbidity resulting from low tides and high rainfall washing sediment into the bay). With the data, they were able to help calm the nerves of the community members who assumed potential chemicals were the main reason for the kill. Pago Bay is now a priority bay (for UOG Sea Grant) used by fisherman and for recreational purposes. A number of Council members support all efforts to improve water quality impacted by the terrestrial environment.

10:30: Heather Kerkering presentation on 'Program Priorities and Budgets'

H. Kerkering reviewed the true costs of running PacIOOS and how these numbers influence (or could potentially influence) program priorities. Ten components of the PacIOOS program are stretched totally thin. Presently, funds are not set aside for annual recapitalization of systems, so future lost equipment may not be replaced in a timely manner. Previously, the Council recommended investment in only programs that are working really well. During Feb/March sequestration planning, the Executive Committee acknowledged how significantly priorities could change with budgets. H. Kerkering also reviewed detailed funding stats and potential funding opportunities for the future.

The Council agreed to break into groups for discussion. The discussion resulted in a variety of recommendations:

- *Explore for funding/partnerships:*
 - *NERRS for the Pacific; WQ monitoring requirements to USACE projects; USAID; SOPAC; SPC; SPREP; WERI at UOG; USDA; DOEM (offshore energy site selection).*
- *Understand users. Primary customer is really government, resource managers, and agency staff. Less on outreach to the public, more to agency/user coordination. Showcase tools that can be used for decision-making to specific audiences.*
- *Serve as WQ and data consultants to the region. Deploy sensors and manage data as an authority for agencies and commercial parties.*
- *Work to establish a regulatory mitigation fund/bank that developers pay into, which PacIOOS draws from to fund monitoring of nearshore and offshore water quality and ecosystem health.*
- *Eliminate any areas of overlap or redundancy, especially the Explorer visualization tool. Explore the revenue potential of long term R&D efforts within the program (animal telemetry).*
- *Direct clerical work and minor duties to others/students.*
- *New projects should have elements of co-funding and co-responsibility required. Partner to provide resources in out years. This requirement – and desire for data - could help prioritize needs.*
- *Empower liaisons to do maintenance work (e.g., Kimball's expertise).*
- *In an effort to reduce the cost of Council meetings, hold future meetings in Hawaii.*
- *Be creative to reduce personnel costs: streamline; contract; part-time.*
- *Outsource costs where appropriate: cloud computing, for example.*
- *Tie into BOEM for energy planning and monitoring.*
- *Create a Friends of PacIOOS account within the UH Foundation to accept donations.*
- *Focus on what we do well – fully fund wave buoys and expand where possible. Get partners to leverage costs; increase partnerships for support as well as outreach to reduce number of buoy hits. Try partnering for deployments.*

1:30: Heather Kerkering presentation on 'Council Member Participation'

H. Kerkering reviewed the roles and responsibilities of Council members, MOA signatories, and details of bylaws as written in the MOA. The goal was to identify how to engage and utilize the strengths of the Council and partners to promote PacIOOS.

The Council agreed to have the discussion in smaller breakout groups. Suggestions include:

- Council Members should
 - *Be involved in advocacy and outreach for PacIOOS. Consider subcommittees to improve involvement.*
 - *Identify new partners and projects for PacIOOS. For example, bring a broader spectrum of stakeholders to the Council (less policy heavy), and find new MOA signatories.*
 - *Be openly available to assist when needed.*
 - *Identify success stories that show benefit of the system.*

- PacIOOS should:
 - *Provide GC members with items for promoting PacIOOS and equip members to 'sell' PacIOOS. Involve in webinars, etc.*
 - *Pull members into specific projects/initiatives to leverage capabilities and expertise.*
 - *Establish quarterly EXCOM calls and an annual Council meeting.*

2:30: Executive Committee Elections

The current Executive Committee term ends in September 30, 2013. Elections were held to determine the makeup of the next Executive Committee. The Council agreed that the Committee should consist of five representatives, with one each from Hawaii, the Freely Associated States (FAS), Territories/Commonwealth, government and industry.

Motion: The nominated members (Kyle VanderLugt, Joseph Artero-Cameron, Donna Brown, Chris Ostrander, and Madelsar Ngiraingas) become the Executive Committee members (motion by J. Cameron).

D. Hess seconded the motion.

Vote: passed unanimously

Motion: To elect Chris Ostrander as Chair, Donna Brown as Committee Secretary (motion by D. Hess).

M. Ngiraingas seconded.

Vote: passed unanimously

Final Executive Committee effective September 30, 2013

Chris Ostrander, Chair
Donna Brown, Secretary
Kyle VanderLugt
Joseph Cameron
Madelsar Ngiraingas

Meeting Adjourned: 3pm

NEXT MEETING: Fall 2014 in Honolulu