SECOORA Business Meeting

May 18, 2020

Everyone is in listen only mode.
11:30 – 11:40 AM  **Welcome** - Rick DeVoe, SECOORA Chair

11:40 – 12:00 PM  **Updates from SECOORA** - Debra Hernandez and Jennifer Dorton, SECOORA

12:00 – 12:20 PM  **Updates from IOOS** - Carl Gouldman, US IOOS

12:20 – 12:40 PM  **Updates from IOOS Association** - Josie Quintrell, IOOS Association

12:40 – 12:55 PM  **SECOORA Members Business Meeting**

  • Voting results
    • FY 21 Budget
    • 2020 Board of Directors (Voting Results)
      Rick DeVoe, SECOORA Chair
  • Board Member Recognition
    Rick DeVoe, SECOORA Chair
  • SECOORA Committee Updates
    • Education and Outreach - Dwayne Porter, Committee Chair
    • Science Committee - Nick Shay, Committee Chair
    • Finance and Audit Committee Update - Quinton White, Committee Chair
    • Executive Committee - Rick DeVoe, Board Chair

12:55 – 1:00 PM  **Adjourn Meeting**
Updates from SECOORA

Debra Hernandez, SECOORA Executive Director
SECOORA Strategic Plan 2016-2021

MISSION
SECOORA’s mission is to observe, understand, and increase awareness of our coastal ocean; promoting knowledge, economic and environmental health through strong regional partnerships.

5 YEAR VISION
SECOORA is the recognized leader, valued partner, and go to source for coastal ocean information in the southeast.

CORE VALUES
We believe in...

- Inclusive and collaborative partnerships
- Active stewardship of coastal ocean ecosystems
-科学 integrity, technical excellence, and innovation
- Accessible useful information for addressing societal needs
- Leadership in coastal ocean science
- Science based discovery and decision-making
- Positive and supportive SECOORA working environments

STRATEGIC GOALS

1. Increase exposure and broaden usage of SECOORA’s information and products
   Strategies:
   - Improve web-based information system and web presence.
   - Provide state of the art tools, including phone apps, data analysis tools and decision support tools, and information on how to use the tools.
   - Implement an effective outreach strategy to reach priority user groups, such as mariners, fisheries managers, marine planners, etc.

2. Utilize a prioritized science-justified ocean observing system plan to guide and inform decision making and implementation
   Strategies:
   - Regularly review status of Coastal Ocean Observing System technologies and advancements.
   - Develop a regional Coastal Ocean Observing System Plan (utilizing existing proposal plans and documents).
   - Utilize the RCOOS plan for funding opportunities.

3. Expand partnerships – including membership and stakeholders
   Strategies:
   - Outreach to currently under-represented sectors to participate in SECOORA activities and initiatives.
   - Develop new services and better market current services, including benefits for members.
   - Identify and promote opportunities for potential partners (non-members) to engage in SECOORA activities and initiatives.

4. Engage and inform students and the public in ocean observing
   Strategies:
   - Support citizen-scientist opportunities.
   - Engage students in problem solving using ocean observing data.
   - Establish our researchers and program managers as resources for students and the general public.
   - Identify and pursue cooperative educational funding opportunities.

5. Improve SECOORA’s organization capabilities
   Strategies:
   - Expand and diversify funding that advances SECOORA’s mission.
   - Ensure SECOORA’s operations & governance structure enables us to achieve our vision.
   - Have an effective marketing and outreach strategy.
   - Ensure effective implementation of all grants, including the IOOS grant.
## GOAL 1 - Increase Exposure and Broaden Usage of SECOORA's Information and Products

**Time Period:** June 1, 2019 to May 31, 2020 (incomplete)

### 8 WEBINARS
- **416 People Attended**
- **794 People Registered**
- **683 People on Listserv**

### DATA PORTAL
- **9,605 Sessions**
- **4,425 Users**
- **1 Feedback Sessions**

### WEBSITE
- **69,379 Sessions**
- **57,489 Users**
- **31 News Stories**

### SOCIAL MEDIA
- **Twitter**
  - **16%**
  - **16%**
  - **16%**
  - **753 Twitter Followers**
- **Facebook**
  - **22%**
  - **38%**
  - **16%**
  - **552 Facebook Likes**

### MISCELLANEOUS
- **1 Public Forum in North Carolina**
- **6 Emails to Newsletter Listserv**
- **1,130 Contacts on Newsletter Listserv**
- **36% Average Newsletter Open Rate**

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**DRAFT**
GOAL 2 - Utilize a Prioritized Science-Justified Ocean Observing System Plan to Guide and Inform Decision Making and Implementation

Time Period: June 1, 2019 to May 31, 2020 (incomplete)

SCIENCE MEETINGS
4 Sponsored Meetings

OBSERVING PLANS
Final RCOOS Plan Released

BY THE NUMBERS

20 HF Radars
13 Buoys
6 Coastal Stations
143 Glider Days at Sea
6 Models and Applications
GOAL 3 - Expand Partnerships – including membership and stakeholders
Time Period: June 1, 2019 to May 31, 2020 (incomplete)

MEMBERSHIP
No New Members Joined
39 SECOORA Members

FACT Network
6,434 Pageviews \(\uparrow\) 44%
1 Foundation Grant
1 Data Manager
http://secoora.org/fact

SOCAN
1,220 Sessions \(\uparrow\) 24%
1 South Carolina Webpage
New Coordinator
socan.secoora.org

SCDRP
1,301 Pageviews (Started collecting data Dec 2019)
1 In Person Meeting
1 New Coordinator
Draft Strategic Plan
scdrp.secoora.org
SECOORA and the FACT Network

Acoustic receivers on 4 SECOORA moorings and 2 gliders to record tagged fish

Hosts and assist in management of the FACT Network Data system and website.

SECOORA / FACT partners maintain 30 temperature sensors

1 pilot project visualizing fish detection data with ecosystem data to better understand fish movement patterns

Learn more about the FACT Network by Webinar
Supporting Regional Networks and Projects

Regional Ocean Data Sharing:
Southeast Sand Resources Project
GOAL 4 - Engage and inform students and the public in ocean observing
Time Period: June 1, 2019 to May 31, 2020 (incomplete)

VEMBU SUBRAMANIAN AWARD
3 People Applied for the Award
$2,500 Opportunity

E&O COMMITTEE + STUDENT OUTREACH
1 Science Festival with GCOOS
4 Field Trips to a Coastal Station in FL
3 Student Awards Released
Budget Passed
4 Part SLR Curriculum Webinar Series
$12,800 Raised for Grad Student Award

EXTREME EVENT
Eyes on the Storm Logo
1 Webinar on Hurricane Gliders
Top 4 Hurricane Resources Story
1 Data Page – Hurricane Dorian

1 INFOGRAPHIC
One pagers for Each State

DATA CHALLENGE
1 Submission
2 Awards of $3,500
Expands HFR Data Use
GOAL 5 - Improve SECOORA's Organizational Capabilities

Time Period: June 1, 2019 to May 31, 2020 (incomplete)

CONGRESSIONAL

20 In Person Congressional Meetings with Staffers
6 In Person Meetings with NOAA Leadership
Constant Engagement During Extreme Events

ADMINISTRATION

Audit completed
2 IOOS Progress Reports Submitted
12 Hurricane supplemental progress reports submitted
1 IOOS Descope Completed
New accountant

PROPOSALS

8 Proposals Submitted
Preparing for FY 2021 IOOS FFO

DRAFT
Total Funding FY16-FY21

OVERALL TRENDS

Capitol purchases:
- 6 radar
- 1 glider
Hurricane supplemental

YEAR 1: $2,360,693
- $310,934
- $2,360,693

YEAR 2: $2,589,866
- $360,640
- $2,589,866

YEAR 3: $4.82M
- $1,416,134
- $3,407,726

YEAR 4: $4.72M
- $1,708,749
- $3,009,112

PROJECTED YEAR 5: $4.84M
- $1,809,942
- $3,028,136

IOOS Core | Other Funding
Leading to Results

New Underwater Autonomous Glider
First SECOORA owned asset

1 Mini Proposal ... and many new acoustic and environmental sensors

6 New High Frequency Radar
System growing by 53%

Regional Coastal Ocean Observing System Plan
SECOORA Regional Coastal Ocean Observing System

Jennifer Dorton, SECOORA Executive Director
Growing the System with Foundation Support

Munson Foundation
$15,000 Grant
• Working with FACT Network
• Collocating bottom temperature loggers at acoustic receiver locations
• Incorporating data in SECOORA

Matching Support
$12,800 donated
$2,516 in-kind support
• Fundraising campaign to support a graduate student
• $12,800 opportunity
2019 Student Opportunities

2019 Vembu Subramanian Ocean Scholar
Kelsey Johnson-Sapp
University of Miami Rosenstiel School of Marine and Atmospheric Science
Presenting at the International Coral Reef Symposium in Germany

2019 Data Challenge Web Camera Data
Category 1 – Undergraduate
Using Webcams to Capture Timing and Duration of Dune Erosion Events
Deanna Edwing and Kelsea Edwing, University of North Carolina Wilmington

Category 2 – Other
A Tool to Remotely Calibrate Coastal Web Cameras
Matthew Conlin, University of Florida

www.secoora.org
Regional Coastal Ocean Observing System Updates

27 Principal Investigators

Data Management and Communications

Observing

Modeling

Product Development

Education and Outreach

New Starts in Year 3 and Year 4

Filling Gaps in Harmful Algal Bloom Research in the Gulf of Mexico

Developing Machine-Learning Methods to Quickly Classify Underwater Soundscapes

Image: NOAA

Image: FWC/FWRI
Regional Coastal Ocean Observing System Updates

Hurricane Dorian

Eyes on Dorian: Wind Speed

Fripp Nearshore
Buoy 41033 / FRP2

60.9 mph

Recorded 9/5 at 8:00 AM

New High Frequency Radar
RCOOS COVID-19 Impacts

**Reporting** COVID impacts to the IOOS office

**In Situ Impacts**
- Ship access
- Travel
- Site access
- Instrument calibrations
- Permitting delays

**Modeling, Glider, and DMAC**
- Less impacted
- Glider instrument calibrations will be an issue soon

Updates from
IOOS Association

Josie Quintrell, IOOS Association
Voting Results – FY 21 Budget

Icon made by Vectors Market from www.flaticon.com
Voting Result – Board of Directors

Institutional Member: Academic/ Research/ Education Sector
Gary Mitchum
University of South Florida

Institutional Member: Public Agencies/ Non-Profit/ Other Sector
Michael Crosby
Mote Marine Laboratory and Aquarium
Thank You Board Members!

Brendal Townsend  
Ocean Tracking Network

Jim Murley  
Miami-Dade County
Education and Outreach Committee

Dwayne Porter
E&O Committee Chair
Education and Outreach Committee

Members

• Dwayne Porter, University of South Carolina
• Melinda Simmons, Jacksonville University
• Lisa Adams, Scripps Institution of Oceanography Department
• EV Bell, South Carolina Sea Grant
• Mike Muglia, East Carolina University
• Michael Piehler, University of North Carolina Chapel Hill
• Lynn Leonard, University of North Carolina Wilmington

Accomplishments Since June 2019

• Passed FY 20 Spending Plan in November
  • Data Challenge - High Frequency Radar
  • Curriculum Request for Proposals
  • Student Support - Munson Foundation
  • Sponsorship and Outreach
• Smart Sea Level Sensor Curriculum Webinar Series
THREE STUDENT OPPORTUNITIES
$22,000+ AVAILABLE IN PRIZES

Vembu Subramanian Ocean Scholars Award
Apply today for the Vembu Subramanian Ocean Scholars award! Do not miss the opportunity to receive $2,500 in travel support to present your research at a conference.

Examine How Temperature Affects Fish Movement Patterns in South Florida
- SECOORA and the FACT Network are partnering to sponsor a graduate student to examine how temperature affects fish movement patterns in south Florida marine ecosystems. The award value is $12,800.

SECOORA 2020 Data Challenge: Using High Frequency Radar to Meet User Needs
SECOORA is asking students and early career professionals to create tools that use archived SECOORA high frequency radar data. There are two $3,500 prizes.

Proposals were due May 15, 2020
Curriculum Request for Proposals
$8,500 Opportunity

- Due to the COVID-19 pandemic, there is a demand for high quality online curriculum
- Provide easy access to online K-12 marine science curricula and/or activities.
- Curriculum needs to be able to be implemented by parents, teachers and other educators.
- Due June 18, 2020

Example of organizations adapting their education outreach. South Carolina Sea Grant Consortium is hosting “Educator Help Line” on Facebook Live. They teach different lesson plans and ocean literacy topics.
Science Committee Update

Nick Shay, Science Committee Chair
Science Committee Update

Members

Nick Shay, (UM RSMAS)  Chris Kalinowsky (GADNR)
Lynn Leonard (UNCW)     Nicole Elko (SC Beach Advocates)
Vince Lovko (Mote)       Tiffany Troxler (FIU)
Ruoying He (NCSU)        John McCombs (NOAA)
Lena Schulze (JU)         Gary Mitchum (USF CMS)
Bill Savidge (UGA)

Update

• RCOOS Plan
  • Helped refine document
  • Review in Sept - Oct 2020
• Next Task: Developing program performance metrics for 2021-2026
  NOAA IOOS award
Science Committee Future Plans

Outreach / Inreach Activities

• Promote SECOORA science and technical accomplishments

• Provide technical review capacity

• Work with PIs to help frame the science/research within the context of the overall goals of SECOORA

• Assist with drafting and implementation of the SECOORA 2021-2026 strategic plan
Finance and Committee Update

Quinton White, Treasurer
Finance & Audit Committee Report

F & A Committee Members:
• Quinton White (Treasurer)
• Conrad Lautenbacher
• George Maul
• Peter Hamilton
• Jeff Copeland
Finance & Audit Committee Report

- Held Quarterly Calls (Aug, Oct, Jan, Apr)
- Approved FY21 Budget
- Reviewed FY20 Audit
- Reviewed 990 IRS Form
- Treasurer Receives Monthly Financial Reports
## Treasurer Report

### FY21 Operating Budget

**SECOORA Fiscal Year 2021 Operating Budget**

**March 30, 2020**

<table>
<thead>
<tr>
<th>Funds Under Management</th>
<th>Grant Period</th>
<th>Total Grant Amount</th>
<th>Operational Funds (portion of Total Grant for the year)</th>
<th>Notes on Funds Under Management</th>
</tr>
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<tbody>
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<td>IIOOS Yr 1</td>
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**TOTAL REVENUE**

$9,571,615 $1,424,276 15%

**SECOORA's Fiscal Year (FY): 1 Jul thru 30 Jun**

### Revise FY18 Operating Budget Approved Oct '17 F&A Committee

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<th>FY19 Operating Budget</th>
<th>FY20 Operating Budget Revised April 2019</th>
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**SECOORA's Fiscal Year (FY): 1 Jul thru 30 Jun**

### FY19 Operating Budget

### FY20 Operating Budget Revised April 2019

### FY21 Operating Budget

**Expense - Operational**

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<td><strong>5000 - Personnel Expenses</strong></td>
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<td><strong>6000 - Contract Services</strong></td>
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<td><strong>6300 - Travel</strong></td>
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<td><strong>6500 - Expendable Supplies</strong></td>
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<td><strong>6800 - Dues &amp; Memberships</strong></td>
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<td><strong>7000 - Home Office Reimb/Tele/Conf</strong></td>
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<td><strong>9998 &amp; 9999 Other/Contingency Expenses</strong></td>
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**Total Operating Expense** $518,266

**Percent Increase in Operating Budget Between Years**

FY17-18 = 0%  
FY18-19 = 1%  
FY18-19 = 16%  
FY19-20 = 1%  
FY20-21 = 11%

**Notes on Funds Under Management**

- **Auditors:** $19,175  
- **Caribean International COP (607)**: $20,092  
- **Cybersecurity Foundation for Ocean Security (C2FOS)**: $22,053  
- **Digital Infrastructure**: $1,800  
- **Other Contract Services**: $10,000  
- **Other Grant Revenue**: $32,000  
- **Tort Liability Insurance**: $2,841  
- **Total Grant Revenue**: $490,642  
- **Other Contract Services**: $10,000  
- **Other Grant Revenue**: $32,000  
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- **Other Contract Services**: $10,000  
- **Other Grant Revenue**: $32,000  
- **Tort Liability Insurance**: $2,841

**Notes on FY21 Operating Budget**

- **Funds Under Management:** 
  - **Core Grant Revenue:** $2,937,136  
  - **Membership dues Revenue:** $2,937,136  
  - **Other Revenue:** $2,937,136

**Total Revenue** $9,571,615

**Total Operating Revenue** $518,266

**Percent Increase in Operating Budget Between Years**

FY17-18 = 0%  
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Executive Committee Report

Rick DeVoe
SECOORA Chair

SECOORA Annual Meeting
www.secoora.org
Executive Committee Members

**Chair**
Rick DeVoe, South Carolina Sea Grant

**Vice-Chairman**
Jeff Copeland, WeatherFlow Inc.

**Treasurer**
Quinton White, Jacksonville University

**Secretary**
Brendal Townsend, Ocean Tracking Network

**Past Chair**
Michael Crosby, Mote Marine Laboratory
Executive Committee Report

- Held 7 calls
- Conducted review of the Executive Director
- Planned for Dec 2019 Board meeting and May 2020 Annual meeting
- Reviewed revised Committee membership
- Sent a letter to IOOS PO re: GCOOS and SECOORA boundaries
- Planned for and attended IOOS Spring Meeting and Hill visits
- Reviewed and approved SECOORA proposal development efforts and funding opportunities
Thank you!