



**SECOORA**

# **2023 Annual Meeting**

May 11, 2023 | Jacksonville, FL  
WiFi:

Thank you  
meeting  
sponsors!



Thank you to our  
meeting host:



Marine Science  
Research Institute





**SECOORA**

# **Board Meeting**

May 11, 2023 | Jacksonville, FL

# Board Agenda

Time	Activity
8:30 - 8:40 AM	<b>Welcome</b> Gary Mitchum, SECOORA Chair <ul style="list-style-type: none"><li>• Introductions / Roll Call</li><li>• Approval of Agenda</li><li>• Minutes Approval – March 30, 2023 (vote)</li><li>• Brainstorm: December 2023 Board Meeting Dates in Charleston, SC and Dates / Locations for 2024 Annual Meeting</li></ul>
8:40 - 8:45 AM	<b>Treasurer Report</b>
8:45 - 9:25 AM	<b>SECOORA Board Updates</b>
9:25 - 9:30 AM	<b>Closing Remarks and Adjourn</b> Gary Mitchum, SECOORA Chair
9:30 - 9:40 AM	<b>Coffee Break</b>



# VOTE

## Minutes

March 30, 2023



# Brainstorm Board Meetings

## **December 2023 Board**

Location: Charleston, SC

Dates: Week of December 4

## **2024 Annual Meeting**

Location: NC or SC?

Dates: ?



# Treasurer Report

**Susan Lovelace, Treasurer**

*Other Finance and Audit Committee Members:*

Jim Murley

Quinton White

Conrad Lautenbacher

Peter Hamilton

Jeff Copeland



# Review of Financial Reports as of March 31, 2023

	Last Year Actual March 2022	Current Year Actual March 2023	Annual Budget	Budget Balance Remaining as of 3/31/23	% To Be Collected /% of Expenses Remaining as of 3/31/23
<b>INCOME</b>					
Core Grant Revenue	\$ 4,118	\$ 241,709	\$ 471,923	\$ (144,692)	
Membership Dues			\$ 37,000	\$ 500	
Other Interest Earned/ Other					
Revenue	\$ 11,524	\$ 1,529	\$ 301,564	\$ 291,251	
<b>TOTAL INCOME</b>	<b>\$ 15,642</b>	<b>\$ 243,238</b>	<b>\$ 810,487</b>	<b>\$ 147,059</b>	<b>18%</b>
<b>EXPENSES</b>					
Personnel Expenses			\$ 616,000	\$ 193,369	31%
Salaries and Bonuses	\$ 33,532	\$ 38,417			
Benefits/Pyroll Tax Expense	\$ 9,047	\$ 8,893			
Contract Services	\$ 1,817	\$ 803	\$ 88,800	\$ 26,825	30%
Travel		\$ 7,598	\$ 45,000	\$ 13,624	30%
Expendable Supplies	\$ 126	\$ 139	\$ 6,900	\$ 4,974	72%
Dues & Subscriptions			\$ 15,500	\$ 500	3%
Other Expense					
Tort Liability Insurance			\$ 3,187	\$ 12	0%
Office Expenses	\$ 280	\$ 743	\$ 10,500	\$ 3,398	32%
Other / Contingency					
expenses	\$ 15	\$ 52	\$ 4,600	\$ 1,139	25%
E & O Committee Budget		\$ 178	\$ 20,000	\$ 14,572	73%
<b>TOTAL EXPENSES</b>	<b>\$ 44,817</b>	<b>\$ 56,823</b>	<b>\$ 810,487</b>	<b>\$ 258,413</b>	<b>32%</b>

**SEE  
HANDOUT**



# Review of Membership Profit & Loss as of March 31, 2023

SECOORA Monthly Grant Report  
FYE 6/30/2023

For the 9 Months of July 2022 - March 2023

Membership Dues (4600)

**SEE  
HANDOUT**

	<u>FY 23 Budget</u>	<u>March</u>	<u>Rev/Exp YTD FYE 6/30/2023</u>	<u>Balance as of March 31, 2023</u>
<b>Revenue</b>				
4600 - Membership	\$ 37,000	\$ -	\$ 36,500.00	\$ (500.00)
4900 - Other Revenue/Transfer/Interest Earned	-		1,510.89	1,510.89
<b>Total Revenue</b>	<b>37,000</b>	<b>-</b>	<b>38,010.89</b>	<b>1,010.89</b>
<b>Expense</b>				
<b>SECOORA Operations</b>	<b>14,000</b>			
Salaries, Wages & Benefits		676.69	6,203.61	
Other Costs/Supplies/Meetings	<b>3,000</b>	527.35	6,980.11	
Total SECOORA Operations Expense	<b>17,000</b>	1,204.04	13,183.72	<b>3,816.28</b>
<b>Student Opportunities- E&amp;O Committee Budget</b>	<b>20,000</b>	178.26	5,428.26	<b>14,571.74</b>
<b>Total Expenses</b>	<b>\$ 37,000</b>	<b>\$ 1,382.30</b>	<b>\$ 18,611.98</b>	<b>\$ 18,388.02</b>
<b>CASH ON HAND</b>			<b>\$ 424,388</b>	<b>\$ 423,006</b>
<b>RESERVE (SECOORA Operating Expense)</b>				<b>\$ 280,000</b>



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# Finance and Audit Committee Updates

- Accountant/Accounting Firm Update
- Financial Policy Review/Approval by F&A– March 2023
- SECOORA Membership Voted and Passed the FY24 Operating Budget via Election Buddy – April 2023
- Annual Audit – Summer 2023
- Membership Dues Invoices FY24
  - Emails are coming from Megan Shaw this year not Megan Lee



# SECOORA Board Updates

Debra Hernandez, SECOORA



# Abstract QR Code



# SECOORA Funding Trends

	FY19 Millions	FY20 Millions	FY21 Millions	FY22 Millions	FY23 Millions (estimated)
Core	\$ 2.94	\$ 3.03	\$ 3.06	\$ 3.06	\$ 3.06
Supplemental	\$ 0.45	\$ 1.12	\$ 1.49	\$ 1.54	\$ 1.60
WebCOOS		\$ 0.35	\$ 0.35	\$ 0.35	
BIL				\$ 0.95	\$ 0.96
Hurricane Gliders				\$ 0.42	\$ 0.23
Inflation Reduction Act					??
<b>TOTAL (Millions)</b>	<b>\$ 3.39</b>	<b>\$ 4.50</b>	<b>\$ 4.90</b>	<b>\$ 6.32</b>	<b>\$ 5.85</b>



Name	Proposal Title
Upton, Matthew	Southeast White Marlin Inter-Annual Tagging Study (SWMITS)
Daly-Engle, Toby	Modeling population linkages and habitat shifts of sharks in southeastern USA using a novel integrative approach
Hammerschal, Neil	Application of biotelemetry for enhanced monitoring and understanding of the effects of climate variability on ocean temperatures and fisheries
Hanisak, Dennis	Monitoring Coastal Acidification by the Indian River Lagoon Observatory Network of Environmental Sensors (IRLON) in an Estuary of National Significance
Gayes, Paul	Long Bay Ocean Observing Buoy: Anchoring Ocean/Water Shed Partnerships, Storm and Renewable Wind Energy Initiatives
Leatherman, Stephen	Southeast Florida Coastal Observation and Modeling Network



# Bipartisan Infrastructure Law (BIL)

- Previously referred to as the Infrastructure and Investment Jobs Act of 2021
- 5-year proposal with start date December 1, 2022; initial budget request for Years 1 & 2
- Funding provided for two areas:
  - Infrastructure – Year 1: \$582,000 | Year 2: \$587,000
  - Regional Ocean Data Sharing (RODS) – Year 1: \$368,500 | Year 2: \$368,500
  - Total – Year 1: \$950,500 | Year 2: \$955,500

<i>Infrastructure</i>	Year 1	Year 2
HFR Reinvestment	\$168,264	\$127,970
Buoy Reinvestment		\$20,482
Ocean Acidification (Mote)	\$100,000	\$100,000
Water Level (FIU, CCU)	\$150,000	\$150,000
FL east cost buoys (UN)	\$145,000	\$163,000
SECOORA	\$18,736	\$25,548

<i>RODS</i>	Year 1	Year 2
SCDRP	\$60,000	\$100,000
SET CoP	\$65,000	\$159,391
Drone CoP	\$40,196	\$25,200
Water Level	\$30,000	\$30,000
Wind Energy	\$75,000	\$25,000
SECOORA	\$98,303	\$28,909



# Staffing Updates



**Office and Events  
Manager**  
Megan Shaw



**Accounting**  
Strategic Accounting  
Outsource Solutions,  
LLC (new CPA firm  
July 1)



**Emily Noakes**  
*Communications Intern*  
SECOORA



**Next Steps**  
Technical Director



## Strategic Plan

*Expires June 30, 2024*

## RCOOS Plan

*Expires 2025*

## DMAC Contract

*Expires May 31, 2026*

## IOOS 5-Year Proposal

*End date: May 31, 2026*

## Upcoming Planning Work

1. Fall 2023:  
Define priority audiences for data portal
2. December 2023 Board meeting:  
Revised Strategic Plan
3. May 2024:  
Members approve Strategic Plan
4. June 2024 – March 2025:  
RCOOS Plan updated
5. ~December 2025:  
New 5-year IOOS proposal

# Convening, Facilitating and Sponsoring

## Board Meeting

Minority Community Engagement,  
Charleston, SC | Dec. 2022

## Resiliency: SCDRP

Miami, FL | Jan. 2023

## Congressional Outreach

Washington, DC | Mar. 2023

## Water Level PI Meeting

Charleston, SC | Mar. 2023

## SECART

### USF COMPS

St. Petersburg, FL | Mar, 2023

## Climate Services in the Caribbean

Barbados | Apr. 2023

## Shared Axiom User Group

Process improvements | Priority Alignment  
Seattle, WA | Apr. 2023

## SECOORA Annual Meeting

PI Updates | Member Networking  
Jacksonville, FL | May 2023

# Convening, Facilitating and Sponsoring

## Western Boundary Current Subtropical Continental Shelf Interactions (SkIO)

Science/technical meeting | International networking  
Savannah, GA | May 2023

## 3<sup>rd</sup> Global Marine Science Summit (UNCW)

Wilmington, NC | May 2023

## FACT

ATN Networking  
FL | Dec. 2023

## Water Levels in the Southeast

Program Development | Standards | Training |  
Gap Analysis | NOAA COOPS Collaboration  
Jacksonville, FL | June 2023

## OPUS Training

April 2023

## NOAA – COOPS Lab Visit

Winter 2022

## NC Geodetic Survey Field Visit

Spring 2023

## SECOORA Board Meeting

Member and PI Networking  
Charleston, SC | Dec. 2023

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# Diversity, Equity, and Inclusion



**Pilot SECOORA Ocean Observing  
Internship Partnership**

## **Summer Internship**

10 hours per week (May 18 – July 26)

## **Selected Interns**

Makiah Mooney (Jr. Marine Science major)

*Fluctuations in water properties due to the transition between tropical storm Matthew and hurricane Matthew*

Brandon Williams (Sr. Biology major)

*Global greenhouse gas emissions and its effect on our planet's water systems*

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# Diversity, Equity, and Inclusion



## Build Relationships

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# Member Engagement Opportunities



**WEBINARS**



**COMMITTEES**  
MEMBER REFRESH IN FALL



**SUPPORTING NEXT  
GENERATIONS**



**DRONES IN  
COASTAL ZONE COP  
(NEW)**



**SOUTHEAST  
WATER LEVEL WORKSHOP**  
June 13-15, 2023



**SECOORA**

# **Coffee Break**

9:30 – 9:40 AM

# **SECOORA Member Business Meeting**

**Gary Mitchum, SECOORA Board Chair**





Thank you  
meeting  
sponsors!



Thank you to our  
meeting host:



Marine Science  
Research Institute



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# Members Business Meeting Agenda

Time	Activity
9:35 – 9:55AM	SECOORA Staff and Committee Updates
9:55 – 10:00AM	SECOORA Members Business Meeting
10:00 – 10:10AM	Sequoia Scientific, Inc.
10:10 – 10:20AM	Coffee Break





**SECOORA**

# **SECOORA Updates**

Debra Hernandez, SECOORA



**SECOORA**

**DELIVERING DATA FOR DECISIONS**

**OBSERVATIONS, ACCESS, AND ENGAGEMENT**

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# Welcome New Member Representative

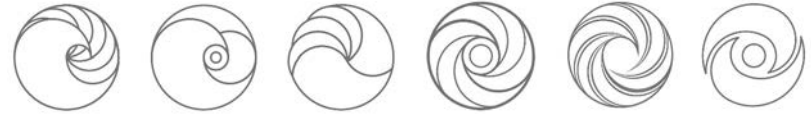


COLLEGE *of*  
CHARLESTON

**Scott Harris**

# New Personality

- Branding effort Fall 2022 – Summer 2023
- Goals:
  - Update voice of SECOORA
  - Strengthen our online presence
  - Streamline access to data, events, news, and projects
- Engaged users in the process
  - Branding Workshop: Team and stakeholder interviews
  - Board engagement to draft messaging
  - User experience website testing
  - Developed messaging framework
- Personality Takeaways
  - Friendly
  - Trusted
  - Collaborative



**SECOORA**  
S O U T H E A S T  
COASTAL OCEAN OBSERVING  
REGIONAL ASSOCIATION

<b>TEAL GREEN</b> CMYK 84/35/46/25 RGB 24/107/112 HEX # 186b70	<b>TURQUOISE OCEAN GREEN</b> CMYK 64/0/36/100 RGB 87/186/177 HEX # 57BAB1	<b>TEA GREEN</b> CMYK 30/0/45/100 RGB 195/216/164 HEX #C3D8A4	<b>SAND BROWN</b> CMYK 17/30/73/100 RGB 220/179/89 HEX #DCB359
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# New Website

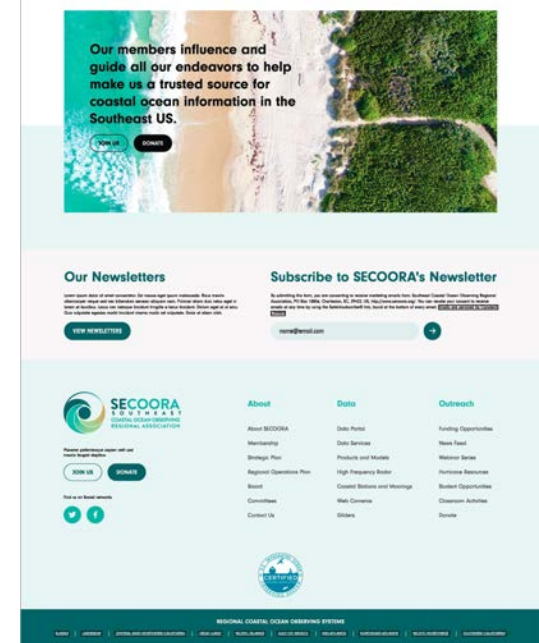
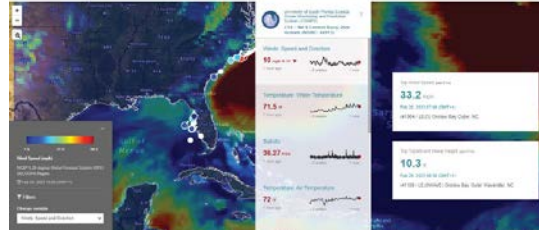
- Working to get information to the right audiences
- Creating a consistent brand
- Reorganizing content for easier navigation
- Adding an **Impact Page** to showcase projects, stakeholder quotes, and key figures



Delivering data for decisions

We want to ensure healthy coastal ocean ecosystems and communities by making observation data available and accessible to drive science-based decisions.

Join Us



# VISION

We want to ensure healthy coastal ocean ecosystems and communities by making observing data available and accessible to drive science-based decisions.

# MISSION

We bring people, technology, and data together to facilitate collaborations, projects, and knowledge sharing to ensure coastal ocean resilience, safety, and a thriving blue economy.



# What do we believe in?

Scientific Integrity

Available, Accessible, and Free

No One Does it Alone

Community Driven Innovation

Active Coastal Ocean Stewardship



# What We Do

## DATA & RESEARCH

We are dedicated to ensuring coastal ocean observing data are available and accessible to facilitate understanding and generate actionable insights for decision-making. Our observing systems provide historical and real-time coastal ocean data to advance science, technology, and product development that safeguards coastal ocean ecosystems and communities.

## COLLABORATION & COMMUNICATIONS

We bring government, industry, academics, and NGOs together to solve problems, observe, and raise awareness of our coastal ocean. We offer a support network and expertise pool to promote knowledge sharing, interdisciplinary collaborations, and funding opportunities.

## INNOVATION & DECISION SUPPORT

Our data and network are essential to science-based policy and management decisions and informing regional research priorities. We ensure local and regional voices are heard at a national level and work with our network to identify and address data gaps so policy-makers have the information they need to make the best decisions possible.

# Abstract QR Code



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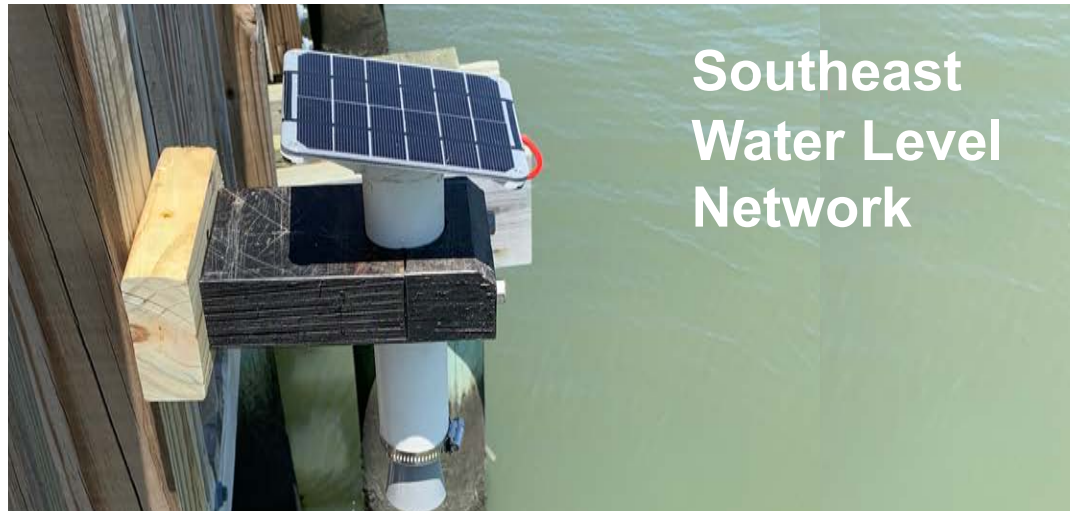


**National  
Recognition  
=  
More  
Opportunities**



## **WEBCamera COastal Observing System**

*View cameras online at  
<https://webcoos.org/>*



## **Southeast Water Level Network**

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# Member Engagement Opportunities



**WEBINARS**



**COMMITTEES**  
MEMBER REFRESH IN FALL



**SUPPORTING NEXT  
GENERATIONS**



**DRONES IN  
COASTAL ZONE COP  
(NEW)**



**SOUTHEAST  
WATER LEVEL WORKSHOP**  
June 13-15, 2023

# Thank you for being a member!

*Together we are working towards:*

**CREATING HEALTHY  
COASTAL OCEANS  
FOR RESILIENT  
FUTURES**

**CULTIVATING  
COLLABORATIVE  
COMMUNITIES**

**DELIVERING DATA  
TO DRIVE  
DECISION MAKING**





**SECOORA**

**DELIVERING DATA FOR DECISIONS**

**OBSERVATIONS, ACCESS, AND ENGAGEMENT**



# Science Committee Update

Nick Shay,  
Science Committee Chair

Image Attrib  
IOC GOOS



# Science Committee Update

## Members

- Nick Shay, UM RSMAS (Chair)
- John McCombs, NOAA
- Lynn Leonard, UNCW
- Gary Mitchum, USF CMS
- Vince Lovko, Mote Marine Laboratory
- Ruoying He, NCSU
- Bill Savidge, UGA SKIO
- Nicole Elko, SCBA
- Vince Lovko, Mote Marine Lab
- Bryan Franks, JU
- Yonggang Liu, USF CMS
- Kate Hubbard, FWC FWRI
- Patrick Barrineau, Coastal Science & Engineering
- Mike Muglia, ECU CSI

## Activities

- Reviewed and updated plan the HAB's
- Version 2 HAB plan to be uploaded on website
- Discussed and reviewed the modeling framework
- Discussion on new and lower cost technologies

## Upcoming

- Updates on adding data in the Data Portal and review of Metadata formats
- Evaluation of lower cost technologies



GULF OF MEXICO COASTAL OCEAN  
OBSERVING SYSTEM

## Education and Outreach Committee

Abbey Wakely

*SECOORA*



# Education and Outreach Committee Updates

**Calls:** June and September

## Data Challenge - 4 submissions

- Grad: Owen Silvera, FAU: proposal "Multiyear Analysis of Chlorophyll Spikes in the IRL: Coupling Bloom Events & HABs to Potential Sediment Sources in a Lake-Canal-Estuarine Continuum"
- Undergrad: Tim Hesford, UNCW: "The spatial structure of storm events in the South Atlantic Bight"

## Vembu Award - 5 submissions

- Luis Sorinas Morales, USF, will present at AGU
- Mason Thackston, FAU, will present at the OCEANS conference

**Upcoming:** Curriculum request for proposals

## Members

- Dwayne Porter, University of South Carolina (Chair)
- Melinda Simmons, Jacksonville University
- Lynn Leonard, University of North Carolina Wilmington
- EV Bell, South Carolina Sea Grant
- Aly Busse, Mote Marine Laboratory
- Mary Conley, The Nature Conservancy
- Katy Smith, University of Georgia Marine Extension and Georgia Sea Grant



# Executive Committee Update

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Gary Mitchum  
SECOORA Chair

# Executive Committee Update



- Hosting monthly calls
- Savannah State University Partnership
- Develop Board Meeting agendas
- Assisting with staffing changes
- Executive Director review completed





**SECOORA**

# **Voting Results**

# FY 24 Operating Budget

March 30, 2023

**PASSED**







**SECOORA**

# **Board of Directors Election Results**

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# Welcome New Returning and Board Members



**Gary Mitchum**  
USF College of Marine Science



**Erin Hague**  
TetraTech



**SECOORA**

# **By-Law Changes**

**Jim Murley, Governance Committee Chair**

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# Committee Recognition

- Members: Jim Murley (Chair), Cliff Merz, Lynn Leonard, and Tracey Smart
- May 2022 Charge: review the by-laws to ensure current practices are reflected in the by-laws and Board composition is reviewed.
- Key items reviewed:
  - Affiliate membership voting rights
  - Increasing the number of public seats
  - Review committee language and remove those no longer needed
  - Add a section on Financial Policy and Procedures
- Timeline: Two meetings held, presented to Board for vote in December 2022, Members voted in May 2023 election

# Recommendations for Changes to By-Laws - PASSED

1

Expand the number of Public Seats from 1 to 3, and actively recruit more diverse voices

2

Change quorum to use Robert's Rule (greater than 50% of membership)

3

Remove or revise tasks and committees to reflect the current operations of SECOORA

4

Add a section on Financial Policy and Procedures

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# Thank you, Board Members!



**Conrad Lautenbacher**  
GeoOptics



**Jim Murley**  
Miami-Dade County

# Gold Sponsor Presentation



**Gino Washington**  
Sequoia Scientific

