



**EXECUTIVE SUMMARY
COMMERCIAL FISHERIES REVITALIZATION PLAN
CORE COMMITTEE MEETING
October 3, 2008, 9:30 a.m.
(Port Training Room)**



Attendees:

August Felando, Fisheries Attorney
Bruce Cummings, Port – Marine Terminal
Catherine Driscoll, Driscoll's Wharf
Christopher Morrow, Project Design Consultants
Deborah Ruddock, Coastal Conservancy
Domenic Lupo, Project Design Consultants
Henry Pontarelli, Lisa Wise Consulting
Isaac Canner, Moffatt & Nichol Blaylock
Jonathan Hardy, Senator Ducheny's Office

Kelly Falk, Port - Real Estate, Chair
Maryanne Kind, Port - Grants
Matthew Valerio, Port - Land Use Planning
Mitch Hobron, Fisherman's Working Group
Pamela Godde, Lisa Wise Consulting
Peter Fournoy, Attorney, Fishing Industry
Peter Halmay, Fisherman's Working Group
Tina Pierce, Port - Grants Office
Tom Driscoll, Driscoll's Wharf

Introductions/Updates from the Port (Kelly Falk, Chair)

Kelly announced that Deborah Ruddock would be joining the meeting via conference phone. Kelly asked if anyone had anything to share, reminding attendees that the Core Committee is an integral part of the commercial fisheries revitalization process:

- Maryanne Kind reported that the Ruocco Park Donation Agreement between The San Diego Foundation and the Port District is scheduled to go before the Board of Port Commissioners for its consideration and approval on November 4, 2008. Site preparation work for the park is to commence within approximately 2-3 years. The park use guidelines allow for public education or demonstrations on subjects relating to the fishing industry.
- Tom Driscoll commented on a project he is involved in that will be going to the Board for conceptual approval--a 424-space parking structure located at America's Cup Harbor on the old Westy's site (across North Harbor Drive). This parking structure can be expanded if additional parking is needed in the future. The Marina Green Wharf development includes an event park on site (120' wide by 150' deep) and it can be used for such events as an occasional fish market or day-at-the-docks.
- A question was asked regarding project alternatives and further regulation, e.g., the Marine Life Protection Act. Kelly Falk commented that a no-project alternative isn't viable as can be with an EIR-type analysis. Lisa Wise Consulting (LWC) will recommend alternatives that may range from "do nothing" to "throw everything out and start all over." Henry Pontarelli will interface with the Core as they move forward.
- This discussion led into questions/comments about sea level rise. LWC is currently introducing a sea level rise effort and is submitting a program to the Port for approval. The planned effort will not include a written assessment, but rather an analysis of the potential for change over time.

Updates on Key Tasks (Henry Pontarelli, Lisa Wise Consulting)

Augie Felando, Kathryn Gillick and Henry Pontarelli met with the trust and wealth management team of Bank of America and other financial institutions regarding a trust or foundation for commercial fisheries. Others contacted include the Cape Code Fisheries Trust; the Closter Model is being explored as well.

Henry attended the American Planning Conference to learn more about food plans, and if there would be a benefit to instigate a food plan in San Diego that emanates from the commercial fishery. He learned that the American Planning Association has a grant program for communities that have instituted food plans. Henry also attended the Fishery Business Network meeting in Monterey. The Network has officially rolled out the California Fishery Fund that has approximately \$5 million to assist fishermen who are striving to achieve sustainability goals. Coastal Conservancy representatives also attended the meeting; Christine Blackburn presented information on a number of the Conservancy's projects, including San Diego commercial fisheries revitalization.

Findings from Market Analysis (Kathryn Gillick, Lisa Wise Consulting)

Kathryn indicated that the market analysis was the foundation for a marketing plan. The work done by Henry Pontarelli, Pam Godde and Kathryn included interviews with fish buyers, restaurant owners and chefs to get a better understanding of demand for locally caught fish. Target lists were created for restaurants, retailers, distributors and wholesalers. This analysis is a sample of the work that is being done; the consulting team is looking for trends.

Core members commented on the importance of local fish and the distinction between local fish (US fish) as opposed to fish caught by Mexican fishermen. It was pointed out that San Diego commercial fishing is over-regulated. In response, Henry commented that we are very compliant and setting examples for other fisheries around the world—a worthy effort. It is very important that the United States consumer know this.

Jonathan Hardy shared his thoughts on the importance of the outside perspective during the interview process, i.e., those of someone who hasn't taken the views of the fishermen and/or processors. Henry stated that when meeting with funding sources and other supporters of commercial fisheries, all information gathered will be summarized and used to justify the efforts of the Core for project implementation.

Marine Environmental Analysis (Lawrence Honman, Merkel & Associates, Inc.)

Mr. Honman explained that knowing the existing conditions at the site can assist in determining cost-effective project designs and alternatives. Habitat types at Driscoll's Wharf and Tuna Harbor include intertidal and shallow subtidal, rip-rap or seawalls; subtidal unvegetated soft bottom; subtidal vegetated soft bottom (eel grass); dock structures and open water. When considering design alternatives, the Committee should note that any infrastructure redevelopment (e.g., dock extensions) should consider bay coverage with the understanding that there will be no net change in surface coverage. Other considerations for potential design alternatives would include any impacts to eelgrass, as this would have to be mitigated.

The methodology used for construction projects regarding eelgrass was outlined: obtaining a baseline survey of the area, conducting an eelgrass pre-construction survey (within 30 days prior), and a post-construction survey (within 30 days after) to determine project-related impacts to the site. The surveys need to be done in the growing season and they need to be compared to surveys done in the control site. This information is then reviewed by the National Marine Fisheries, hopefully, with no impacts noted.

Regulatory and permitting requirements were also included in the presentation. Lawrence commented that obtaining some of these permits can be challenging, and that this process could take at least 6 months to a year. Matt Valerio reviewed the process from the Port's perspective. Driscoll's Wharf is the primary focus for permitting.

It was mentioned that the Conservancy's grant does not cover the permitting process. Mr. Pontarelli acknowledged this indicating that the collection of all this data will assist in obtaining additional funding for the project. Mr. Honman pointed out that the Core Committee/consultant team need to come up with some ideas and determine what is the most feasible/cost effective plan. Dominic Lupo of PDC said that he would work with Merkel & Associates and Helix Environmental to identify required permits and create a timeline depending upon the type of permit needed.

Update on Traffic Analysis (John Keating, Lisa Carr, Linscott, Law & Greenspan Engineers)

Due to time constraints, Mr. Keating went straight to the bottom line regarding the two study areas. The Existing Conditions Report has been completed. Driscoll's Wharf – even though traffic in the area will increase, he doesn't see traffic as a problem. However, regarding the access point at Harbor Drive, the median break doesn't line up with the driveway for left-hand turns. Tuna Harbor - no existing problems.

John doesn't see any significant future traffic impacts from these projects due to their size and location. Even though traffic will increase a lot in the project areas, it won't be from these projects; it takes a pretty

big project to affect traffic. The challenge for this project will be parking--when you put the visitor component on top of employee parking. This will be included in the next phase of his study.

Kelly Falk provided information on some future changes to the area as part of the Port District's North Harbor Drive Project.

Commercial Fishing Landings (Henry Pontarelli, Lisa Wise Consulting, Inc.)

Information on commercial fishing landings was presented in graph form by U.S. region, as well as nationally, for California and for the local San Diego area. Henry pointed out that Slide 16, Average Value per Pound from 1950-2006, is the key slide--our "pitch." As we move forward to talk with other potential funding sources and the local and political communities to gain support for our fisheries, we have a powerful argument here--we have illustrated that the San Diego fishery has figured out a way to maintain value per pound.

The four major commercial fishing locations in San Diego County were discussed—Tuna Harbor, Driscoll's Wharf, Oceanside and Mission Bay. Species distribution at these four locations was included. This data will assist the Core Committee in identifying emerging trends; in addition, it may be useful to entice other fishermen to our facilities.

Questions & Answers/Comments

- Peter Flournoy felt it was important that someone from the Core Committee (either from the Port or Lisa Wise Consulting) liaison with what the MLPA Blue Ribbon Task Force is doing. Their work has the potential to have a very large impact on the San Diego fishery.
- Kelly Falk reported that Senator Ducheny has taken a stand on the actions of the South Coast MLPA Initiative and has sent a letter expressing her concerns to the Chair of the Blue Ribbon Task Force as well as the Director of the Department of Fish & Game. Kelly is coordinating with the Port's Governmental Affairs Director to determine how best to communicate our concerns. Peter Halmay expressed the seriousness of the initiative and commented that closing areas is not a bad idea, but the areas don't have to be as large as others would like them to be. The plan must have a fishing component--total allowable catch is the call we have to make. Peter feels that it is the fishermen working with the fishery scientists that can make a difference.
- Augie Felando suggested that Kelly Falk contact SanDAG (Shelby Tucker, Associate Regional Planner) regarding their working group for sediment management. Although the emphasis of the working group may be beach nourishment, this represents an opportunity for the Core to let SanDAG know what is going on with regard to the MLPA.
- A brief discussion was held regarding public relations and the commercial fisheries project. The Conservancy is promoting the project when they have an opportunity to do so, as does Henry at his various meetings. The Port should do more to inform its employees about the commercial fishing efforts being undertaken. Port staff is waiting for the November release of the draft Existing Conditions and Background Report prior to providing information to the Board of Port Commissioners and the Commercial Fisheries Steering Committee. It was felt that we needed to show significant progress in the next communication.

Schedule Next Meeting

Core Committee members will be notified via email regarding the date of the next meeting.