

# Orca Regulations Communications Advisory (ORCA) Group Meeting 2 Objectives and Agenda

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## Meeting 2 Details

Date Thursday, April 18, 2024  
Time 1:00 PM – 4:00 PM, PDT  
Location [Zoom Webinar Registration Link](#)

## Meeting 2 Objectives for ORCA Group Members

1. Consider and provide feedback to more detailed ORCA Group process map.
2. Determine ORCA Group approach to identifying communication priorities for the Department to consider adding to its current efforts between now and June 30 (FY2024).
3. Review communication efforts and gaps (meeting 1 homework responses) and learn more about what ORCA Group members already know about the region’s recreational boating community.
  - a. Consider small working group opportunities between Meetings 2 and 3.
4. Review and provide feedback on boater engagement workshop objectives.

## 3-hour Agenda

Time	Topic	Related Objective	Lead
<b>1:00 PM</b> 20 minutes	<b>Welcome</b> <ul style="list-style-type: none"> <li>• Settle in</li> <li>• Round-robin salutations</li> <li>• Meeting objectives and agenda overview</li> <li>• 10-minute public comment period</li> </ul>	-	Ross Strategic
<b>1:20 PM</b> 20 minutes	<b>ORCA Group Process</b> <ul style="list-style-type: none"> <li>• ORCA Group process map</li> <li>• Potential work group opportunities</li> </ul>	1	Ross Strategic
<b>1:40 PM</b> 30 minutes	<b>FY2024 Communication Investment Priorities</b> <ul style="list-style-type: none"> <li>• ORCA Group approach to recommendations for FY2024 and FY2025</li> </ul>	2	WDFW and Ross Strategic
<b>2:10 PM</b> 10 minutes	<b>10-minute Break</b>	-	-
<b>2:20 PM</b> 70 minutes	<b>Comprehensive Communication Efforts and Gaps</b> <ul style="list-style-type: none"> <li>• Meeting 1 homework responses (Mural)</li> <li>• Recreational boater target audience</li> <li>• Information gaps</li> </ul>	3	Ross Strategic and ORCA Group Members
<b>3:30 PM</b> 20 minutes	<b>Boater Engagement Workshops</b> <ul style="list-style-type: none"> <li>• Workshop objectives</li> <li>• Contact list</li> </ul>	4	WDFW and Ross Strategic
<b>3:50 PM</b> 10 minutes	<b>Next Steps</b>	-	Ross Strategic

	<ul style="list-style-type: none"> <li>Upcoming ORCA Group meetings and small work group meetings (if needed)</li> </ul>		
<b>4:00 PM</b>	<b>Adjourn</b>	-	-

**Meeting 2 Materials/Resources**

- Useful links:
  - [Washington Senate Bill 5371](#)
  - [WDFW ORCA Group website](#)
  - [WDFW Advisory Member Handbook](#)