



Business Advisory Council

BACKGROUND

The Gulf of Mexico Alliance (GOMA) is a strong network of partnerships that includes state and federal agencies, academia, business and industry, and non-governmental organizations (NGOs) working to promote the ecological and economic health of the Gulf of Mexico region. GOMA is governed by the governors of all five U.S. Gulf States – Florida, Alabama, Mississippi, Louisiana, and Texas, and collaborates on key issues with the Country of Mexico.

GOMA was formed in 2004 with the support of a federal working group to address regionally significant priority issues:

- water quality and water resources,
- data and monitoring,
- wildlife and fisheries,
- habitat conservation and restoration,
- nutrients and nutrient impacts,
- coastal community resilience,
- ecosystem integration and assessment, and
- environmental education.

To date, much effort has been put into accomplishing specific actions associated with each priority issue as described in the Alliance's three *Governors' Action Plans* (2006, 2009, 2016). The specific actions to address the priority issue areas are identified and implemented by the Priority Issue Teams (PITs). The GOMA leadership team and project support staff assist the PITs with overall coordination and facilitation of the actions and also serve as fiscal agents for various federal, state, and private sources of implementation funds.

GOMA leadership also coordinates leveraging opportunities with other partners, such as the Gulf Hypoxia Task Force, Gulf of Mexico Research Initiative, and RESTORE Council, to address common issues. In summary, GOMA is very well positioned for implementing innovative, collaborative projects and programs and also representing the interests of the Gulf of Mexico region on national and international issues.

Business and industry involvement is vital to successfully achieving GOMA's mission of healthy ecosystems and economies. The connection between a healthy ecosystem and a healthy economy is very clear as many industries rely on the natural resources provided by the Gulf of Mexico. For this reason, GOMA established the Business Advisory Council (BAC) to collaborate and partner with businesses on priority issues and regional initiatives as well as to deepen a sense of stewardship toward the Gulf of Mexico and its contributory watersheds.



PURPOSE

The role of the BAC is to facilitate communication between governmental, academic, and non-governmental partners and the diverse groups of industries that are dependent upon the resources of the Gulf of Mexico.

The BAC's objectives are to:

- Assist GOMA in realizing the mission of healthy ecosystems and coastal economies;
- Contribute to the protection of natural and cultural resources so that they are sustainable and productive;
- Promote advancement of regional priority issues;
- Identify emergent or critical issues involving Gulf of Mexico resources;
- Serve as a forum for consultation and deliberation among its members;
- Advise Alliance Management regarding engagement on regional issues; and
- Develop an informed business constituency to increase awareness and understanding of the interdependence of ecosystems and economies.

FORMAT

The BAC is comprised of industry-leading companies that can provide a broad range of stakeholder viewpoints. The BAC members must have the ability to collaborate in an effort to improve the health of Gulf of Mexico resources. Membership on the BAC is open to any business wishing to participate.

The BAC elects a chairperson no more often than every two (2) years who is responsible for convening conference calls and/or meetings of the BAC as needed. The BAC shall also select a member of the group to participate on monthly GOMA AMT calls. It is not necessary that this member also be the chairperson of the BAC. Any member of the BAC is welcome to dial into GOMA AMT calls, but the BAC should speak with one voice on the calls.

MEMBER QUALIFICATIONS

Each BAC representative has the following qualifications:

- Familiarity and affiliation with common concerns within their industry sector;
- Understanding of the interdependence of their industry and the natural resources of the Gulf of Mexico;
- Ability and willingness to communicate with key representatives from their industry sector;

Commitment and availability of time to participate in BAC conference calls or meetings, as necessary.