



# Audubon CALIFORNIA

November 30, 2009  
Marine Life Protection Act Initiative  
c/o California Resources Agency  
1416 Ninth Street, Suite 1311  
Sacramento, CA 95814

Re: Nomination of David Jensen, Fort Bragg area, for NCRSG

Dear BRTF Chair Gustafson and DFG Director:

We strongly support the nomination of David Jensen to the North Coast MLPA Regional Stakeholder Group. Dave is uniquely qualified to serve as a Stakeholder given his long relationship with the North Coast community and natural areas, positive relationships with the commercial fishing and sport diving community, and collaborative spirit.

**1. Nominee name and contact information.**

David Jensen  
661 North Harold Street, Fort Bragg, CA 95437  
Home: 707-964-8163  
Work: 707-961-2616  
Email: [djensen@mcn.org](mailto:djensen@mcn.org)

**2. A short statement to confirm how the applicant meets each of the selection criteria.**

**a. Able to bring first-hand knowledge and perspective to bear on the marine resources of the MLPA North Coast Study Region.**

David has extensive first-hand knowledge of the North Coast study region, especially those sections from Point Arena to Cape Mendocino.

- He moved from Puget Sound to this region in 1971.
- He **operated a commercial salmon boat** out of Albion and Fort Bragg from 1976 to 1980.
- He was one of the first **commercial urchin divers** on the coast. He performed original surveys of species availability and seasonal roe quality

for Dr. “Mitch” Miyamura of Japan. He harvested urchins for four seasons before leaving the coast to attend Sonoma State University in 1982.

- He was an active member of the **coastal sport diving community** for many years. With his commercial diving partner, the late Ken Tallman, he operated Sub-Surface Progression, the only dive shop on the Mendocino Coast. He provided diving instruction and led tours for interested residents and visitors.
- He now teaches **bird identification classes** and leads nature walks, including **pelagic seabirding trips**, throughout the Mendocino and Humboldt coast.

**b. Able to balance north coast regional perspective with localized knowledge.**

David has gained a valuable regional perspective as a result of events that took him away from the Mendocino coast for periods of time. His science training at Sonoma State University and U.C. Berkeley developed his understanding of the broad marine forces influence the north coast. His fishing and birding experiences from Monterey to the Oregon border have deepened his understanding of species distribution and resource utilization patterns. His interaction with federal, state, county and nongovernmental agencies throughout northern California have developed his understanding of social and political issues in the region.

**c. Willing to express fundamental interests and to clearly convey the interests of one or more stakeholder groups.**

David has had the opportunity to express a wide variety of interests during the course of his professional and personal career. He has owned a regulated business (Cowlicks Ice Cream Company) and has worked as a regulator (California Department of Toxic Substances Control and Mendocino County Health Department.) He is an active member of a conservation group (Audubon Society) as well as a sportsman’s organization (Ducks Unlimited). He has worked to keep dogs off selected beaches during breeding and migration seasons (Ten Mile Beach), but is a dog owner himself and has successfully lobbied to have an acceptable beach designated as an official off-leash dog beach (Noyo Beach). David is an accomplished public speaker and regularly testifies at meetings of the Fort Bragg City Council, County Planning Commission, and numerous social and business organizations, such as the Realtors’ Board, Rotary, and local radio stations.

**d. Capable of working collaboratively, seeking to integrate the interests of the full range of constituencies.**

In addition to the examples listed in the previous item, David has earned a reputation as a person who is able to create resolution amidst conflict. He has demonstrated an exceptional understanding of what it means to be on “both side of the counter,” and understands that no agreement is satisfactory unless both sides can claim victory.

**e. Able to access and use an effective communication network to reach stakeholders not attending the public meetings.**

David has demonstrated the ability to communicate with a wide variety of constituents through various media. He is adept at public speaking, regularly submits written articles and notices in the local newspapers, and is an active subscriber to various electronic listservs (electronic bulletin boards) in Mendocino County.

**f. Committed to completing all aspects of the charge of the regional stakeholder group.**

David has demonstrated the ability to see complicated tasks to their final completion. He has written a Master's thesis at the end of an extensive research project. He has started his own business. He has never missed a payroll. He has served as president for nonprofit organizations. He has managed grants from federal agencies. David understands the meaning of commitment and does not undertake them lightly.

**3. Where appropriate, identify current and past affiliations with stakeholder groups active in marine resource management.**

David has worked as a commercial fisherman, an urchin diver, has been a sport fisherman, has been a sport SCUBA diver, has led pelagic birding trips, has owned a visitor-serving business in a coastal community, and is a member of the Mendocino Coast Chamber of Commerce.

**4. A brief summary of past involvement in the MLPA or similar collaborative public processes to provide advice on natural resource policy or planning.**

David has participated in several collaborative public processes. As a member of the **Fort Bragg G-P Mill Site Planning Team**, he worked with state and city officials, landscape architects, and other members of the coastal community to develop conceptual plans for the development and conservation of the former mill site. This process included the design of coastal trails on city and State Parks property. As President of the Mendocino Coast Audubon Society, David is an active member with the **Bureau of Land Management in the Point Arena Gateway to the California Coastal National Monument**. He is also the manager of multiple collaborative research grants to study the breeding birds and native plants that are found in the CCNM. As the former president of the Mendocino Land Trust, David worked with California State Parks to study and development effective management plans for the resources, including **Coho Salmon**, contained within the Big River Unit, which the Mendocino Land Trust transferred to State Parks' ownership.

**5. Willingness to commit the time for full participation.**

As stated previously, David understands the meaning of commitment. He is willing to commit the time required to fulfill the obligations of a member of the regional stakeholders group.

**6. Descriptions of the organizations and individuals with which the nominee will communicate.**

David will represent all potential stakeholders to the best of his ability. It is clear from past and present discussion within the Mendocino Coast community that this will not be an easy task. There exists much fear and mistrust among many people, It should be the responsibility of the selected representative to communicate with all stakeholders to the best of his or her ability, regardless of whether those stakeholders support or oppose the MLPA. An effective representative must reach out to groups beyond those to which he or she belongs or with whom they feel comfortable.

**7. Specific communication and outreach mechanisms to be utilized (give examples).**

- **Public appearances:** Fort Bragg City Council, Mendocino Coast Chamber of Commerce, Mendocino Coast Rotary, other service and professional organizations
- **Print media:** Notices and meeting summaries in local press, letter to the editor
- **Electronic media:** County listservs (electronic bulletin boards)

**8. Areas of knowledge or expertise relevant to the project.**

- **Commercial fishing experience**
- **Urchin diving experience**
- **Sport diving experience**
- **Knowledge of seabirds**
- **Experience as owner of visitor-serving business**
- **Member of Chamber of Commerce**
- **California Coastal National Monument Partner**

Sincerely,

Anna Weinstein  
Seabird Program Coordinator