

Education, Planning, and Outreach Committee Meeting Minutes
Board of Game and Inland Fisheries
Board Room, 4000 West Broad Street
Richmond, Virginia 23230

February 5, 2009, 1:00pm

Present: Dr. William T. Greer, Jr., Committee Chairman, Sherry S. Crumley, Mary Louisa Pollard; **Absent:** Randy Kozuch; **Director:** Robert W. "Bob" Duncan; **Senior Staff:** Ray Davis, Bob Ellis, Major Mike Clark, Becky Gwynn, Larry Hart, Charlie Sledd, Colonel Dee Watts, Lee Walker, Gary Martel.

Dr. Greer welcomed everyone and called the meeting to order at 1:00pm.

Approval of Minutes: The minutes of the December 15, 2008 committee meeting have been posted to the Web site and copies were distributed to the Committee members for review. **Dr. Greer called for a motion to approve the minutes as submitted. Ms. Crumley made a motion for the minutes to be approved as submitted. Motion Seconded by Ms. Pollard. Ayes: Greer, Crumley and Pollard.**

Comments by Director Robert W. "Bob" Duncan: The Chairman called upon Mr. Duncan for his remarks. The Director stated he would defer his comments until later in the meeting.

Legislative Update: The Chairman called upon Mr. Charlie Sledd to provide an update on the 2009 General Assembly. Crossover day in the General Assembly is Tuesday, February 10, 2009. The Agency had an active lead on 26 bills and these have been posted to the Agency Web site. Ten bills are no longer moving forward and there are 16 active pieces of legislation related to the Agency. Two of the remaining 16 bills are agency bills for this session - Special Conservation Police Officers and the Wildlife Violator Compact.

Dr. Greer asked for prepared speaking points regarding legislation to use when meeting with members of the General Assembly.

Mr. Sledd also provided an update on the budget bill and what that includes that might affect the Agency.

Mr. Duncan expressed his sincere appreciation to the staff for their work with General Assembly members in responding to legislation. The Agency has attended the Sportsman's Caucus on Thursday Mornings and the Agency has made several presentations to the Caucus (Quail Action Plan, Building Relocation, and Educational Programs).

Mrs. Pollard asked about the status of the building relocation. Mr. Duncan stated several meetings have been conducted regarding the PPEA. The next step is to determine which

proposals are best suited for the Agency. Mr. Duncan stated an Internal Staff Committee has been formed to evaluate the site locations to begin the detail phase. Staff is currently working on the DRES requirements.

Apprentice Hunter License/Lapsed Angler License Sales Update: The Chairman called upon Mr. Lee Walker to present a report on the Apprentice Hunter License/Lapsed Angler License Sales. As of January 9, 2009, there were 5,000 Apprentice Hunting Licenses sold. During the first year of a two year program, the Lapsed Angler Program, there were 6,000 licenses sold.

Mr. Walker also reported to the Committee that a Virginia Wildlife Christmas Mailing was conducted. As a result of the mailing and a special subscription price being offered, there were 2,500 subscriptions sold. The Outdoor Report Email Blast generated 6,000 new subscribers. As of February 5, 2009, there are 22,000 subscribers.

Ms. Crumley stated she has heard great comments on the Wildlife Calendar and the Wildlife Magazine.

Mr. Walker and Mr. Duncan gave the following presentation:

The Virginia Department of Game and Inland Fisheries (VDGIF) and Virginia Marine Resources Commission (VMRC) are launching a monofilament fishing line recycling program across the Commonwealth. Both state agencies will install PVC pipe recycling containers at public boats launches at several lakes and rivers and coastal waters. Anglers and boaters are encouraged to deposit used monofilament fishing line into the PVC containers.

"Part of our agency mission involves managing and protecting wildlife populations. Monofilament fishing line poses an entanglement hazard for both aquatic animals and birds," says VDGIF Director Bob Duncan. "In addition, we are charged with protecting people and property engaged in hunting, fishing, boating and other outdoor-related activities. Improperly discarded fishing line can wrap around propellers, causing damage to boat motors."

"These fishing line recycling containers encourage anglers to dispose of unwanted line in a responsible manner," noted VMRC Commissioner Steve Bowman. "When you use one of these containers, you will be playing an important role in protecting fish, birds, turtles, and even dolphins, as well as keeping Virginia's waters clean."

According to VDGIF Fisheries Division Assistant Director Ron Southwick who is coordinating the line recycling program for the Department, "Several conservation organizations and municipalities have already jumped on board as partners sponsoring potential sites for the containers. Every group we have contacted to date has been most enthusiastic and supportive. Currently, we have 50 recycling containers ready to be installed across the state."

Sponsoring groups include the Virginia Bass Federation, Fairfax County Park Authority, Suffolk-Nansemond Chapter of the Isaac Walton League, Northern Virginia Kayak Fishing Club, Orange County High School Anglers Club, City of Richmond Parks and Recreation, VA B.A.S.S. Federation Nation, and the Isle of Wight Ruritan Club. In addition to providing the monofilament fishing line recycling containers, the sponsors will help maintain the containers and collect the used line for recycling.

Anglers and boaters wishing to recycle fishing line should remove any hooks or sinkers from the used line before depositing it into the containers. For the safety of the volunteers collecting the fishing line for recycling, no other trash should be deposited into the well marked containers.

The used monofilament line will be collected by partnering, volunteer organizations and shipped to Pure Fishing America, the parent company of Berkley fishing line. The recycled line is melted down and remolded into various products, such as fishing line spools, tackle boxes, and fish habitat structures.

Dr. Greer thanked Mr. Duncan and Mr. Walker for their report.

Update on Agency Management Study: Mr. Duncan thanked Becky Gwynn for her work and coordination as Project Manager for the Management Study. Mr. Duncan meets weekly with the Management Team as they begin to finalize their report. As part of the Study, Applications were taken from staff for the Leadership Development Program and 85 applications were submitted. The initial class will be 40 students which includes staff members outside the Richmond Area. The full report will be presented to the Board during the February 27, 2009 Meeting.

Review of Board Policies – Any Additional Changes since Dec. 15 Mtg. The Chairman stated during the December 15, 2008 Meeting, the Committee conducted its annual review of the current Board Policies. During this meeting, the Committee asked the staff to prepare for review at the February 5, 2009 meeting a revision to the current policy on agency outreach:

Title: Agency Outreach

Area of Concern: General Policies

Authority: Code of Virginia § 29.1-103 and § 29.1-109

Versions: 03212006

Adoption Date: 03212006

Effective Date:

Review Date:

Revision Date:

Statement of Purpose: The purpose of this policy is to provide guidance to the Department of Game and Inland Fisheries on the promotion of Department programs.

Policy: It is the policy of the Board of Game and Inland Fisheries that the Department proactively outreaches to its customers and potential customers by providing information on the benefits of Agency programs. The Board directs the Department to seek opportunities to educate the public regarding programs addressing wildlife and fisheries management, boating and boating safety, and law enforcement activities.

The new policy reads:

Title: Agency Outreach

Area of Concern: General Policies

Authority: Code of Virginia § 29.1-103 and § 29.1-109

Versions: 03212006
Adoption Date: 03212006
Effective Date:
Review Date: 121506
Revision Date:020509

Statement of Purpose: The purpose of this policy is to provide guidance to the Department of Game and Inland Fisheries on the promotion of Department programs.

Policy: It is the policy of the Board of Game and Inland Fisheries that the Department proactively outreaches to its customers and potential customers by providing information on the benefits of Agency programs. The Board directs the Department to seek opportunities to educate the public regarding programs addressing wildlife and fisheries *habitat and management*, boating and boating safety, and law enforcement activities.

The Committee included “habitat and management into the policy.

After final review, Dr. Greer called for a motion from the Committee for this review and policy revision to be presented to the Full Board for action during the February 27, 2009 Meeting. Mrs. Crumley made the following motion: Mr. Chairman, I move that the Board Policy titled: Title: Agency Outreach Area of Concern: General Policies be presented to the Board for adoption. Motion Seconded by Mrs. Pollard. Ayes: Greer, Pollard and Crumley.

Mr. Duncan also advised the Committee that the Agency has received direction from the Governor’s Office on the printing of essential materials only.

Discussion of Strategic Vision Continued from December 15, 2008 Meeting: Mr. Sledd stated to the Committee that discussion began on a Strategic Vision for the Board at the previous meeting and that senior staff and managers had worked following that meeting to craft a Strategic Vision statement for the Department. Based on the draft Agency Vision statement, Mr. Sledd presented a draft Board Vision statement for the Committee to review and work from:

Excel in providing the necessary governance, guidance, direction, and oversight for the Department of Game and Inland Fisheries to be the leader in managing Virginia's wildlife and its habitat and ensuring that future generations have the opportunity to enjoy (enhanced???) hunting, fishing, boating, and wildlife recreation.

The Chairman asked for direction from the staff – Mr. Sledd stated that the Committee could continue to work on the statement today or review and hold a discussion at its next meeting.

After a discussion between the Staff, Committee and the Director, the Committee developed this draft Vision statement:

Draft Board Strategic Vision
February 5, 2009
Education, Planning & Outreach Committee

- **The Board of Game and Inland Fisheries will** excel in providing the necessary governance, guidance, direction, and **financial** oversight for the Department of Game and Inland Fisheries to be the leader in **professionally** managing Virginia's wildlife and its habitat and ensuring that future generations have the opportunity to **safely** enjoy **diverse** hunting, fishing, boating, and wildlife recreation.

The Committee will present this draft Vision statement as a part of its Committee report at the February 27, 2009 Board meeting, with discussion and further action planned during the April Board Meeting.

The next meeting of the Committee will be March 26, 2009 at 1:00pm. There being no further business the meeting was adjourned.

Respectfully submitted,

Beth B. Drewery

***Board Secretary's note: Subsequent to this meeting on February 5, 2009, a scheduling conflict has developed with respect to the next meeting date of March 26, 2009. Staff is working towards a tentative date of May 7, 2009 at 1:00PM for the next meeting of the Education, Planning, and Outreach Committee.**