

**Finance, Audit and Compliance Committee  
Meeting Minutes  
Board of Game and Inland Fisheries  
4000 West Broad Street  
Richmond, Virginia 23230**

**October 7, 2009  
3:30pm**

**Present:** John Montgomery, Jr., Chairman and Dr. William T. Greer; **Director:** Robert “Bob” W. Duncan; **Chief Operating Officer:** Matt Koch; **Senior Leadership Team:** Ray Davis, Larry Hart, Larry Harizanoff, Charlie Sledd, Colonel Dabney “Dee” Watts and David Whitehurst; **LDP Fellow:** Prashant Dixit

The Chairman welcomed everyone and called the meeting to order at 3:30pm.

**Approval of the May 11, 2009 Committee Meeting Minutes:** The Chairman called for a motion to approve the May 11, 2009 Committee Meeting Minutes. **Dr. Greer made the following motion: I hereby move the minutes of the meeting be approved as submitted. Mr. Montgomery Second the motion. Ayes: Montgomery and Greer.**

**2010 Legislative Update:** The Chairman called upon Mr. Charlie Sledd to provide an update on the Agency Legislative Proposals for the 2010 General Assembly. Mr. Sledd indicated that the agency’s nine proposals had been sent to all of the Board Members when they were submitted to the Secretary of Natural Resources at the end of August. September 9<sup>th</sup> was the last day for Cabinet Secretaries to screen proposals and send approved proposals to the Department of Planning and Budget (DPB) and the Governor’s Policy Office. October 21<sup>st</sup> is the next deadline and is the last day for DPB to complete full review of legislative proposals and forward comments to the Governor’s Policy Office. November 30<sup>th</sup> is the target date for the Governor to complete review of agency legislative proposals. An update will be provided at the next meeting.

Mr. Montgomery thanked Mr. Sledd for his efforts in meeting all of the required deadlines.

**Presentation of the Financial Statement:** The Chairman called upon Mr. Matt Koch for the presentation of the Financial Statement. Mr. Koch reported on the Agency’s Budget-to-Actuals performance for FY2009. Included in the budget background information as that:

- Revenue was below appropriations and therefore was the limiting factor in FY 2009.
- Operating Forecast was 99% accurate.
- Actual capital revenue was \$600,000 over forecast due to a federal fisheries grant being re-designated for Coursey Springs.

- Budget adjustments were mandated by the Administration and had the desired impact of reducing Agency expenses.

Revenue continues to be a concern for the Agency. Boating revenue is projected to decline in FY 2010. The Agency plans to incorporate an Indirect Cost Rate on federal grants that will result in capturing an additional \$1,800,000 in Federal revenue and the Pittman Robertson Fund is expected to increase 40% due to increased firearm and ammunition sales.

DGIF will perform quarterly budget reviews and reallocate divisional budgets based on then-current Agency priorities.

Mr. Koch noted that an appendix was attached to the handout reflecting the Revenue by Source and the Budget to Actual Expenditures for FY 2009. A discussion was held by the Committee and Staff on the projected revenue.

Mr. Montgomery thanked Mr. Koch for his report.

**Small Purchase Charge Card Report:** Mr. Montgomery called upon Mr. John Moore to present the Small Purchase Charge Card Report for the months of March-August 2009. SPCC training continues for staff to improve reporting requirements with in agency policy and state guidelines. Staff continues to perform 10% random audits of these cards. A discussion was held between the Committee and staff on the use of the card.

The Chairman thanked Mr. Moore for his report.

**Auditor of Public Accounts Update:** Mr. Montgomery called upon Mr. Moore to provide an update from the Auditor of Public Accounts. Mr. Moore stated an exit interview was conducted to day with the Dr. Greer, the Director and COO. The report indicates only one finding- the agency does not have a documented BIA (Business Impact Analysis). Mr. Moore indicated this plan would be completed by the end of this calendar year. An update will be provided at the next meeting. Mr. Duncan thanked everyone for their work. Mr. Montgomery thanked Dr. Greer for his participation in this briefing.

The Chairman thanked Mr. Moore for his report.

**Media Services Quarterly Report:** Mr. Montgomery called upon Mr. Lee Walker to present the 2009 third Quarter Media Services Report. Mr. Walker highlighted some of the numerous activities of the Information and Education Division, Information Section.

In the fourth quarter of FY2009, approximately 166 media inquiries/interviews were fielded by the Media Relations Coordinator and 15 news releases were distributed to Virginia outdoor writes and mainstream news media on such topics as: White-Nose Syndrome in bats in Virginia; Eagle Cam (joint with the Norfolk Botanical Garden) and Operation Dry Water just to name a few.

Six editions of the *Outdoor Report* were published on schedule, bi-monthly the second and fourth Wednesdays of each month during this quarter. The *Outdoor Report* subscription list has grown from 16,000 subscriptions in December 2008, which it was first launched, to 23,100 which the distribution for the June 24<sup>th</sup> edition. During this quarter, web production staff made significant changes to the format to enhance delivery with faster downloads. Major changes include: subscribers now get an introductory email with a link to the full *Outdoor Report* on the internet. This cuts down on downloading time for subscribers, especially those with dial-up access and enhanced formatting that allows readers to click on specific sections rather scroll through the entire newsletter.

In addition to all of the other activities of the Division, staff participated in the National Wild Turkey Federation annual fund raising banquet; assisted with the Butch Trinca Memorial Turkey Hunt for Disable Sportsmen in Albemarle in partnership with NWTf volunteers and their Wheelin' Sportsmen Program; and the Annual Wheelin' Sportsmen Awards Banquet in Fishersville.

The Video production stayed active with the production of a new combo DVD featuring *Panfish Filleting and Squirrel Skinning Quick and Easy*; production of Boating Safety PSA for the Boating Safety Education Campaign. Videos were also sent for post on MyOutdoorTV.com: *Looking Back, Moving Forward: Our Continuing Mission; Virginia Conservation Police Officers and Habitat at Home*.

Our Webmaster stays busy with the Agency Website now home to approximately 3,800 pages including many web-based applications that enable customer transactions and public input. Highlights included advertisements for use on the Virginia Tech HokieSports.com website to promote fishing licenses and boating safety education as part of an advertising contract which concluded at the end of the fiscal year; developed new pages to support White-Nosed Syndrome information and developed a set of pages and graphics to support the Department's involvement in Operation Dry Water and coordinated with the Angling Education and Video Production sections to begin work on a series of "Fishing 101" videos and web pages.

The *Virginia Wildlife Magazine* continues to be the Agency's flagship publication. Magazine highlights during this quarter included hunting features about spring gobblers and two, hunting-related land preservations stories. Fishing features covered the James River catfish fishery, a historical look at the Chickahominy River Fisheries, and several photo essays. Other features covered important Department news, such as the new Merrimac Farm property, and a celebration of wild foods and habitat diversity. Also covered were a primer on beekeeping, a spotlight on the Rice Center, and a bluebird research project.

The *2009-2010 Hunting Regulations* were published during this quarter; 400,000 copies are in the process of being distributed to the 650-plus license agents. As a cost savings measure, the Hunting Regulations were totally redesigned and the number of pages

reduced from 80 to 56 in both the 2009 and 2010 editions. Advertising also continued within this year's digest. Both efforts will, collectively, save about a third in over all printing and shipping cost.

Mr. Walker also covered the **2009 Lapsed Angler Direct mail Marketing Program** and preliminary results of the 2009 direct mail marketing efforts will be available in September 2009 and a full report will be available by December 2009.

The **Apprentice Hunting License Marketing Plan** is in its second year and continues to utilize VDGIF publications, such as Virginia Wildlife magazine, Hunting Regulations, Virginia Wildlife Calendar, VDGIF Website, brochures, fliers, wallet card reminders, new license carriers and newspaper advertising as well as press releases and story pitches to reporters. Marketing efforts began July 1, 2009, and continued through April 2010. As of June 2009, 4,182 resident Apprentice Hunting Licenses and 606 non resident Apprentice Hunting licenses have been sold.

Mr. Walker gave a brief overview of the **2009 Lapsed Hunter Direct Mail Marketing Program**. In May 2009, the Agency was notified by the National Shooting Sports Foundation that the agency has been awarded a \$79,000 one year grant. The overall purpose of the NSSF/VDGIF Lapsed Hunter Grant is to develop a communication or outreach program/projects to recruit lapsed hunters. VDGIF has partnered with NSSF, Southwick Associates, Mile Creek Communications, and Responsive Management to develop a comprehensive, integrated marketing approach to target lapsed hunters with a future goal of implementing a marketing strategy to motivate hunters to by a hunting license in the future (Fall 2010). An update on this program will be provided at the next meeting.

The office of boating safety has been busy preparing materials and providing information to the public to implement the new Boating Safety Education requirement that went into effect July 1, 2009. The staff has developed a dockside Safety Checklist and a new lifetime Virginia Boating Safety Education card. Staff continues to utilize a variety of marketing techniques to help inform the public about the new boating safety education requirement through paid advertising, posters and other pamphlets. This year approximately 200 classroom courses have been held.

The Chairman thanked Mr. Walker for his report.

**Internal Auditor Report:** The Chairman called upon Mr. John Allen for his report. Mr. Allen reported that two internal audit reports were already issued this fiscal year. There were no significant findings. The annual Information Security Audit will begin with an entrance conference next week. The APA recently conducted a state-wide survey of internal audit structures and hotline functions at various agencies within the Commonwealth. Mr. Allen has provided answers to those questions. The Chairman asked whether the agency would receive a copy of the comparative results, and Mr. Allen said that he would seek clarification whether the agency would receive a draft report or

simply the final comparison report. A draft internal audit plan was submitted to the committee chairman recently.

A brief discussion was held by Committee and Mr. Allen. The Chairman thanked Mr. Allen for his report.

**Other Business/Additional Comments:** The Chairman called upon Mr. Duncan for any additional comments. Mr. Duncan stated the Agency received to DHS grants to purchase Safe Boats and Equipment for the Law Enforcement Division. Mr. Duncan thanked Law Enforcement and Mr. Tom Wilcox for their efforts in obtaining this grant.

Mr. Duncan stated during the October Board Meeting, a full report will be presented on the Youth Hunting Day.

The Chairman thanked Dr. Greer for his attendance today.

The Chairman announced the next meeting will be held on November 17<sup>th</sup>, 2009 at 5:30pm.

There being no additional business, the meeting was adjourned.

Respectfully submitted,

Beth Drewery  
Board Secretary