



Fall Flights Advisory Committee
Meeting – Tuesday, March 26, 2024
Amway Grand Plaza Hotel—Grand Rapids, MI
10:00-12:00 AM (EDT) Room — TBD



10:00 Call to Order - Brown

- Welcome and Introductions
- Welcome New Advisory Committee Members
- Andy Raedeke - Manager of Development and State Relations

10:10 Actions from September 2023 Meeting – Smith

- AFWA adoption of new Fall Flights Goal – “*\$10 million annually by 2031*”
- Contract with Southwick on ROI study
- Assembling data on other species benefiting from Fall Flights Investments

10:20 2023 State Investments – Kustersky/LeSchack/Carlyle

- Outlook for 2024 State Investments in Fall Flights

10:30 State Director Listening Sessions – Raedeke

- Themes of Conversations
- Discussion / Advisory Committee Member Input
- Next Steps
 - Follow Up (e.g., Wildlife Chiefs, State Champions Teams)
 - Establishing the Marketing Group
 - Other

11:15 Connecting Fall Flights to Other Wildlife Data (e.g., e-Bird, SGCNs, other) – Raedeke/Smith

- Exploratory efforts - Andy
- How can we engage non-game community to develop path forward (NABCI, SWAPS, Watchable Wildlife, etc) – ALL

11:35 Return on Investments Analysis – Southwick

- Progress to date

11:45 Future Meeting Dates - Brown

- September 2024, Madison, WI

11:50 Review of Action Items – Smith

12:00 Adjourn

Invited Guest: Rob Southwick

Attachments: Meeting Materials (will be distributed prior to March 26th)

- Committee Membership List/Status
- other ??