



Angler and Boating Participation Committee
Chair: John Arway (PA)
Vice-Chair: Greg Sheehan (UT)

Wednesday, March 8, 2017
1:00 pm to 4:00 pm

82nd North American Wildlife and Natural Resources Conference
Davenport Grand Hotel - Spokane, Washington

FINAL Approved Meeting Minutes

Committee Charge:

Guide actions that maintain and enhance participation in angling, boating and other aquatic resource-based recreation including:

- Promoting policies that enhance aquatic-based recreational opportunities.
- Working with partners to identify barriers to participation and develop programs to overcome them.
- Facilitating the flow of information regarding trends in participation; benefit of enhancement programs; and costs of barriers to participation among partners, users and policy makers.

Proposed Agenda:

1:00 PM Call to Order and Introductions *John Arway, PA*
Review Agenda/Approval of Minutes
March 2016 Meeting

• **Action Item**

#1 - UPDATED Agenda Item Addition: Recommended RBFF Performance Metrics motion and adoption by Committee.

#2 - Approval of September Meeting Minutes – Stephanie Hussey (RBFF) (Motion), Nicole Vasilaros (second). Minutes Approved.

1:05 PM RBFF Performance Metrics *Scott Kovarcavics, IWLA, SFBPC*

AFWA was asked to formally approve the performance metrics used to evaluate the Recreational Boating and Fishing Foundation (RBFF) that were developed by a working group made up of states, the Sportfishing and Boating Partnership Council

(RBFF) and the U.S. Fish and Wildlife Service (FWS). The following motion was approved:

Motion:

- Motion to approve the performance metrics developed and proposed by the joint Sport Fishing and Boating Partnership Council/Association of Fish and Wildlife Agencies/Recreational Boating and Fishing Foundation/U.S. Fish and Wildlife Service team for the Recreational Boating and Fishing Foundation.

Stafford Lehr (CA) motion, Rob Southwick second. Motion to adopt RBFF Performance Metrics approved.

Chris Cantrell takes over as Chair for Meeting

1:20 PM RBFF Informational Update *Stephanie Hussey, RBFF*
- State R3 Efforts
(Informational)

Presentation included in committee distribution Presentation covered State R3 Efforts, R3 Advisory Group, Retention toolkit and the Vamos A pescar education fund.

State Marketing Workshop: *Charting the Course for Future Success*
December 13-15, 2016

Boat Registration Marketing Program - \$1.92 Million in gross program revenue

MA RBFF Marketing pilot working with Colle & MCVoy covering,

- Situation Brief
- Target Audience
- Media Analysis
- Marketing Plan
- Creative Development
- Plan Activation
- Tracking Results
- Campaign Recap

1:20 PM VA. Boating Access Study *Mike Bednarski, VA*
Web Resource: <http://bit.ly/2kxHhhI>
(Informational)

David Whitehurst presented Human dimensions work, stake holder involved management plans, VDGIF discussed Contracted through VA tech 130 Boat ramps across the state. What are the new expectations and what do our customers want. Survey 3 parts, 8 focus groups public, changing expectations. Get details from website. Data used for study project. VA is taking input and interest from other

states into developing National Plan for State Boating program.

1:35 PM SOBA Update
(Informational)

Libby Yranski, SOBA

Janine Belleque,

Janine Belleque provided an Overview of National Program and Board meeting of SOBA. Covered State House issues from across the country related to Boating Laws and access including a paddlers pay initiative in Oregon where paddlers could pay a fee for kayaks, canoes, etc. Update on activities of SOBA.

1:50 PM Data Dashboards Update
(Informational)

Rob Southwick, Southwick Associates

Samantha Pedder, CAHSS

(Presentation Included)

Background - Began with WAFWA HASSWRP sub-committee:

- “Are R3 efforts working?”
- “Should we be investing in other approaches?”
- Oregon piloted a scorecard
- A simple, low cost ‘scorecard’ is needed:
- Easy to produce
- Allows for frequent updates
- Digital ‘Data Dashboards’ solution

Need for Regional & National Scorecards/Dashboards

- Quarterly tracking of:
 - 60 in 60 progress
 - R3 National Plan’s implementation & progress
- Will help increase support & investment from:
 - State leadership
 - Private sector
- First step towards AFWA data integration concepts
- Leadership and next steps:
 - CAHSS to act as initial facilitator:
 - ASA to lead a multi-party LOI and grant proposal
 - Individual states encouraged to adopt dashboards.
 - Onboard: OR, IA and WI. Six more in discussion.

2:05 PM DJ Case Locavore Project
(Informational)

Phil Seng, DJ Case

Locavore.guide (presentation included)

Engaging New Participants & Stakeholders

Steering Committee Members:

- SEAFWA Hunting, Fishing & Wildlife Recreation Participation Committee
- MAFWA Recruitment & Retention Committee
- National Shooting Sports Foundation
- Archery Trade Association
- Wildlife Management Institute
- Responsive Management
- Southwick Associates
- DJ Case & Associates (and Bob Byrne Consulting).
- Walter Lane, Georgia DNR-Wildlife Resources Division (grant manager)
- Brian Clark, Kentucky Dept. of Fish & Wildlife Resources (project manager)
- Barb Gigar, Iowa DNR (fishing R3 expert)
- Keith Warnke, Wisconsin DNR (hunting R3 expert)
- Brian Blank, Kentucky Dept. of Fish & Wildlife Resources (marketing expert).

Funding:

- Wildlife & Sport Fish Restoration Program, U.S Fish & Wildlife Service
Multi-State Conservation Grants Program, Grant # F14AP00160
- Steering Committee agencies
- Pilot state fish & wildlife agencies (AR, IA, KY, SD & WI)
- Local partners.

The Study process:

Interviewed 14 pilot/existing programs

3 online surveys

Graduates - Indiana Hunt, Fish, Eat Program

Graduates - Wisconsin Hunting Food Program

Readers of several local/sustainable food blogs

2 virtual focus groups – locavore influencers
Authors, Bloggers, Experts, Program Directors

2 face-to-face focus groups – locavores
Louisville, KY
Madison, WI

Existing R3 knowledge and theory

Program Planning:

- Setting objectives

- Assessing needs
- Funding
- Staffing
- Partners
- Post-training assessments
- Post-season assessments.

Understanding your Target Market:

- Food motivated new hunters
- Experience motivated new hunters
- Concerns of new adult hunters
- Millennials
- Women in the outdoors
- Adult learning theory.

Marketing your Program:

- Branding
- Media strategy
- Message development
- Using events as a marketing tool

Curriculum Development

- Developing your syllabus
- Actual hunting/angling content
- Graduation hunting/fishing trip
- Next Steps.

2:20 PM Update from the Sportfishing and Boating Partnership Council (Informational)

Brian Bohnsack, USFWS

Brian covered Sportfishing and Boating Partnership Council update with the motion at the beginning of the meeting.

2:35 PM NMMA Update

Nicole Vasilaros, NMMA

Nicole Vasilaros provided an update on HIN boating regulations and state registration (new USCG regulation that impacts state boater registration inspections).

An update on Outdoor Recreation Industry Roundtable was provided as that group is focused on elements for an Infrastructure Bill in the 115th Congress, members include ASA, NMMA, ATA. An short EPA Renewable Fuel Standard update was

- Improve communications with anglers, boaters, and the general public on sport fishing and boating opportunities.
- Increase participation in sport fishing and boating.
- Advance the adoption of sound fishing and boating practices including safety.
- Promote conservation and responsible use of the aquatic resources of the United States.

States spent 32% of the maximum amount of ARE funds on ARE projects (1999-2015)

Aquatic Education Expenditures 1999-2015

- 20% of States (11 of 56) spent \geq 9% of their apportionment for ARE
- 50% of States (27 of 56) spent \leq 5% of their apportionment for ARE

R3 Project Examples:

MinnAqua Program:

- 20 youth-adult pairs are matched with 20 volunteer mentors who deliver personalized fly-fishing skills instruction and guide on-stream experiences.
- Each youth (ages 11-17) and adult participant receives a new fly combo and tackle.
- Pre-Post assessments indicate participants become much more likely to identify themselves as a “fly angler,” suggesting the program fosters a shift from the trial stage of recruitment toward retention and long-term engagement in fly fishing.

SFR - \$12,550

State + In-Kind \$16,200

AT THE COUNT OF FOUR, CAST - annual event promotes recreational fishing in schools; tailored for Science, Social Studies and Physical Education classes. Endorsed by the PR Dept. of Education as part of their curriculum in 2014.

Event consists of:

1. Aquatic Project Wild workshops.
2. Sport Fishing Workshops
3. Fishing Clinics
4. Inter School Fishing Tournaments

The event has reached: 46 public and private schools, 162 teacher, 984 students
Federal share for FY 2015: \$255,831.68

Dallas Fly-Fishers Club:

- 42 of the 150 DFF club members are TPWD Certified Angler Education Instructors
- 20 Instructors taught fly fishing, fly tying and Instructor training workshops in FY16
- Documented 127 hours (\$30,480 federal aid grant match)
- Reached 551 adults and 725 youth in North Texas

Ways WSFR Can Help with R3

- Ensure clear guidance on eligible R3 activities;
- Consider the research and elements of successful R3 projects when reviewing grants;

- Work with state agencies to ensure projects submitted utilize the Outdoor Recreation Model;
- Assist with compiling evaluation data from reports uploaded to TRACS;
- Communicate the success of SFR-funded R3 projects; and
- Work with partners to address needs, and consider administration/policy changes to address those needs.

3:35 PM AFWA Committee Work Plan Review
(Committee Feedback)

Ryan Roberts, AFWA

Committee will work to Collaborate closer with Invasive Species committee. Committee work plan will be distributed to Committee for review, but no changes were suggested by Committee members at NA Meeting.

3:50 PM Meeting Wrap/Adjourn

John Arway, PA

Chris Cantrell wrapped the meeting at 4:00 PM.