

## **Angler and Boater R3 Committee Meeting Minutes – September 10, 2021**

- Ty Gray called the meeting to order
- Ty reviewed the agenda
- Hussey motioned to approve minutes, Southwick seconded and approved.

**Samantha Pedder, and Christine Schlotter, Terra Technology Group,** provided sponsor remarks. They provided some background about their organization and information about how their organization looks to work with state agencies.

**Graham Ballbach, Aspira,** provided sponsor remarks. He provided some background about his organization and discussed their licensing system with some state agencies.

**Stephanie Hussey, RBFF,** gave a RBFF R3 update.

1. Discussed the increase in fishing participants from 2016 to 2020 (up to 55 million) with strong participation in key segments
2. Focus on retention – 15 programs in 14 states. Using social influencers, digital marketing campaigns, integrated digital campaigns, advertising in Spanish, email campaigns with where to go and how to make it easier, campaigns on renewing licenses
3. Discussed Education Fund grants – grants are a 1 to 1 match. Grants are non-federal so states can use DJ funds. It is a cash match.
4. Talked about the Needs Assessment & Scorecard project with Responsive Management – reviewing successful R3 programs and where to focus marketing on
5. State Webinars – 1) Retention Strategies Based on Angler Surveys and 2) Reactivation Lapsed Boaters
6. Hybrid State Marketing Workshop – Dallas, YX, February 15 – 17, 2022

**Stephanie Hussey, RBFF,** provided an update on the State Angler R3 Scorecard and Results.

1. Showed the Angler R3 recommendations that came from the AFWA Angler R3 Task Force
2. Discussed the R3 scorecard results that came from the voluntary state surveys

**Swanny Evans, CAHSS,** presented on update on the Council.

1. Provided the CAHSS vision, purpose, and mission
2. Showed the R3 Coordinator position progress in the states
3. Showed the increase in license sales by region from 2019 to 2020. Has data that shows the different diversity group breakdowns

4. Updated where CAHSS is headed – continue working on what they've done in the past (e.g. workshops, R3 Clearinghouse) but increased emphasis on new partners, marketing, diversity, training, research and data, and shooting sports
5. R3 Community – discussed the Clearinghouse, R3 Topic Guides
6. National R3 Symposium rescheduled for May 2022

**Edward Herndon Virginia Game and Inland Fisheries**, presented on the NEAFWA multistate grant for retention marketing and photo library.

1. Wanted to use photo assets for marketing campaigns – more diversity, more familiar landscapes to the northeast
2. 400 - 500 photos on the R3 Clearinghouse
3. Firm they worked created a marketing retention strategy for digital marketing

**Rob Southwick, Southwick Associates**, presented on January – June 2021 license sales trends.

1. License dashboards – active and intended to give us data on participation
2. Data available for first half of 2021
3. Shared data on what the data helped states learn
4. Future of dashboards – using API technology to send data, not a manual upload. Can work with license vendors to get the data to the dashboard rather than relying on state IT departments
5. Action Item – need six states for the API pilot program. Contact Lisa Parks at [Lisa@SouthwickAssociates.com](mailto:Lisa@SouthwickAssociates.com) if interested.

**Ryan Roberts, AFWA**, provided an update on the National Fish Habitat Plan.

1. NFHP created new pamphlets showing the initiatives they are working on.
2. Bass Pro Shops US Open update – agreement in place for funding NFHP, events are coming up throughout the country

**Patrick Berry, Fly Fishers International**, presented on the FFI Learning Center.

1. Comprehensive online fly fishing education resource
2. Key recruitment and retention tool
3. Mission – preserve legacy of fly fishing for all fish, all waters
4. Expanding leadership diversity
5. Focus areas since inception – conservation, education, and community
6. Education – casting instructor certification, fly tying group, learning center, online programs, in-person learning.
7. New Learning Center portal

**Jason Schooley, Oklahoma,** provided an update on bowfishing and the impacts on non-game species

1. Conducted a 50 state agency survey on bowfishing
2. States have management concerns
  - a. Lack of data
  - b. No dedicated funding for bowfishing management
3. Oklahoma is providing outreach about the sport

**Bob Curry, USFWS,** presented a Wildlife and Sport Fish Restoration Program update.

1. FY 2021 apportionments was \$414.2 million to states
2. Gas taxes average 72% of trust fund receipts over the past 10 years
3. Receipts for 4<sup>th</sup> quarter 2021 are unknown so far
4. Shared some success stories
  - a. Biologists study, monitor, and manage over 200 species of fish
  - b. Boating Access Grant project in Seward, Alaska
5. Boating Infrastructure Grant Program
  - a. Funded 24 tier 1 applications
  - b. Funded 13 tier 2 applications
6. Clean Vessel Act
  - a. Funded 22 applications
7. Discussed the Partner with a Payer program

**Matt Harlow, DJ Case & Associates,** presented on

- 1.

**State R3 Retention Efforts -**

Motion to adjourn passed.