

## **AGENDA**

Board of Wildlife Resources  
Education, Planning, and Outreach Committee  
7870 Villa Park Drive, Board Room  
Henrico, Virginia 23228

March 19, 2025  
3:00 pm

Committee Members: Mr. Will Wampler, Chair, Dr. Mamie Parker, Mr. John Daniel,  
Mr. Michael Formica

DWR Staff Liaison: Mr. Bob Smet

1. Call to Order and Welcome  
Mr. Wampler
2. Approval of August 21, 2024, October 22, 2024, and January 22, 2025 Meeting Minutes  
Mr. Wampler **Final Action**
3. Public Comment – Non- Agenda Item  
Mr. Wampler
4. Study and Communications Toolkit Promoting Shooting Sports to Black Americans  
Mr. George Braxton
5. Retore The Wild Art Contest  
Ms. Kelsey Steenburgh
6. Outreach Division Director  
Mr. Bob Smet
7. Director's Report  
Mr. Ryan Brown
8. Chair's Report  
Mr. Wampler

9. Additional Business/Comments  
Mr. Wampler

10. Next Meeting Date: Wednesday, May 21, 2025  
Mr. Wampler

11. Adjournment  
Mr. Wampler

Draft Meeting Minutes

Education, Planning, and Outreach Committee  
Board of Wildlife Resources  
7870 Villa Park Drive, Board Room  
Henrico, VA 23228

August 21, 2024  
3:00 pm

**Present:** Mr. Will Wampler, Chair, Dr. Mamie Parker, Mr. Michael Formica; **Absent:** Mr. John Daniel; **Board members present:** Mr. Jon Cooper, Mr. George Terwilliger; Mr. Woody Woodall, Mr. James Edmunds, Ms. Laura Walters, Mr. Lynwood Broadus, Mr. Brian Vincent; **Executive Director:** Mr. Ryan Brown; **Deputy Directors:** Ms. Becky Gwynn and Mr. Darin Moore; **Director's Working Group:** Ms. Stacey Brown, Mr. Bob Smet, Mr. George Braxton, Mr. Rob Lewis, Mr. Paul Kugelman, Ms. Shelby Crouch, Mr. Mike Bednarski, Mr. Michael Lipford.

The Committee Chair called the meeting to order at 3:20 pm and welcomed everyone to the meeting. The Chair noted for the record that there was a quorum present for the meeting.

**Approval of the January 17, 2024, and May 22, 2024, Meeting Minutes:** The Chair called for a motion to approve the January 17, 2024, and May 22, 2024, Education, Planning and Outreach Committee meeting minutes. Mr. Formica made a motion to approve the minutes of the January 17, 2024, and the May 22, 2024, meetings. Dr. Parker seconded the motion. Ayes: Wampler, Parker, Formica

**Public Comment – Non-Agenda Item:** The Chair called for Public Comments on Non –Agenda Items. Hearing none, he continued with the agenda.

**Hunting with Hounds Outreach Deliverables:** The Chair called on Mr. Bob Smet for a presentation.

Mr. Smet gave a presentation on Deer and Bear Hunting with Dogs, Outreach efforts, and presented a postcard and brochure with information, and talked about Outreach deliverables included in Resolutions 1-5.

After comments and questions, the Chair thanked Mr. Smet.

Public Comments:

- Gary Kimberlin spoke regarding Dog Hunting
- Amanda Savignano spoke regarding Dog Hunting
- Judge Charlton spoke regarding Dog Hunting

The Chair thanked the speakers for their comments.

**Corporate Engagement Strategy:** The Chair called on Ms. Kelsey Steenburgh for an update.

Ms. Steenburgh gave an update on the Corporate Engagement Strategy. She presented responses on the DWR Internal Partnership Survey and discussed the effects of the survey. She talked about Volunteering and Mentorship in the program.

After comments and questions, the Chair thanked Ms. Steenburgh for her presentation.

**Hunting Outreach Programming:** Chair called on Mr. Jimmy Mootz and Mr. David Hennaman for their reports.

Mr. Jimmy Mootz, Hunter Education Coordinator spoke on Hunting Outreach Programming from the Hunter Education direction and the New Direction for Hunter Education and the one-year accomplishment, the mentor program, the lasting relationships through Recruit, Retain, Reactivate.

Mr. Hennaman, the R3 Coordinator, gave a report on Hunting Outreach Programming involving Veteran groups, a Turkey workshop, Youth Waterfowls Hunts and Youth Turkey Hunts and the involvement with the public.

After comments and questions, the Chair thanked Mr. Mootz and Mr. Hennaman.

**Virginia Birding Classic:** The Chair called on Mr. Max Goldman for an update.

Mr. Goldman gave an Update on the Virginia Birding Classic, explaining What is a VA Birding Classic, the Process, and the Results for the 2024 VA Birding Classics.

After comments and questions, the Chair thanked Mr. Goldman for his update.

**Outreach Division Update:** The Chair called on Mr. Bob Smet for an Outreach Division Update.

Mr. Smet Reported:

- Introduced new staff - Ms. Maria LaLima, Senior Graphic Designer
- Spoke about the ACI Conference that Outreach staff and DWR hosted, and the awards staff received, keynote speaker for the conference was Dr. Mamie Parker

The Chair thanked Mr. Smet for his Division update.

**Director's Report:** The Chair called on Mr. Ryan Brown for his Director's Report.

Director Ryan Brown gave continued thanks and admiration to the Outreach Staff for all their work and dedication, and mentioned how the public is commenting on DWR's Outreach staff and have taken notice of their work.

The Chair thanked Mr. Brown for his report.

**Chair's Report:** The Chair thanked all speakers today for their informative presentations and updated information from the Outreach Division.

The Chair asked if anyone had any further questions or comments and hearing none, the Chair announced the next meeting will be Wednesday, October 23, 2024, and adjourned the meeting at 4:50 pm.

Respectfully submitted,  
/s/ Frances Boswell

## Draft Meeting Minutes

Education, Planning, and Outreach Committee  
Board of Wildlife Resources  
7870 Villa Park Drive, Board Room  
Henrico, VA 23228

October 23, 2024  
3:00 pm

**Present:** Mr. Will Wampler, Chair, Mr. John Daniel; **Absent:** Mr. Michael Formica and Dr. Mamie Parker; **Board members present:** Mr. Jon Cooper, Mr. James Edmunds, Ms. Laura Walters, Mr. Lynwood Broadus, Mr. Brian Vincent; **Executive Director:** Mr. Ryan Brown; **Deputy Directors:** Ms. Becky Gwynn and Mr. Darin Moore; **Director's Working Group:** Ms. Stacey Brown, Mr. George Braxton, Ms. Shelby Crouch, Mr. Mike Bednarski, Mr. Michael Lipford.

The Committee Chair called the meeting to order at 3:00 pm and welcomed everyone to the meeting. The Chair noted for the record that there was not a quorum present for the meeting.

**Approval of the August 21, 2024, Meeting Minutes:** The Chair called for a motion to approve the August 21, 2024, Committee meeting. Mr. Wampler announced that for lack of a quorum the minutes will not be approved.

**Public Comment – Non-Agenda Item:** The Chair called for Public Comments on Non –Agenda Items.

Speakers:

- Ms. Amanda Savignano spoke regarding Hound Hunting
- Mr. Raymond Carter spoke regarding Landowner Representation, Equal Enforcement of Game Laws, Permission to Hunt

**Intern Accomplishments 2024:** The Chair called on Ms. Kelsey Steenburgh for a presentation.

Ms. Steenburgh gave a presentation on Intern Accomplishments for the summer of 2024. We heard what they learned and how excited they were with our agency and how well they performed. There were 19 Interns from across Virginia and even from the state of Oregon. They were here from May – August 2024, the Interns represented all division in the agency.

After comments and questions, the Chair thanked Ms. Steenburgh.

**Train the Trainer:** The Chair called on Mr. Alex McCrickard.

Mr. McCrickard our Aquatic Education Coordinator gave us information on many events that have been held to teach people fishing. Some never have fished and there were always kids and adults at the events to learn.... DWR has expanded the Angler's Education for everyone and anyone who is interested in coming out and learning.

After comments and questions, the Chair thanked Mr. McCrickard for his presentation.

**Deer Processing Workshops:** Chair called on Mr. Jimmy Mootz for his presentation.

Mr. Jimmy Mootz, Hunter Education Coordinator spoke on Deer Processing and the workshops we organize and how important it is to process the meat correctly from the animal that is taken.

After comments and questions, the Chair thanked Mr. Mootz.

**Outreach Division Update:** The Chair called on Mr. Brian Moyer for an Outreach Division Update.

Mr. Moyer Reported:

- The Outreach Division staff organized and participated in many workshops,
- Lumber Jack Festival along with Deviled Backbone
- State Fair of VA, (20 DWR Staff worked the Fair, 18 CPO's)
- Outdoor Expo at Green Top - 20,000 in attendance
- Outreach staff held a Virtual Event, Hike for the Wild, it was held on Public Lands Day
- Shop DWR Merchandise
- 2025 Calendar is available
- Explore the WildHard Card – worked with local artist
- Archery Open coming in January 2025

The Chair thanked Mr. Moyer for his Division update.

**Director's Report:** The Chair called on Mr. Ryan Brown for his Director's Report.

Director Ryan Brown complimented the Outreach Staff for knowing how to get people engaged in the outdoors, he is proud of all the events, workshops, and teaching people to hunt and fish and enjoy outdoor sports.

The Chair thanked Mr. Brown for his report.

**Chair's Report:** The Chair commended and thanked Outreach Staff for expanding youth and connecting people to the Natural Resources. Thank you for your commitment to working so hard to make a difference.

The Chair asked if anyone had any further questions or comments and hearing none, the Chair announced the next meeting will be Wednesday, January 22, 2025, and adjourned the meeting at 4:15 pm.

Respectfully submitted,  
/s/ Frances Boswell

Draft Meeting Minutes

Education, Planning, and Outreach Committee  
Board of Wildlife Resources  
7870 Villa Park Drive, Board Room  
Henrico, VA 23228

January 22, 2025  
3:00 pm

**Present:** Mr. Will Wampler, Chair, Mr. Michael Formica; **Absent:** Mr. John Daniel and Dr. Mamie Parker; **Board members present:** Mr. Jon Cooper, Mr. James Edmunds, Ms. Laura Walters, Mr. Lynwood Broadus, Mr. George Terwilliger; **Executive Director:** Mr. Ryan Brown; **Deputy Directors:** Ms. Becky Gwynn and Mr. Darin Moore; **Director's Working Group:** Ms. Stacey Brown, Mr. George Braxton, Ms. Shelby Crouch, Mr. Mike Bednarski, Mr. Michael Lipford.

The Committee Chair called the meeting to order at 3:00 pm and welcomed everyone to the meeting. The Chair noted for the record that there was not a quorum present for the meeting.

**Approval of the August 21, 2024, and October 23, 2024, Meeting Minutes:** The Chair called for a motion to approve the August 21, 2024, and October 23, 2024, Committee meeting minutes. Mr. Wampler announced that for lack of a quorum the minutes will not be approved.

**Public Comment – Non-Agenda Item:** The Chair called for Public Comments on Non –Agenda Items. Hearing none, he continued on with the meeting.

**Restore the Wild Art Contest 2025:** The Chair called on Mr. Steve Living and Ms. Kelsey Steenburgh for a presentation.

Mr. Steve Living and Ms. Kelsey Steenburgh gave an update on how Restore the Wild Art Contest was started in 2012 and how much money has been raised. Ms. Steenburgh announced this year's Restore the Wild Art Contest and gave this year's species of choice and unveil plans for an expanded opening event which will be Friday, March 7, 2025, from 6 -8 pm at Main Street Gallery.

After comments and questions, the Chair thanked Mr. Living and Ms. Steenburgh for their information and presentation.

**True Wildlife Crime Podcast Series:** The Chair called on Mr. Tim Tassitano.

Mr. Tim Tassitano highlighted the podcast series success and discussed future episodes.

After comments and questions, the Chair thanked Mr. Tassitano for his presentation.

**Bear Wise:** The Chair called on Ms. Courtney Hallacher for her presentation.

Ms. Courtney Hallacher gave a recap success of volunteer involvement in increasing awareness of reducing bear/human conflicts.

After comments and questions, the Chair thanked Ms. Hallacher.

**Outreach Division Update:** The Chair called on Mr. Bob Smet for an Outreach Division Update.

Mr. Smet Reported:

- Recognized Ben Fairbanks with accolades of good job on the DWR Archery Open
- DWR Archery Open – 500 attendees
- Ward Burton – Partner Wildlife Foundation
- VA Outdoor Women Program
- Hunter Education Update
- Explore the Wild events coming up

The Chair thanked Mr. Smet for his Division update.

**Director's Report:** The Chair called on Mr. Ryan Brown for his Director's Report.

- Mr. Darin Moore, in the Director's absence thanked Outreach for all the fantastic Programs they have put on in the past couple of months.

The Chair thanked Mr. Moore for his report.

**Chair's Report:** The Chair commended all the Outreach staff for a job well done.

The Chair asked if anyone had any further questions or comments and hearing none, the Chair announced the next meeting will be Wednesday, March 19, 2025, and adjourned the meeting at 4:15 pm.

Respectfully submitted,  
/s/ Frances Boswell

## Study and R3 Communications Toolkit Promoting Shooting Sports to Black Americans

Through a Multi-State Conservation Grant, the Department of Wildlife Resources (DWR), along with project partners the National Shooting Sports Foundation (NSSF), Responsive Management, Johnson Marketing, Inc. (JMI), and the National African American Gun Association (NAAGA) worked collaboratively to develop a toolkit designed to achieve three primary goals.

1. Drive meaningful growth for Black American sport shooting participation through targeted, research-based communication and engagement strategies.
2. Create sustainable pathways for Black American participation in sport shooting by addressing identified barriers and leveraging existing resources.
3. Enable stakeholder implementation teams to effectively execute communication strategies using developed assets.

The research, toolkit, marketing plan and infographics can be viewed at:

<https://nssf.widencollective.com/portals/gsl3vr40/R3CommToolkit>

or

