

AGENDA

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

March 23, 2022
3:00 pm

Committee Members: Mr. Tom Sadler, Chair, Mr. Frank Adams and Ms. Tammy Jo Grimes

DWR Staff Liaison: Mr. Bob Smet

1. Call to Order and Welcome
Mr. Tom Sadler
2. Introduction of the New Outreach Director - Mr. Robert “Bob” Smet
Mr. Tom Sadler
3. Approval of August 18, 2021 and October 27, 2021 Meeting Minutes **Final Action**
Mr. Tom Sadler
4. Public Comment – Non Agenda Item
Mr. Tom Sadler
5. Restore the Wild Artwork Winners and Explore the Wild Marketing Update
Mr. Brian Moyer and Mr. Tim Tassitano
6. Elk Hunt Lottery update
Mr. Tim Tassitano
7. Hunter Education
Mr. David Dodson
8. Boating Safety Education Outreach
Ms. Stacey Brown

9. Director's Report
Mr. Ryan Brown
10. Chair's Report
Mr. Tom Sadler
11. Additional Business/Comments
Mr. Tom Sadler
12. Next Meeting Date: Wednesday, May 18, 2022
Mr. Tom Sadler
13. Adjournment
Mr. Tom Sadler

DRAFT Meeting Minutes

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

August 18, 2021
3:00 pm

Present: Mr. Tom Sadler/Virtual, **Chair**, Ms. Tammy Jo Grimes; **Absent:** Mr. Frank Adams; **Board members present:** Dr. Mamie Parker, Mr. G. K. Washington, Mr. Leon Boyd; Mr. Brian Vincent, Ms. Karen Terwilliger; **Executive Director:** Mr. Ryan Brown; **Director's Working Group:** Ms. Becky Gwynn, Ms. Paige Pearson, Dr. Mike Bednarski, Mr. Tom Guess, Mr. Darin Moore, Mr. Paul Kugelman, Dr. Gray Anderson.

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 a quorum was present for the meeting.

The board secretary took a roll call vote for attendance of Board members attending the meeting. Karen Terwilliger, Tammy Jo Grimes, Mamie Parker, Tom Sadler/Virtual, Leon Boyd, Brian Vincent and G. K. Washington.

Approval of the May 26, 2021 Meeting Minutes: The Chair called for a motion to approve the minutes of the May 26, 2021 Committee meeting. Ms. Grimes made a motion to approve the minutes of the May 26, 2021 meeting minutes and Mr. Sadler seconded the motion.

The board secretary took a roll call vote: Ayes: Sadler and Grimes

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

Introduction of New Employees: The Chair called on Mr. Tom Guess.

Mr. Guess introduced 2 new staff members to the Outreach Division, Mr. Steve Living, Habitat Coordinator, and Ms. Courtney Hallacher, Project Wild.

The Chair thanked Mr. Guess for his introductions.

Fish Local: The Chair called on Mr. Alex McCrickard for a presentation.

Mr. McCrickard, the Aquatic Education Coordinator gave a presentation on a new program called FishLocalVa.

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

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

The Director reported:

- Diversity & Inclusion Plan will be completed and introduced in October 2021
- Relevancy Roadmap Program will be up and running for October 2021

Chair's Report: The Chair thanked the Outreach Team for their work and to Alex McCrickard for his presentation on Fish Local. The Chair is so impressed at the job that DWR staff does getting the word out to constituents and how professional the staff are at DWR. Appreciates the extra mile that Mike Bednarski and Ryan Brown for go constituents concerns.

The Chair asked if anyone had any further questions or comments and hearing none, the Chair announced the next meeting will be in October 2021 and he adjourned the meeting at 3:45 pm.

Respectfully submitted,

Frances Boswell

/s/

DRAFT Meeting Minutes

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

October 27, 2021
3:00 pm

Present: Mr. Tom Sadler, **Chair**, **Absent:** Mr. Frank Adams and Ms. Tammy Jo Grimes; **Board members present:** Mr. G. K. Washington, Mr. Leon Boyd; Mr. Brian Vincent, Ms. Karen Terwilliger; Mr. John Daniel, and Mr. Rovel Brown; **Executive Director:** Mr. Ryan Brown; **Director's Working Group:** Ms. Becky Gwynn, Ms. Paige Pearson, Dr. Mike Bednarski, Mr. Darin Moore.

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 a quorum was **not** present for the meeting.

Approval of the May 26, 2021 Meeting Minutes: The Chair noted that the August 18, 2021 meeting minutes could not be approved for lack of a quorum.

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

The Chair called on Mr. Brian Moyer to introduce the next 2 speakers.

Project Wild: The Chair called on Ms. Courtney Hallacher for a presentation.

Ms. Courtney Hallacher gave a presentation on Project Wild about how Project Wild is progressing with some new ideas.

After comments and questions, The Chair thanked Ms. Hallacher for her presentation.

Habitat Education: The Chair called on Mr. Steve Living for a presentation.

Mr. Steve Living gave a presentation on Habitat Education with some updates on the program.

After comments and questions, The Chair thanked Mr. Living for his presentation.

Diversity, Equity, & Inclusion Plan: The Chair called on Mr. George Braxton for a presentation.

Mr. George Braxton gave a presentation on the Diversity, Equity, & Inclusion Plan (also known as Inclusive Excellence Strategic Plan 2021-2025 for DWR).

After comments and questions, The Chair congratulated Mr. Braxton and thanked him for his presentation..

Relevancy Roadmap Project: The Chair called on Mr. Jeff Trollinger for a presentation.

Mr. Jeff Trollinger presented the Virginia DWR Relevancy Project presentation and explained the Project Goals and Objectives as we moved forward.

After comments and questions, The Chair thanked Mr. Trollinger for his presentation.

Board Member Remote Participation Policy: The Chair called on Mr. Paul Kugelman for a presentation.

Mr. Paul Kugelman presented the board member Remote Participation Policy.

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

The Chair noted a motion could not be made for lack of a quorum.

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

The Director reported:

- Thanked staff for excellent reports
- Discussed a new idea on having a spotlight on sportswomen and sportsmen.

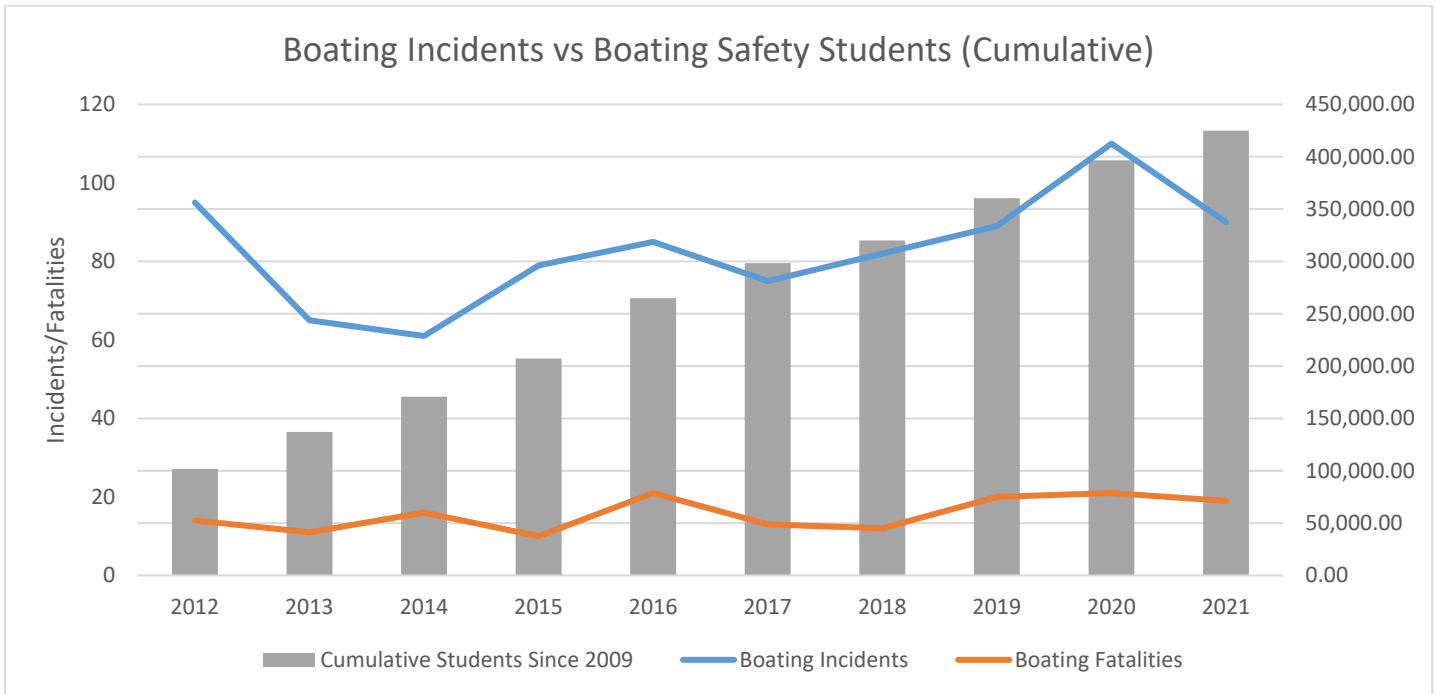
Chair's Report: The Chair thanked the Outreach Team for their reports today and their work everyday making DWR a great agency.

The Chair asked if anyone had any further questions or comments and hearing none, the Chair announced the next meeting will be January 19, 2022 and adjourned the meeting at 4:35 pm.

Respectfully submitted,

/s/ Frances Boswell

Boating Safety Education



Boating Safety Students 2021	
Classroom Students	1,122
Internet Students	27,232
Total Students	28,354
Cumulative Students (since Education Requirement went into effect in 2009)	427,297
Number of Volunteer Instructors	325

Boating Incidents 2021	
Incidents	90
Fatalities	19
Injuries	40



2022 Communications Plan Highlights:

The purpose of the boating safety communications is to promote boating safety practices, especially life jacket wear and the dangers of alcohol use, while boating on Virginia’s waters.

Boating Safety Communications Goals for 2022

- Illustrate importance of wearing life jackets
- Information beyond the basic boating safety course for new boaters
- Specific safety tips for paddlers
- Dangers of alcohol use
- Dangerous weather and boating
- Seasonal issues such as: cold water boating, hunting and boating (duck hunters)

Key Boating Safety Messages for 2022

- Life Jackets save lives
- Prepare for the best, plan for the worst (including topics such as cold water and weather)
- Paddling gear is cool
- Dangers of alcohol and drug use while boating