

AGENDA

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

August 17, 2022
3:00 pm

Committee Members: Dr. Mamie Parker, Chair, Mr. John Daniel, Presiding, Mr. George Terwilliger, and Mr. Michael Formica

DWR Staff Liaison: Mr. Bob Smet

1. Call to Order and Welcome
Mr. John Daniel
2. Approval of May 18, 2022 Meeting Minutes **Final Action**
Mr. John Daniel
3. Public Comment – Non Agenda Item
Mr. John Daniel
4. Outreach Division Organizational Structure
Mr. Bob Smet
5. Outreach Division Events Report
Mr. Brian Moyer & Mr. Eddie Herndon
6. Outreach Division Update
Mr. Bob Smet
7. Director's Report
Mr. Ryan Brown

8. Chair's Report
Mr. John Daniel
9. Additional Business/Comments
Mr. John Daniel
10. Next Meeting Date: Wednesday, TBD
Mr. John Daniel
11. Adjournment
Mr. John Daniel

DRAFT Meeting Minutes

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

May 18, 2022
3:00 pm

Present: Mr. Brian Vincent chaired the meeting; Mr. Frank Adams and Ms. Tammy Jo Grimes were virtual; **Absent:** Mr. Tom Sadler; **Board members present:** Mr. Leon Boyd, Mr. G. K. Washington; Executive **Director:** Mr. Ryan Brown; **Deputy Directors:** Ms. Becky Gwynn, and Mr. Gary Martel; **Director's Working Group:** Ms. Paige Pearson, Dr. Mike Bednarski, Mr. Darin Moore, Mr. Tom Guess, Mr. Bob Smet, Dr. Gray Anderson, Mr. George Braxton. and Mr. Paul Kugelman.

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.

Approval of the March 23, 2022 Meeting Minutes: The Chair called for a motion to approve the March 23, 2022 Committee meeting minutes. Mr. Adams made a motion to approve the minutes of the March 23, 2022 committee meeting minutes and Ms. Grimes seconded the motion.

The Board secretary took a roll call vote: Ayes, Adams, and Grimes.

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

Elk Hunt Lottery Update: The Chair called on Mr. Tim Tassitano for an Elk Hunt Lottery update.

Mr. Tim Tassitano gave an update on the Elk Hunt Lottery and announced the winners will be selected Friday, May 27, 2022 at the DWR Headquarters.

After comments and questions, The Chair thanked Mr. Tassitano for his update.

Free Fishing Days: The Chair called on Mr. Alex McCrickard for a report.

Mr. McCrickard gave a report and update on the upcoming Free Fishing Days on June 3-5, 2022.

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

Wildlife Viewing Plan: The Chair called on Ms. Jessica Ruthenberg for an update.

Ms. Ruthenberg gave a One Year update on the Wildlife Viewing Plan and its progress.

After comments and questions, The Chair thanked Ms. Ruthenberg for her update.

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

Mr. Smet Reported:

- National Safe Boating Week is May 21 - 27, 2022
- On May 27 – May 29, 2022, Public Information Officer Paige Pearson will host 4 media opportunities, teaching boating safety & safe tactics at Smith Mountain Lake, Lake Gaston, Richmond, Lake Anna

Mr. George Braxton Reported:

- Pursuant to the Truth of Excellence Plan, DWR's Strategic Plan, The Wildlife Viewing Plan, The Relevancy Roadmap, is partnering with Outdoor Afro-DMV and hosting a Field Day on June 11, 2022 at Lake Frederick that will include Birding, Wildlife viewing, Shock fishing, hiking, electro fishing, archery, fishing and cell phone photography.

All who attend will receive a complimentary one-year Virginia fishing license. The event will begin at 8:30 am and end at 3:00 pm.

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

The Director had no report.

Chair's Report:

The Chair asked if anyone had any further questions or comments and hearing none, the Chair announced the next meeting will be Wednesday, August 17, 2022 and adjourned the meeting at 3:50 pm.

Respectfully submitted,

/s/ Frances Boswell

Outreach Division Update



CONSERVE. CONNECT. PROTECT.

Initiatives

Improved Communications

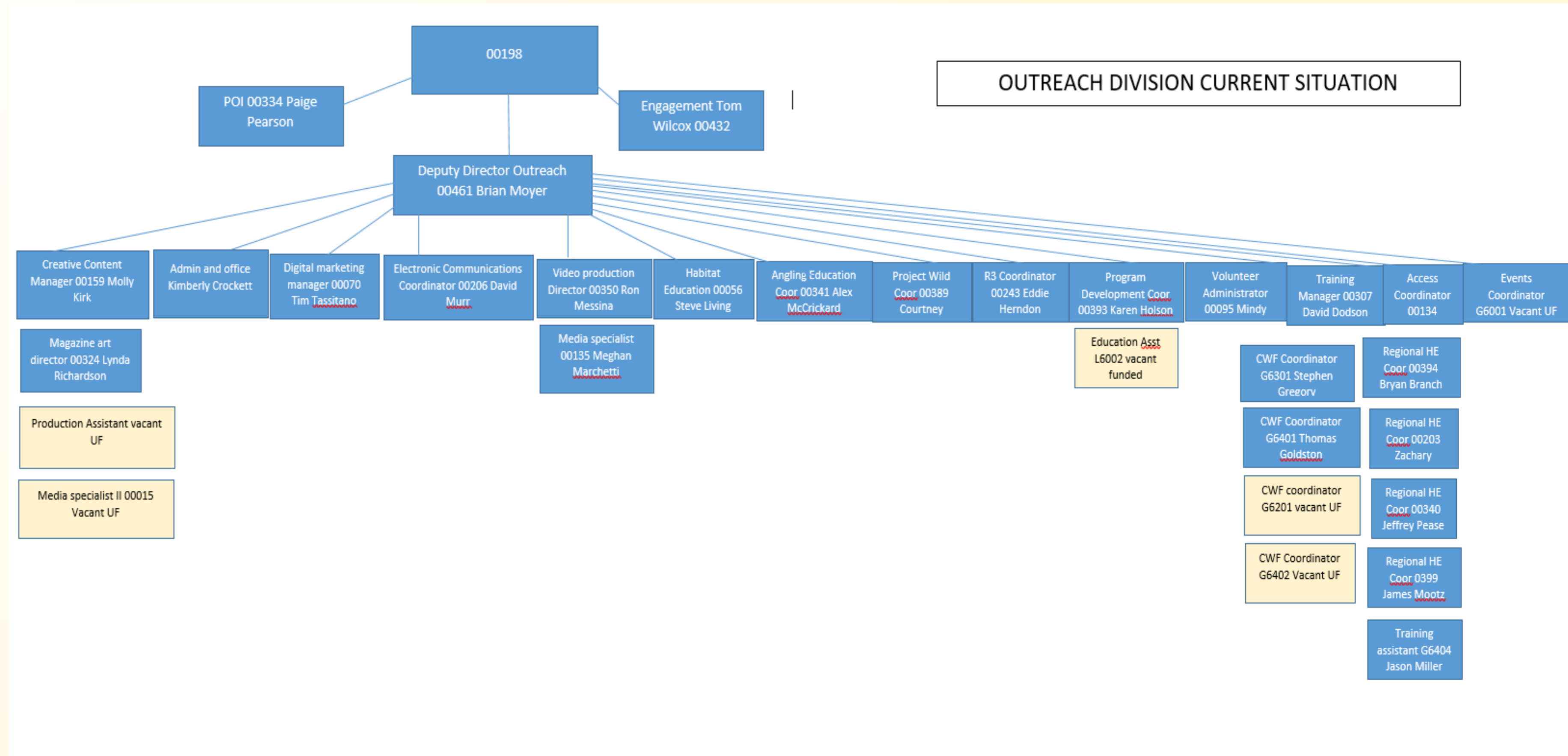
- Division wide meetings
- Reoccurring section meetings
- Communications and marketing plan
- Internal directors updates

Engaging New Audiences

- Collaboration
- Partnerships

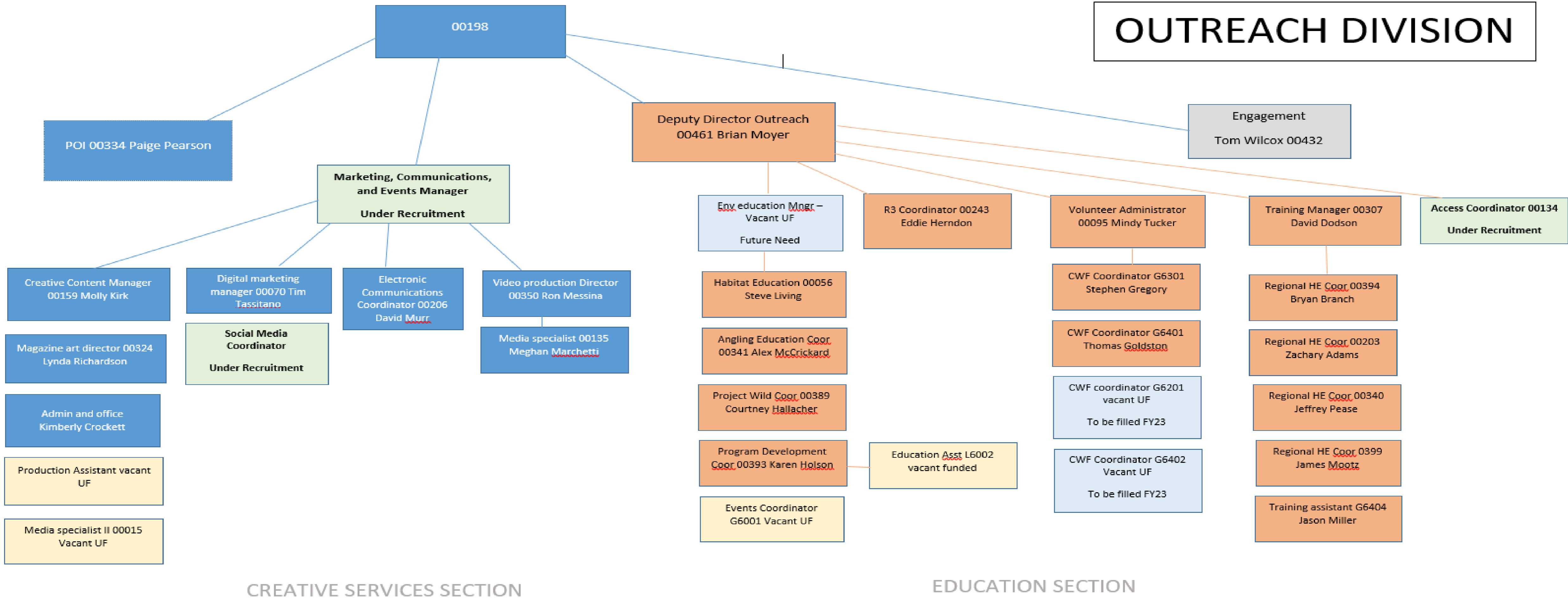
High Functioning

- Reorganization



Revised Organizational Structure

OUTREACH DIVISION



Future Initiatives

- Identification and engagement with new user groups
- Maintaining agency relevancy
- Identifying alternative revenue streams and sponsorship opportunities
- Staff development
- Collaborative efforts and partnerships
- Improved customer service



Outreach Division



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