

FINAL Meeting Minutes

Education, Planning, and Outreach Committee  
Board of Game and Inland Fisheries  
7870 Villa Park Drive, Board Room  
Henrico, VA 23228

August 21, 2019  
3:00 pm

**Present:** Ms. Karen Terwilliger, **Chairwoman**, Ms. Catherine Claiborne; **Board Members in attendance:** Mr. Leon Boyd, Mr. G. K. Washington, and Mr. H. S. Caudill; Mr. John Daniel; **Executive Director:** Mr. Ryan Brown; **Senior Leadership Team:** Mr. Darin Moore, Mr. Tom Guess, Mr. Lee Walker, Mr. Gary Martel and Mr. Mike Bednarski.

The Committee Chairwoman called the committee meeting to order at 3:00 pm, welcomed everyone, and noted for the record a quorum was present for the meeting.

**Approval of the May 29, 2019 Meeting Minutes:** The Chairwoman called for a motion to approve the minutes of the May 29, 2019 meeting. Ms. Claiborne made a motion to approve the minutes of the May 29, 2019 meeting. Ms. Terwilliger seconded the motion. Ayes: Terwilliger and Claiborne

**Public Comments — Non-Agenda Items:** The Chairwoman called for Non –Agenda items, hearing none she continued with the Agenda.

**Outreach Update:** The Chairwoman call on Mr. Lee Walker for an Outreach Update.

Mr. Lee Walker gave an informative update on New Employees, the VA Wildlife Magazine, the new 2020 Wildlife Calendar, the new 2020 Hunting Regulations and the VA Outdoor Sportsman Show.

After discussion and comments, the Chairwoman thanked Mr. Walker for his update.

**Law Enforcement Outreach Update:** The Chairwoman called on Major Bryan Young.

Major Bryan Young called on CPO Ian Ostlund and Zak Dishman, a teacher with the Rockingham County Schools who gave a presentation on Fly Fishing.

After discussion and comments, the Chairwoman thanked Mr. Dishman and CPO Ostlund for their presentation.

**Media Report:** The Chairwoman called on Ms. Paige Pearson for a Media Report.

Ms. Pearson reported on all the Media Reports were sent out this summer, several press releases, postcards, flyers on CWD (Chronic Waste Disease) along with press releases on Social Media and the DGIF Webpage.

After discussion and comments, the Chairwoman thanked Ms. Pearson for her report.

**R3 DGIF/RBFF: Refer a friend Update:** The Chairwoman called on Mr. Eddie Herndon for an Update on Refer a Friend and Restore the Wild.

Mr. Herndon gave an update on R3 Refer a Friend program and how the Department is working to get new anglers interested and getting current anglers to refer a friend.

After discussion and comments, the Chairwoman thanked Mr. Herndon for his update.

**Conservation at Work:** The Chairwoman called on Mr. Ron Messina for a presentation.

Mr. Messina presented videos he had taken that highlighted DGIF employees as they performed their jobs and some who had hobbies in their personal life.

After discussion and comments, the Chairwoman thanked Mr. Messina for his presentation.

**Outreach Digital Marketing Overview:** The Chairwoman called on Mr. Tim Tassitano for an overview.

Mr. Tassitano gave a thorough overview of the Digital Communication for the Department through using Face Book, Website, Instagram, You Tube, Notes from the Field and Branded Content and how many people are viewing these sites.

After discussion and comments, the Chairwoman thanked Mr. Tassitano for his presentation.

**Director's Report:** The Chairwoman called on Mr. Ryan Brown for a report.

Mr. Brown reported:

- Diversity and Inclusion Resolution
- Advertisement for the Diversity Director is being advertised
- Outreach staff meeting in Richmond planned for September 18, 2019
- Lee Walker attended the Outdoor Recreation event with the Governor new initiative

**Chairwoman's Report:** The Chairwoman reported on:

The Chairwoman thanked the amazing and incredible staff for all of their updates and presentations.

The Chairwoman commented there are eight Regional values with the American Values for Wildlife across the country.

The Chairwoman asked for additional business and comments and hearing none, she announced the next meeting would be Wednesday, October 23, 2019 and adjourned the meeting at 4:30 pm.

Respectfully submitted,

Frances Boswell

/s/