

## **AGENDA**

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

October 25, 2023  
3:00 pm

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

DWR Staff Liaison: Mr. Bob Smet

1. Call to Order and Welcome  
Mr. Formica
2. Approval of May 24, 2023 and August 16, 2023 Meeting Minutes **Final Action**  
Mr. Formica
3. Public Comment – Non- Agenda Item  
Mr. Formica
4. *WildTail*: America’s Wildest Conservation Success Story  
Ms. Paige Pearson
5. Elk Hunt Update  
Mr. Cale Godfrey
6. Outreach Division  
Mr. Bob Smet
7. Director’s Report  
Mr. Ryan Brown
8. Chair’s Report  
Mr. Formica

9. Additional Business/Comments  
Mr. Formica

10. Next Meeting Date: January 17, 2024  
Mr. Formica

11. Adjournment  
Mr. Formica

Draft Meeting Minutes

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

May 24, 2023  
3:00 pm

**Present:** Dr. Mamie Parker, **Chair:** Mr. George Terwilliger, Mr. John Daniel, **Absent:** Mr. Michael Formica; **Board members present:** Mr. Leon Boyd, Mr. G. K. Washington, Mr. Jon Cooper, Ms. Tammy Franklin (virtual); Executive **Director:** Mr. Ryan Brown; **Deputy Directors:** Ms. Becky Gwynn and Mr. Darin Moore; **Director's Working Group:** Dr. Mike Bednarski, Mr. Tom Guess, Mr. Bob Smet, Mr. George Braxton, Colonel John Cobb.

The Committee Chair called the meeting to order at 3:45 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 15, 2023, Meeting Minutes:** The Chair called for a motion to approve the March 15, 2023, Committee meeting minutes. Mr. Daniel made a motion to approve the minutes of the March 15, 2023, committee meeting minutes and Dr. Parker seconded the motion. Ayes, Parker, Terwilliger, and Daniel

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

**Explore the Wild Web App:** The Chair called on Mr. David Murr for an update.

Mr. David Murr gave an update on the Explore the Wild Web App.

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

**Hunting Education Outreach Strategy:** The Chair called on Mr. Brian Moyer for an update.

Mr. Moyer gave an update on the Hunting Education Outreach Strategy and introduced Mr. Jimmy Mootz as the newly hired Hunter Education Coordinator.

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

**Update: One Shot Turkey Hunt:** The Chair called on Mr. Bob Smet for an Update. Mr. Smet gave an update on the 7<sup>th</sup> Annual One-Shot Turkey Hunt.

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

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

Ms. Ruthenberg gave a two-year review of the Virginia Wildlife Viewing Plan.

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

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

Mr. Smet Reported:

- Free Fishing Days – June 2-4, 2023
- Virginia Hunt Education Association - 120 Youth Attended
- VA Elk Hunt Lottery Sweepstakes
- Rappahannock National Safe & Boating Week – May 20-26, 2023 Festival
- Upper Mattaponi Indian POW WOW
- Riverrock Event in downtown Richmond, VA

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

The Director reported:

- Thanked the Outreach Staff for their updates and information.
- Appreciates all of Outreach's work out in the public
- Excited to see the Elk planning coming along

**Chair's Report:**

The Chair thanked all the Board members and Director Brown for the work that is being done by this agency.

The Chair asked if anyone had any further questions or comments and hearing none, the Chair announced the next meeting will be Wednesday, August 16, 2023, 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

August 16, 2023

3:00 pm

**Present:** Mr. Daniel chaired the meeting in the absence of Mr. Formica, **Absent:** Dr. Mamie Parker and Mr. Michael Formica; **Board members present:** Mr. Leon Boyd, Mr. Jon Cooper, Mr. Woody Woodall, Mr. Tom Sadler, Mr. George Terwilliger, **Executive Director:** Mr. Ryan Brown; **Deputy Directors:** Ms. Becky Gwynn and Mr. Darin Moore; **Director's Working Group:** Dr. Mike Bednarski, Mr. Tom Guess, Mr. Bob Smet, Mr. George Braxton, Mr. Rob Lewis, Ms. Paige Pearson, Mr. Paul Kugelman

The Committee Chair called the meeting to order at 3:45 pm and welcomed everyone to the meeting. The Chair noted for the record that a quorum was present for the meeting.

**Approval of the May 24, 2023, Meeting Minutes:** The Chair called for a motion to approve the May 24, 2023, Committee meeting minutes. There was not a quorum for the meeting, so the minutes were not approved.

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

**Virginia State University Aquaculture Program:** The Chair called on Dr. Nick Romano for a presentation.

Dr. Romano gave a presentation on the Aquaculture Program he is working on at Virginia State University.

After comments and questions, the Chair thanked Dr. Romano for his presentation.

**Environmental Education Centers:** The Chair called on Mr. Bob Smet for a presentation.

Mr. Smet gave a presentation on Environmental Education Centers.

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

**DWRs Wildlife Cams:** The Chair called on Ms. Meagan Thomas and Ms. Courtney Hallacher for a presentation.

Ms. Thomas and Ms. Hallacher gave a presentation on DWRs Wildlife Cams.

After comments and questions, the Chair thanked Ms. Thomas and Ms. Hallacher for their presentation.

**Leadership Development:** The Chair called on Mr. Jeff Trollinger for an update.

Mr. Trollinger gave an update on the Leadership Development Lesson Learned and for the 2024 Proposal for the class.

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

**DWR Outdoor Afro Event Update:** The Chair called on Mr. George Braxton for an update.

Mr. Braxton gave an overview of the DWR Outdoor Afro Event that was held at Lake Frederick along with DWR staff and volunteers and had activities that included Archery, Nature Walks, Birdwatching, Fish Demos and Fishing. All events were enjoyed by all that attended.

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

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

Mr. Smet Reported:

- Region 4 Hunter Education Coordinator hired.
- Digital Marketing Manager hired.
- R3 Coordinator hired.
- VA Outdoor show was worked and attended by staff.
- Explore the Wild app that Max Goldman and David Murr is soft launching this month – we will ramp up promotion as hunting seasons open, we have agency partners doing cross promotion on some podcasts to help launch the app. 2024 full speed ahead with big promotion.
- Southeast Deer Partnership – Documentary called WildTail: America’s Wildest Conservation Success Story, DWR will be hosting a premiere of WildTail at the Library of Virginia on Wednesday, October 4, 2023, an opening reception will start at 5 pm, the film will be shown at 6 pm.
- Thanked HR-Rebecca Lane for all the help with all the new hires.

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

The Director had no report at this time.

**Chair's Report:**

The Chair thanked all the Board members and Director Brown for the work that is being done by this agency.

The Chair asked if anyone had any further questions or comments and hearing none, the Chair announced the next meeting will be Wednesday, October 25, 2023, and adjourned the meeting at 4:25 pm.

Respectfully submitted,

/s/ Frances Boswell