

Education, Planning, and Outreach Committee Meeting Minutes
Board of Game and Inland Fisheries
Board Room, 4000 West Broad Street
Richmond, Virginia 23239

December 15, 2008, 10:15am

Present: Sherry S. Crumley, Acting Chair, Mary Louisa Pollard, Randy Kozuch; **Absent:** Dr. William Greer, Committee Chairman; **Director:** Robert "Bob" W. Duncan; **Senior Staff:** Ray Davis, Bob Ellis, Gary Martel, Captain Mike Clark, Becky Gwynn, Larry Hart, Charlie Sledd, Lee Walker.

Mrs. Crumley stated for the record that Dr. Greer was unable to attend today's meeting due to prior commitments as President of Virginia Wesleyan College. Ms. Crumley also noted for the record that Dr. Greer had asked her to serve as Madam Chair for today's meeting. Ms. Crumley welcomed everyone and called the meeting to order at 10:15am.

Approval of Minutes: The minutes of the September 16, 2008 meeting have been posted to the Web site and copies were distributed to the Committee members for review. **Ms. Crumley called for a motion to approve the minutes as submitted. Ms. Pollard made a motion for the minutes of the meeting to be approved as submitted. Motion Seconded by Mr. Kozuch. Ayes: Crumley, Kozuch and Pollard.**

Comments from the Director: Mr. Duncan gave a brief review of ongoing Agency activities. Mr. Duncan stated the 5th Basic Law Enforcement Class began December 10th and currently has 21 students enrolled. Mr. Duncan welcomed the members of the Management Study Team to the meeting. The members of this team are:

Rodney Willett is the Project Manager for the project.
Mark Vita is the Strategy Lead.
Peter Benda is the Finance Lead.
Derrick Strand is the Process Improvement Lead
Alison Miller is the Human Resources and Organizational Structure Lead

Mr. Duncan stated that Ms. Graham has accepted a new position within state government and Ms. Becky Gwynn will become project coordinator.

Mrs. Crumley thanked Mr. Duncan for his report.

Update on the Agency Management Study: Ms. Kathy Graham stated interviews have been completed with senior staff and additional interviews are now being conducted within the divisions. The Management Team will present their initial findings to the Director on December 15, 2008. The management study is expected to be completed in February or March.

Mrs. Crumley thanked Ms. Graham and the Management Study Team for their efforts.

Review of Board Policies: Mrs. Crumley stated the members of the EPO Committee have received their copy of the Board Policies for the annual review as required by the Board

Governance Manual. Mrs. Crumley called upon Mr. Charlie Sledd who stated the staff did not have any recommended changes to these policies.

Upon further discussion, Ms. Pollard stated she would like to see the word “habitat” added to the Agency Outreach Policy under the General Policies. The current policy reads:

Title: Agency Outreach

Area of Concern: General Policies

Authority: Code of Virginia § 29.1-103 and § 29.1-109

Versions: 03212006

Adoption Date: 03212006

Effective Date:

Review Date:

Revision Date:

Statement of Purpose: The purpose of this policy is to provide guidance to the Department of Game and Inland Fisheries on the promotion of Department programs.

Policy: It is the policy of the Board of Game and Inland Fisheries that the Department proactively outreaches to its customers and potential customers by providing information on the benefits of Agency programs. The Board directs the Department to seek opportunities to educate the public regarding programs addressing wildlife and fisheries management, boating and boating safety, and law enforcement activities.

The new policy would read:

It is the policy of the Board of Game and Inland Fisheries that the Department proactively outreaches to its customers and potential customers by providing information on the benefits of Agency programs. The Board directs the Department to seek opportunities to educate the public regarding programs addressing wildlife and fisheries **habitat and** management, boating and boating safety, and law enforcement activities.

Since the next meeting of the Committee is scheduled for February 5, 2009, there will be an additional opportunity to discuss any other possible changes to the Board policies and still comply with the requirement of presenting the results of the annual policy review at the first Board meeting of the calendar year (which is February 27, 2009). If no additional changes to the policies are noted, the committee will recommend the change described above to the full board during their February 27, 2009 meeting.

Ms. Pollard made the following motion: Madam Chair, I move that the committee add the words “habitat and” to the policy entitled: Agency Outreach, General Policies. Motion was seconded by Mr. Kozuch. Ayes: Kozuch, Pollard and Crumley.

Discussion of Strategic Issues: Mrs. Crumley called upon Mr. Charlie Sledd to lead the discussion on Strategic Issues. Mr. Sledd stated that one of the goals and objectives of today’s meeting was to begin discussion on drafting a Board Strategic Vision Statement. A discussion was held by the EPO Committee Members, DGIF Staff, Director, and the Management Team. These ideas will be reviewed again by the EPO Committee during their February 5, 2009 meeting and the DGIF staff will review and discuss at their next staff meeting. See the list below:

**Suggestions for Strategic Plan
EPO Committee Meeting
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1. How do we fund the agency?
 Maintain current hunters and anglers
 Recruitment
2. For Future Generations
3. Resource Protection
 Public Safety
 Employee Motivation
 Education
4. Habitat
5. Communication
6. Broaden Constituent Base
7. Climate Change
8. Increasing Funding Base
9. Set-up a foundation? (includes Watchable wildlife constituency)
10. National & Regional involvement
11. Wildlife and Boat Recreation
12. Sustainability (Agency and resource)
13. Changes in society (nature deficit disorder)
14. Economy
15. Invasive Species (human-species interactions)
16. Expanding Law Enforcement Duties (is this appropriate?)
17. Provide Opportunities (hunting, fishing, boating, education)

18. Should we provide access for non-motorized boats? (no revenue from this group)
19. There is the expectation that we should be all things to all people (Define what we are not)
20. Succession Planning
 - Invest in Employees
 - Create Opportunities
 - Motivate
21. Many things are changing
22. Customer Service Focus/Customer Satisfaction
23. How do we educate constituents (funding and mission)
trust
24. Foster Broad public support (traditional and non)
25. Be aware of opportunity costs of what we are not getting done
26. Changing demographics and distribution of constituents
27. School programs - educate kids and parents
28. Expand volunteer base

Other Business: Mrs. Crumley called for additional comments and/or business from the Committee and Staff. Mr. Sledd reviewed 4 prefiled bills that we are aware of so far from the Legislative Information System (LIS). These bills are:

HJ 627 – Children and Life Jackets

SB 820 – Additional Motorboat Registration Fee Imposed at the Local Level

HB 1609 - Foxhound training preserves; establishes license for nonresidents to hunt therein for \$12.

HB 1618 - Hunting permits, special; issued to patients from veterans or military hospitals.

Mr. Sledd and Mr. Duncan continue to monitor prefiled legislation regarding the agency.

Ms. Crumley thanked Mr. Sledd for his report.

Mr. Duncan reported the Quail Focus Group will meet in January.

Mr. Duncan reported that work continues on the DGIF Advisory Group. This group will comprise various individuals, DGIF Staff and Non-governmental agencies to help promote the activities of the Agency.

A follow-up letter is being drafted to send to the members of the General Assembly highlighting milestones of the Agency, current projects and the status of the management study.

Mrs. Crumley thanked Mr. Duncan for his report.

There being no further business, the meeting was adjourned at 11:55 am. The next meeting will be on February 5, 2009 at 1:00pm.

Respectfully submitted,

Beth B. Drewery
Board Secretary