

**Education, Planning and Outreach Meeting Minutes**  
**Board of Game and Inland Fisheries**  
**4016 West Broad Street**  
**Richmond, Virginia 23230**

**May 22, 2008, 9:00 a.m.**

**Present:** Mr. James W. Hazel, Board Chairman, Mr. Richard E. Railey, Jr., Committee Chairman, Ms. Sherry Crumley, Mr. Randy Kozuch and Mrs. Mary Louisa Pollard;  
**Director:** Mr. Robert “Bob” W. Duncan; **Senior Staff:** Gary Martel, Charlie Sledd, Ray Davis, and the Information and Education Staff; **Facilitator:** Ms. Kathy Graham

Mr. Railey welcomed everyone and called the meeting to order at 9:00 a.m. The purpose of this meeting today is to establish goals and objectives for the Information and Education Section. Mr. Railey called upon Mr. Duncan to introduce staff present. Mr. Duncan also announced to the committee that Mr. Bob Ellis is the new Wildlife Division Director.

Mr. Duncan introduced Ms. Kathy Graham, facilitator for the work session and Mr. Lee Walker, who leads the Information and Education Section. Mr. Walker introduced the program staff members and gave a brief background on each member. After the introductions, Ms. Kathy Graham led the discussion and presented the following report:

**DGIF Board Communications Committee**  
**Meeting with Information & Education Section**  
**May 22, 2008, 9:00AM-Noon**

Notes from Facilitated Discussion  
*By Kathy Graham, PMP*

***What from the presentation surprised the Board Members about the I&E Section?***

1. The degree to which staffing has decreased over the past 10 years.
2. How much the Section accomplishes given the staffing and funding levels.

***What would the Board like to see more of from the I&E Section?***

1. Use the momentum of the **green movement**, perhaps by having a column of “green” activities that citizens could do that would benefit wildlife.
2. Post more detail about the **school-based habitat projects** on DGIF’s web site and/or link to the school’s site with more detail. Include contact information or a link for more information.
3. Publish and post more articles about the **positive impacts of hunting** on individuals and families.
4. Keep in mind that we need to keep a strong connection with the “**paying constituencies**” that fund most of the activities of DGIF.

5. Post and publish **more photos of youth** engaged in hunting, fishing, and other outdoor activities. Note: Virginia Wildlife recently started a column called “Outdoor Kids” that has been extremely popular.
6. Conduct **more outreach regarding changes to hunting and fishing licenses**, such as the Apprentice License. Conduct more outreach regarding upcoming events. Note: An outreach plan has been developed for the Apprentice License; however, it has not been implemented yet because the license is not yet available. DGIF staff will implement the plan closer to the time when the license becomes available.
7. **Try to reach more people with our outreach efforts.**
  - a. An example would be to ask a vendor whom we have paid significant sums to, to post an outreach message on a vehicle or web site, etc.
  - b. Another example would be to use the blank space on the hunting or fishing license to promote the Agency.
  - c. One board member suggested that we send more content to national venues like the Outdoor Wire.
  - d. Note: Staff indicated that they are barraged with requests for content and need to prioritize which venues they respond to and to what degree. This could be a task for a section meeting.
  - e. This type of prioritization is also needed with regard to who we contact and who we respond to regarding requests to link to our web page.
8. Partner with VA Tourism Association to ensure that we are linking to and being included in their tourism efforts. Note: the Department does currently have a very good relationship with Tourism through their work with us on the Birding and Wildlife Trail. Could we be doing more?

***What would the Board like to see less of?***

No response.

***What holds us back from achieving all that we would like to do?***

1. Lack of adequate funding.
2. Limited number of staff (14 compared to 21 in 1992).
3. Inability to pursue and/or use all grant monies available due to not having a staff member dedicated to obtaining and managing grants, and sometimes due to not having enough matching funds.
4. Need to continually react to events and fight fires rather than time to be proactive.

At the conclusion of the discussion, Mr. Hazel, Mr. Railey, Committee members and Mr. Duncan thanked the Information and Education Staff for their presentations.

Mr. Charlie Sledd presented the following amendment to the Board Governance Manual for review and it is the staff’s recommendation that the Committee approve the amendment for presentation at the June Board Meeting.

**Proposed technical/housekeeping amendment on Page 17 of the Board Governance Manual to correct an inconsistency between the language that was approved when the manual was approved on December 14, 2005 and a legislative change in § 29.1-102 of the Code of Virginia that occurred during the 2006 General Assembly Session.**

**While the Governance Manual is scheduled for its required review later in 2008 (per Section X - pages 44-45), this change is being brought forward at this time because the inconsistency has been noted by the APA Auditors.**

B. Officers

Officers of the Board will consist of a Chairperson (~~§29.1-102.C~~) and a Vice-Chairperson (~~§29.1-103.D~~) (**§29.1-102.C**). The Chairperson will appoint a Nominations Committee that will develop a slate of candidates for both positions and present it to the Board at the Board's second meeting of the calendar year. The Chairperson will entertain a motion to accept the Committee report and open the floor for additional nominations. After the membership has had ample opportunity to make nominations, the Chairperson will accept a motion to close the nominations. The Board will elect officers from the candidates for both positions by majority vote during its June meeting. New officers will assume the responsibilities of their positions on July 1 and will serve through June of the next year. The term of office is one year for both positions, ~~and no one can serve in either position for more than two consecutive, one-year terms.~~ **The Chairperson and Vice-Chairperson shall not be eligible to be re-elected to their respective positions and no person shall serve more than one year as Chairperson and one year as Vice-Chairperson during a four-year term.** The Vice-Chairperson does not assume the Chairperson's position; however, the Vice-Chairperson can be nominated for and elected to become the Chairperson.

Approved by the Education, Planning and Outreach Committee

Motion – Ms. Crumley

Second – Ms. Pollard

Date – May 22, 2008

First Presented to the Board

Motion -

Second -

Date – June 3, 2008

Approved by the Board

Motion -

Second -

Date – July 15, 2008

Mr. Railey called for the motion to recommend the amendment to the Board Governance Manual. Mrs. Crumley made the motion to recommend the amendment be presented to the full Board at the June Meeting. Motion Seconded by Ms. Pollard. Ayes: Railey, Crumley, Pollard and Kozuch.

**Approval of the Minutes:** Mr. Railey called for a motion to approve the minutes of the April 1, 2008 meeting. Mrs. Crumley made the motion to approve the minutes as submitted. Mrs. Pollard seconded. Ayes: Railey, Crumley, Pollard and Kozuch.

The meeting was adjourned at 12:00 noon.

Respectfully submitted,

Beth B. Drewery  
Board Secretary.