

Education, Planning and Outreach Meeting Minutes
4000 West Broad Street
Richmond, Virginia
January 22, 2008

Present: Richard E. Railey, Jr., Vice-Chairman, Sherry Crumley, Mary Louisa Pollard, Charles Yates; **Absent:** Randy J. Kozuch; **Acting Director:** G. Mike Bise; **Senior Staff:** David Whitehurst, Ray Davis, Gary Martel, Dee Watts, Bob Duncan and Charlie Sledd.

Mr. Railey welcomed everyone and called the meeting to order at 08:10am.

Review and Update to the Board Governance Manual: The staff presented draft language to amend the Board Governance Manual (page 41) to reflect that the purpose of the Wildlife and Boat Committee shall also include serving as the Motorboat Committee in accordance with *§29.1-701 of the Code of Virginia*.

The Manual currently reads:

The purpose for the Wildlife and Boat Committee is to evaluate the long-term needs of the Commonwealth's wildlife and boating resources to draft recommendations and/or policies addressing those needs for consideration by the entire Board. This Committee will also assess the needs, desires, and impacts of the users of these resources and provide guidance to the full Board as described above.

Recommended Change:

The purpose for the Wildlife and Boat Committee is to evaluate the long-term needs of the Commonwealth's wildlife and boating resources and to draft recommendations and/or policies addressing those needs for consideration by the entire board *and to serve as the Motorboat Committee in accordance with §29.1-701 of the Code of Virginia*. This committee will also assess the needs, desires, and impacts of the users of these resources and provide guidance to the full Board as described above.

Mrs. Crumley made the motion to have the amendment to the Governance Manual presented for review at the full Board at the January Board Meeting with a review and final approval of the amendment at the April Board Meeting. Motion seconded by Mrs. Mary Louisa Pollard. Ayes: Richard Railey, Sherry Crumley and Mary Louisa Pollard.

Amendment to Education, Planning and Outreach Committee Charter: The staff made the following recommendation to the Education, Planning and Outreach Committee Charter to specify that the meeting schedule is on a fiscal year basis.

The Meeting section of the Charter currently states:

The Committee is to meet at least four (4) times each year, with additional meetings deemed as necessary by the Committee. The Chair may request the Director to have Department staff members be present at meetings of the Committee to provide information and/or expertise regarding the business matters, issues, and discussion topics of the Committee.

The recommended change:

The Committee is to meet at least four (4) times each fiscal year, with additional meetings as deemed necessary by the Committee. The Chair may request the Director to have Department staff members be present at meetings of the Committee to provide information and/or expertise regarding the business matters, issues, and discussion topics of the Committee.

Mrs. Crumley made the motion to have the Charter Amendment presented for approval at the full Board at the January Board Meeting . Motion seconded by Mrs. Mary Louisa Pollard. Ayes: Richard Railey, Sherry Crumley and Mary Louisa Pollard.

Review of Board Policies and Procedures: According to the Board Governance Manual and the Education, Planning and Outreach Committee Charter, the Board polices are to be reviewed with recommendations to be presented to the full board at its first meeting after January 1. The Vice-Chairman stated he and the Education, Planning and Outreach Committee would recommend to the full board that the current polices remain in effect and no changes are recommended at this time.

Mrs. Crumley made the motion to recommend to the full Board at the January Meeting that after reviewing the Board Policies and Procedures, they remain in effect and no changes are recommended at this time. Motion Seconded by Mary Louisa Pollard. Ayes: Richard E. Railey, Jr.; Sherry Crumley and Mary Louisa Pollard.

Direct Marketing Program for Lapsed Anglers: The staff gave a presentation on the Direct Marketing Program for Lapsed Anglers. The Recreational Boating and Fishing Foundation has designed a program to help agencies capture anglers with expired licenses and to remind them of the annual renewal process. The Recreational Boating and Fishing Foundation would provide the initial start up fee of \$25,000 and the Agency will be responsible for a match of \$25,000.

The staff made the recommendation to the Committee that they implement this program to help increase fishing license sales in the future. **Mrs. Crumley made the motion to recommend to the full Board the adoption of this program. Motion Seconded by Mary Louisa Pollard. Ayes: Richard Railey, Jr., Sherry Crumley and Mary Louisa Pollard.**

There being no further business the meeting was adjourned at 08:40am.

Respectfully Submitted,

Beth B. Drewery
Board Secretary