

Minutes from Sporting Heritage Council
August 27, 2013
Wautoma, WI

1. The minutes from the July 12, 2013 meeting were approved. (Motion by LaBarbera, Seconded by Fritsch)
2. Gundy welcomed the Council and briefed them on the upcoming Sporting Heritage Grant committee meeting and what the law mandated. He also talked about getting ideas from the Council today now that we have done quite a bit of background briefing.
3. Christine Thomas spoke (Speech attached speech and other links that Chris provided with Recruitment and Retention topics)
 - a. Some Highlights from Chris's comments:
 - i. This Council can accomplish a lot-you are the right people
 - ii. No such thing as a silver bullet-this is about the long haul
 - iii. We must keep engaged with our current hunters so they renew licenses
 - iv. Badger Forever idea-If you hunted/grew up hunting in Wisconsin, you can always get a resident license even if you move away (details would need to be worked out)
 - v. We need to develop a single message -to take out a new person and stay with them over the years until they are independent
 - vi. We need to remember adults too-reach out to them to keep them involved
 - vii. DNR employees may be a wealth of untapped help
 - viii. Use the local foods angle-Gourmets Gone Wild
 - ix. There is talk of a national "Train the Trainer" center being built...why not in Wisconsin?

<http://dnr.wi.gov/topic/OutdoorRecreation/documents/SHcouncil/recruiting.pdf>
<http://dnr.wi.gov/topic/OutdoorRecreation/documents/SHcouncil/northamer.pdf>

http://www.fws.gov/whhcc/doc/2009-29110-16517_Report_2009-10-13-17-19-00.pdf

<http://www.fws.gov/whhcc/doc/RecHuntingActionPlanFINAL11009.pdf>

4. Gundy asked Chris about how to reach out to non-hunters who support hunting and eat meat. Chris talks about the Gourmets Gone Wild program. Keith Warnke also talked about a course he is teaching called "Hunting for Sustainability" at the Tech Schools.
5. Ben Gruber asked how can we get "soft users" to help pay for conservation work.
6. Chris talked about packaging licenses and making it simple to choose what you licenses you want and making it easy to pay for them.

7. Rep. Milroy talked about shooters and hunters not being the same all the time and how to get shooters out hunting. He wondered if the “Archery in the Schools” program is leading to more hunters in the woods.
8. Senator Kedzie asked if we were targeting college students. Chris responded that at Stevens Point they do, and some other colleges as well. But there was not a coordinated curriculum in the colleges.
9. Ben Gruber has run programs at La Crosse and Eau Claire, and he was flooded with calls from students for mentors. The problem: not enough mentors.
10. Rep. Milroy said DNR should have website that matched new hunters with mentors. Links could be made to private groups willing to have their members mentor.
11. Andy Pantzlaff talked about United Sportsmen looking at long term mentoring.
12. Mark LaBarbera talked about the program in Kansas called “Pass it on”...a long term mentoring program.

13. Kurt Thiede, Land Administrator in the DNR, gave the Council a briefing on the 10 year Fish and Wildlife Action Plan.
 - a. Kurt reviewed the current Federal programs and what funds come to Wisconsin. In 2013 we received \$13 million in PR, \$12 million in SFR, and \$1 million in SWG.
 - b. The 10 year plan is important because it dictates how these funds will be spent.
 - c. Kurt would like your feedback on the 10 Year Plan by October 4, 2013

14. Kari Lee Zimmerman previewed the DNR website and explained to the Council some options that they may want to look into to match up hunters and mentors and hunting groups with issues that interest them.

Next meeting: Thursday, October 24, 2013. 1 PM to 4 PM. DNR Building in Madison. Room GO 9