

Minutes from the Sporting Heritage Council Meeting
January 9, 2014

1. All members were present.
2. Minutes from the October 24, 2013 were approved
3. Gundy introduced Mike Rogers, the new Bear representative on the Council.
4. Doug Haag brought the new Public Lands Atlas for council members to review and presented some background and information about the Atlas. The Atlas was an idea, then bill, passed by Rep. Jim Ott. The Atlas is also on-line. The book itself costs \$89. The DVD will be \$5.95 when it is ready. Gundy emphasized that this is another on-line app that the DNR is using to help people hunt, fish, and trap.
5. Keith Warnke gave the Council a presentation on recruitment and retention.
 - a. The goal is to hold our own on hunter numbers.
 - b. If we want to do that we need to reach out to new groups and different people.
 - c. 12 year old numbers have been stable since 2000
 - d. 20,000 adults purchased the first time \$5 deer license.
 - e. Recruiting new adult hunters is the place to go if you want to get hunters who will stay with the sport.
6. Ralph Fritsch feels we will see a good increase in hunters due to the new crossbow bill.
7. Joe Caputo wants to see the numbers over the coming years.
8. Gundy and others talked about the Badger for Life license idea...a “no-brainer”.
9. Women and Hunting
 - a. Gundy feels we need to key in on female hunters.
 - b. Rep. Steineke asked what our plan was to reach out to women. He wondered about ideas like kiosks at shopping malls.
 - c. Ralph thought county fairs would be a great place to reach women.
 - d. Keith says women are the mentors and gate keepers.
10. Ryan Bronson, from Federal Cartridge, feels Wisconsin has a leadership position when it comes to hunting. Federal Cartridge is changing its marketing. More women, more minorities. There are millions more gun owners now than a few years ago, but not more hunters. Marketing to women; federal has pink shells and they are big sellers. Marketing to Hmong is different than to Hispanic. High school trap programs may be the next big thing.
11. Hunter Recruitment, Development, Training and Education Grant program. Keith gave us an overview. \$200,000 every two years with a maximum grant of \$10,000. Money comes from federal Pittman-Robertson (PR) funds. The SHC will have a roll in the review of applications for the funds. We know that this money will not last forever so we are trying to spend it now on good projects that we can pay for.

12. Rep. Milroy said this PR money that could have been spent on other programs; the money in his proposed bill would have been new money. He also reported that legislative leadership does not believe that there is the political will to pass a bill at this point.
13. Sub-Committee Reports:
 - a. Joe Caputo for the Access Sub-committee: Proposes allowing ATV's access to some roads to areas that are hard to reach. This would open up these areas to older hunters or people with slight disabilities. He understands that law enforcement will have some challenges. Suggests 52 inch gates and maps at the trailheads. Ralph Fritsch says maybe a pilot project to see how this would work. Sen Kedzie said he sees both sides of this, access is great but ATV's running back in hard to get to areas may not be well accepted to the hunters back in there. Rep. Steineke asks if we need to amend current law to allow ATV access. Tim Andryk says on state lands No, but master plans would need to be changed.
14. Ben Gruber thanked the Legislators for the new law that opens up areas in municipalities to archery hunting.
15. Ben has heard, and it was backed up by other committee members, that people are misusing the agricultural damage program by getting payments but not allowing the public on the land to hunt (which is the law).
 - a. Recommendation: Take another look at the ag damage tags and law and make clear that access to the hunting public must be allowed. Look at possible increase to penalties for people who abuse the system, look at increased enforcement.
16. Ralph Fritsch complimented the Legislature for the Walleye Initiative, Open lands for Turkey hunting and other programs that they and the DNR are doing for hunter retention.
17. Ben Gruber will bring information to the next meeting on Minnesota's certified mentor program.
18. Bill Torhorst thanked Ryan Bronson for all he has done and urged DNR to work with local rod and gun clubs to get more mentors.
19. Gundy finished the meeting by giving the Council an overview of the DNR's early plans for the Mackenzie Center. We will hold our April 29th meeting at Mackenzie and will be getting a tour of the grounds from the current director, JD Smith.

The Sporting Heritage Council's next meeting will be Tuesday, April 29, 2014, from 1pm to 4pm. We will tour the Mackenzie Center for the first hour and meet in one of the Conference facilities from 2pm to 4pm.