

Sporting Heritage Council
Minutes from July 12, 2013 Meeting

1. Attendance: All members were present (Rep. Milroy was on by phone, Sen Wirch's aide Stephen Pienkos attended for Sen. Wirch)
2. The April 26, 2013 minutes were moved by Ben Gruber and seconded by Andy Pantzlaff. The council voted unanimously to accept.
3. Chair Gunderson welcomed the three newly re-appointed members back to the Council. The 3 newly re-appointed members are Scott Zimmerman, Andy Pantzlaff and Mark LaBarbera.
4. Trish Ossman, DNR Social Media Coordinator, briefed the Council on the various Social Media that the DNR is using and how effective each type of media is at reaching different ages and audiences. From Facebook to Twitter to Flickr to our live chats DNR is actively using all social media. Trish mentioned that the Deer Trustee report Live Chat was particularly well accepted with lots of people participating. **Speaking of Social Media our website is up and running now. The link is under #5.**
5. <http://dnr.wi.gov/topic/OutdoorRecreation/sportingheritage.html>
6. Rep Steineke asked if DNR had an "A to Z" site for hunters or fishers. One place that a new outdoors person could go and get the beginners basics through the final food preparation. Gundy and council members agreed that having such a site would be a good idea.
7. Ralph Fritsch asked Trish to send him all the social media information as he would like to post whatever he can on the WI Wildlife Federation webpage. Trish and Ralph have connected.
8. Rep Steineke hopes to use more social media to get the word out. Television and other media should also be used to get to as wide an audience as possible.
9. Bill Torhorst says there are 300-500 groups that are willing and able to help the Council spread the word. DNR should link into these groups and let them know what we are doing so they can use their groups to spread any messages.
10. Gundy concurred that DNR needs to be a conduit for these groups.
11. Kurt Thiede mentioned that making the list of all the groups public is something that his division is working on and he will report on their progress at a future meeting.

12. Doug Haag, acting Real Estate Bureau Director, gave the Council an overview of the DNR GIS capabilities.
 - a. DNR owns 1.5 million acres of land
 - b. Every parcel is digitized and on our maps
 - c. DNR has 600 “named” properties
 - d. Those 600 amount to 1.3 of the 1.5 million acres we own
13. Doug says that many users of our GIS maps like them a lot and let us know. DNR is also working on a statewide, all agency computer system right now.
14. DNR’s goal is to be a conduit for all new outdoorspeople and all the maps and information that we have.
15. Bill Torhorst said that at the end of all the technology, the new person needs to be handed off to somebody real...another person.
16. Gundy said that after the first hunt we need to follow up with that first time hunter to get them back and help them hunt again.
17. Mike Staggs, Bureau Director for the Bureau of Fish Management and Habitat, briefed the Council on what Fisheries staff are currently doing to recruit and retain fishers.
 - a. There are 1.25 million anglers
 - b. 21.3 million days of fishing occur each year in WI
 - c. Fishing is a \$2.27 billion industry
 - d. 337,000 non-residents fish WI waters. We are 2nd in the US in non-residents coming into our state to fish.
18. Mike told the Council that we are basically maintaining our fishing numbers, but that population of the state is going. He handed out a few reports and copies of DNR Fishing Reports and talked about the DNR’s Aquatic Education and Fishing Skills Programs. He talked about the network of volunteers, private groups fishing clinic and the current school K through 12 curriculum. But is this a “Fire-Ready-Shoot” way of looking at recruitment rather than a strategically planned way to grow our fishing public.
19. Avid anglers want access and quality fishing. Sometime and new anglers want ease and fun.
20. Since 1998 the Recreational Boating and Fishing Foundation has been the national groups working to increase participation in both boating and angling. They market to the 25-50 year old demographic. The Hispanic community is a new, emerging fishing market.

21. Ralph Fritsch asked why not have county fishing meetings yearly like we currently do for deer? Staggs agrees and says he is trying to do this.
22. Andy Pantzlaff commended the DNR for being at meetings with groups but the Council agreed we should do more.
23. Bill Torhorst asked how specific should the Council be in its recommendations. Gundy responded that the Council can be as specific as it wants to be as long as it meets the scientific standards necessary and we all agree with the recommendation.
24. Gundy mentioned that DNR has increased the put and take pheasant numbers from 54,000 last year to 74,000 this year so that there is increased opportunity to get a bird.
25. Rep. Steineke would like the Council to come up with ideas and have the professional staff review and comment on them; have staff do some pros and cons and then have the Council discuss them.
26. Mark LaBarbera said we should look at what is already being done and then go past that.
27. Gundy really wants the Council to think “outside of the box”.
28. Joe Caputo said we should brainstorm-fact check-look for ways to measure what we are doing.
29. Andy Pantzlaff noted that fishing is the “gateway drug” for the outdoors. He mentioned that Wings over Wisconsin currently does a 6th grade fishing day. DNR could help facilitate these days.
30. Gundy explained the new Sporting Heritage Grant Program and told the Council that the members of the committee that will make the recommendation for the grant to the DNR Secretary will be Gundy, Sen Kedzie, Representative Al Ott, Mark LaBarbera, and Bill Torhorst. The potential grantee has until August 1, 2013 to get their application in to the DNR and then the committee will have 50 days to make its recommendation to Secretary Stepp.