

Lake Michigan Fisheries Forum Meeting November 2016



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Chinook salmon and Lake Trout stocking plans

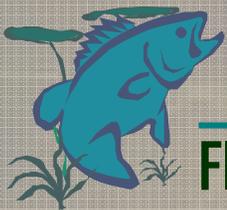


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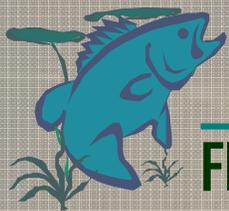
Management Options

- Maintain, or increase, all salmon and trout stocking numbers in WI, except lake trout.
- Maintain status quo until we have another year of data to inform stocking/management strategies.
- Maintain 2016 (or very similar) Chinook salmon stocking numbers in WI waters, and account for the Chinook numbers by using equivalent stocking reductions for lake trout and potentially brown trout.
- LMC Recommendation - Reduce Chinook salmon lakewide by 50%, which would be about a 47% reduction in WI waters



Maintain 2016 (or very similar) Chinook salmon stocking numbers in WI waters

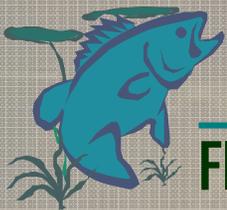
- Use Chinook salmon equivalents for lake trout, steelhead brown trout and coho salmon to increase chinook salmon numbers
- 2017 lake trout reductions and beyond will be pursued



LMC Recommendation

Reduce Chinook salmon lakewide by 50%

State	Current	Proposed	Percent Reduction from 2013 levels	New Proposal	Percent Reduction from 2013 levels
Wisconsin	810,000	355,000	56%	425,000	47%
Michigan	560,000	200,000	64%	330,000	46%
Illinois	230,000	90,000	61%	120,000	48%
Indiana	200,000	45,000	78%	60,000	70%
Total	1,800,000	690,000	61.5%	935,000	50%



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Wisconsin's Salmon and Trout Stocking numbers

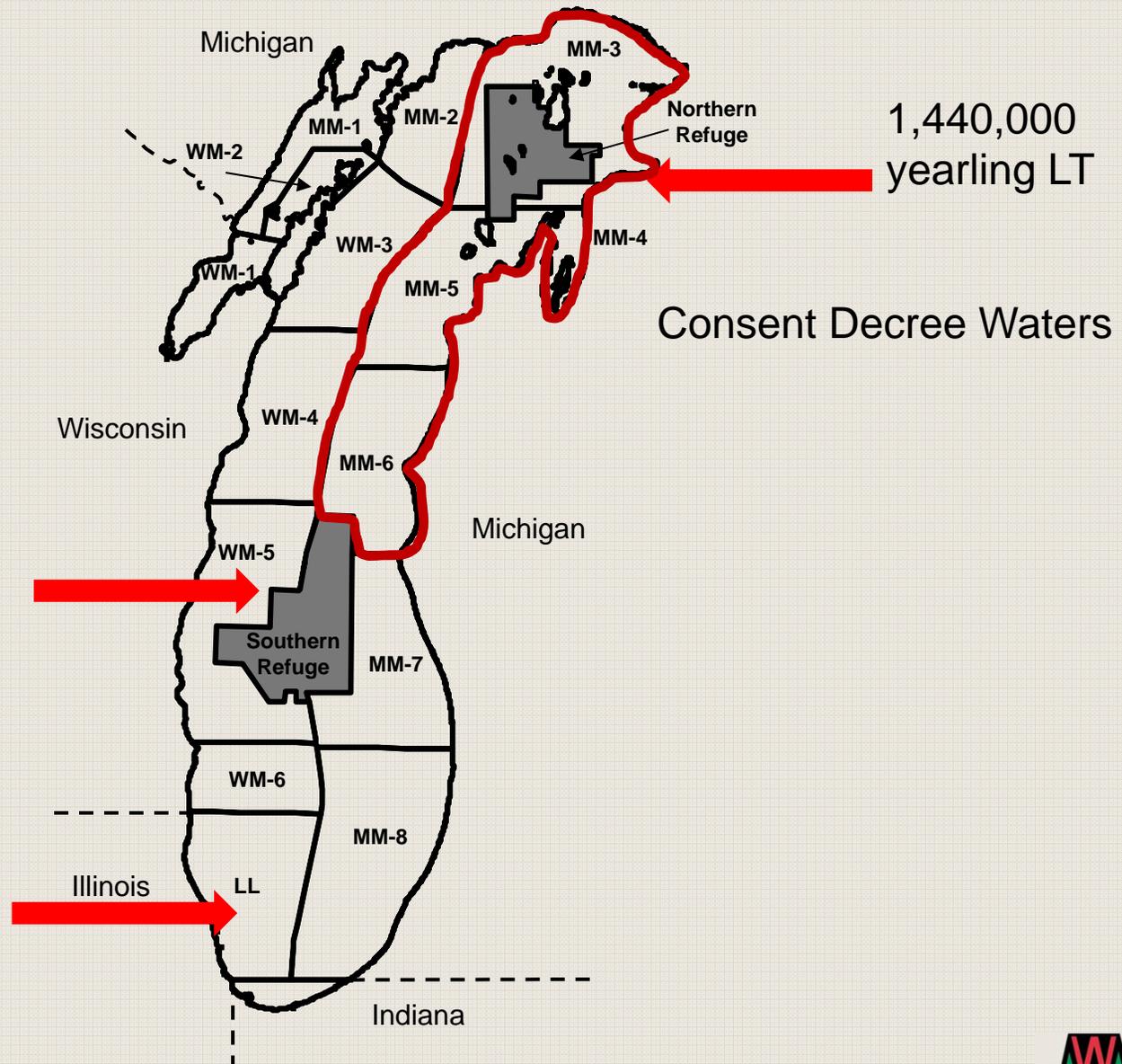
Species	2016	2017	2018
	Actual numbers stocked	Projected stocking numbers	Projected stocking numbers
Chinook salmon	812,270	812,270	TBD
Coho salmon	452,867	452,867	TBD
Lake trout	712,377	300,000	300,000
Steelhead	269,512	340,000	TBD
Brown trout	727,014	362,000	362,000
Totals	2,974,040	2,267,137	TBD



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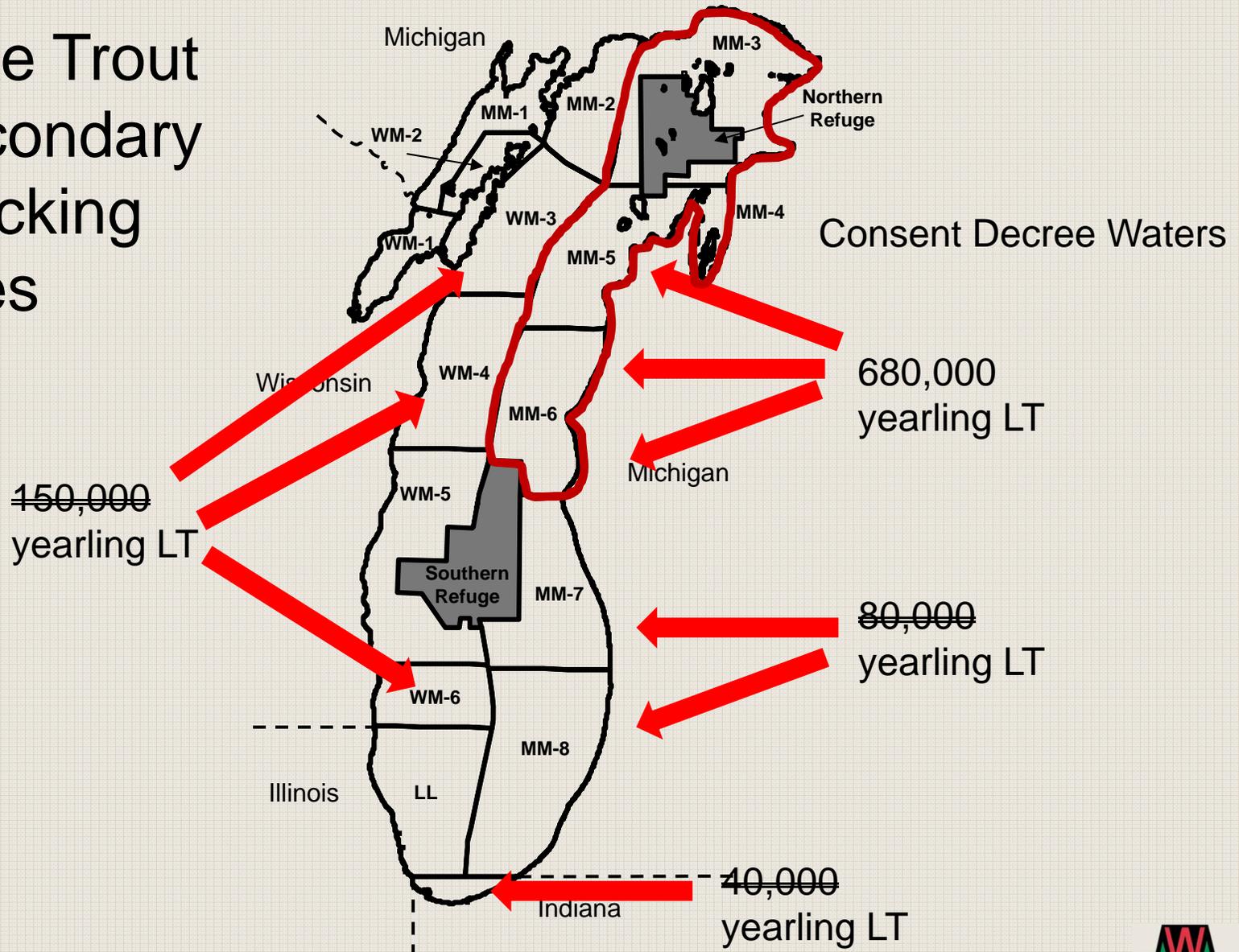
Lake Trout Priority Stocking Sites



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Lake Trout Secondary Stocking Sites



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LAKE TROUT

State	Current Stocking (from table)	Proposed	Number Reduced	Percent Reduced
Wisconsin	750,000	300,000	450,000	60%
Michigan- Consent Decree	2,120,000	2,120,000	0	0%
Michigan-Non- Consent Decree	80,000	0	80,000	100%
Illinois	120,000	120,000	0	0%
Indiana	40,000	0	40,000	100%
Total	3,110,000	2,540,000	570,000	18%

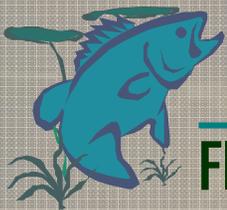


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Brown Trout

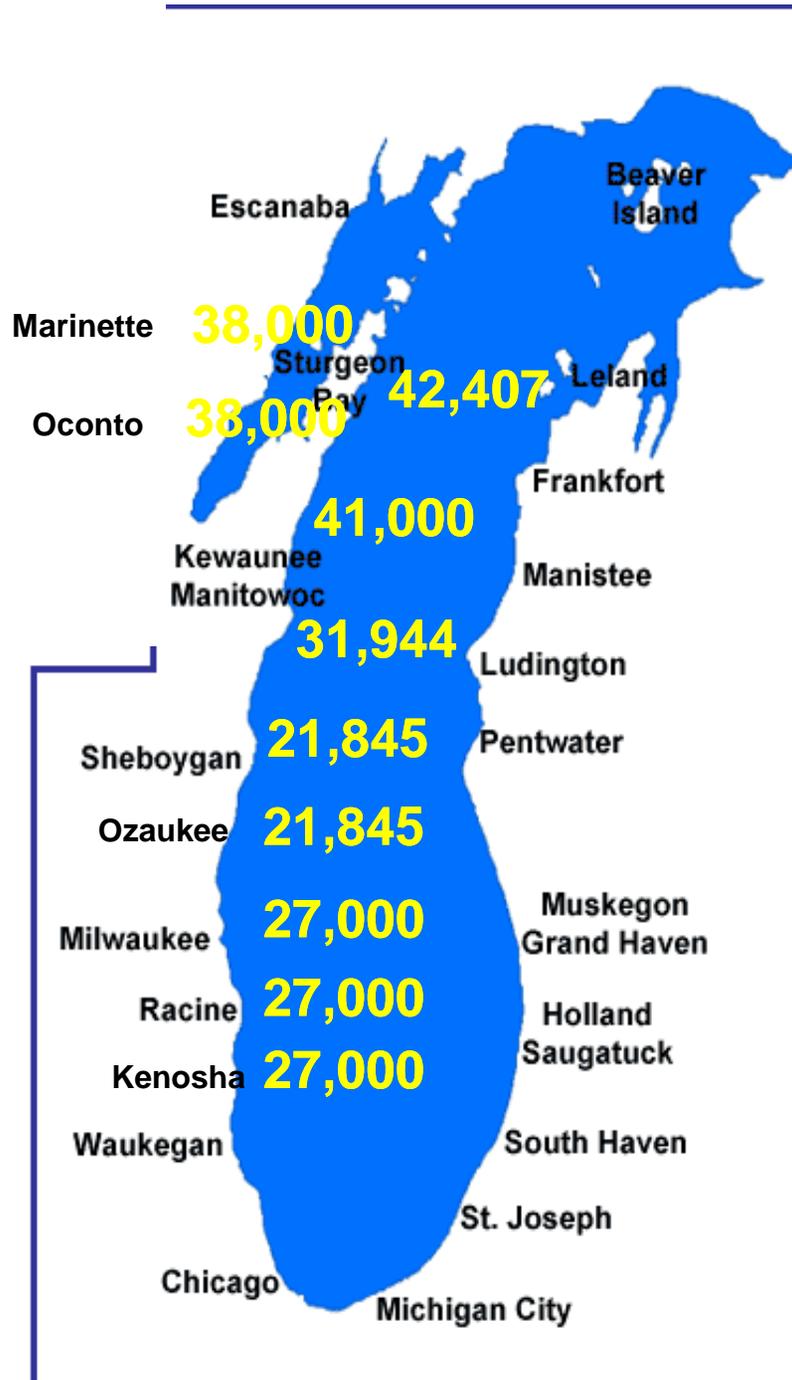
- Reduce 138,000 brown trout fingerlings
- Reduce 200,000 brown trout yearlings
- Decommission of Thunder River Rearing station
- Reductions in brown trout will open space up at Brule Fish Hatchery to raise more steelhead until Kettle Moraine gets built



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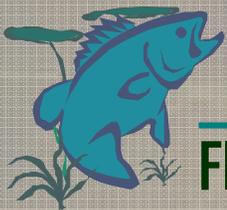
Current WI Seeforellen Stocking Distribution



316,041 total

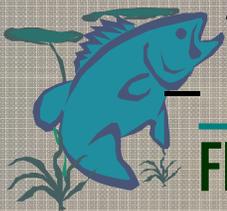
Brown Trout stocking allocation

- Options for 2017
 - Status Quo for 2017
 - Create updated stocking strategy
- Options for 2018
 - Create updated stocking strategy
- Strategy
 - Use chinook salmon strategy as template
 - Other methods



Brown Trout stocking allocation

- Using chinook salmon strategy as template
 - LMFF agreed that a new simple allocation model is needed
 - LMFF agreed that we should provide a fall fishery at all stocking locations
 - LMFF agreed that chinook salmon are nomadic during the open water fishery
 - Base allocation of 75% spread to counties equally
 - Number of charter boats trips per port – 2003 - 2012
 - Directed effort from creel survey – Sept and Oct 2003 – 2012
 - Directed harvest rate from Creel Survey – Sept and Oct 2003 – 2012
 - CWT information



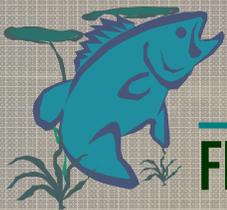
Proposed Timeline for 2017 Seeforellen Stocking Allocation

Nov. 7, 2016 LMFF meeting
- Gather initial stakeholder comments

Dec. 1, 2016 LMFT meeting
- Discussion / Options to consider

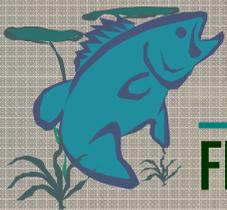
Mid-December to mid-February
- Continue discussions at another LMFF meeting

Fish stocking to begin March 1, 2017



Lake Michigan Salmon and Trout Stocking numbers

Species	Agency	Proposed 2017 Target Number
Chinook salmon	Michigan	330,000
	Wisconsin	812,270
	Illinois	150,000
	Indiana	60,000
	Total Chinook	1,352,270
Lake trout	Michigan - yr	2,370,000
	Michigan - ff	0
	Wisconsin - yr	300,000
	Wisconsin - ff	0
	Illinois - yr	120,000
	Indiana - yr	0
	Indiana - ff	0
	Total Lake trout	2,790,000



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Lake Michigan Salmon and Trout Stocking numbers

Species	Agency	Proposed 2017
		Target Number
Coho salmon	Michigan	1,474,000
	Wisconsin	452,867
	Illinois	300,000
	Indiana	270,000
Total Coho		2,496,867
Steelhead	Michigan	540,000
	Wisconsin	340,000
	Illinois	50,000
	Indiana	505,000
Total Steelhead		1,435,000

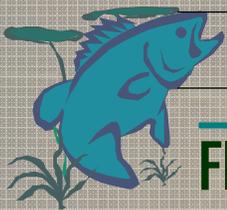


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Lake Michigan Salmon and Trout Stocking numbers

Species	Agency	Proposed 2017
		Target Number
Rainbow trout	Michigan	0
	Wisconsin	126,012
	Illinois	60,000
	Indiana	0
	Total Rainbow trout	186,012
Brown trout	Michigan	561,500
	Wisconsin	362,000
	Illinois	110,000
	Indiana	35,000
	Total Brown trout	1,068,500

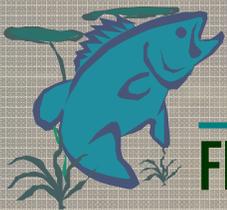


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Lake Michigan Salmon and Trout Stocking numbers

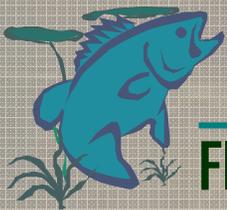
Species	Agency	Proposed 2017 Target Number
Total	Michigan	5,275,500
	Wisconsin	2,393,149
	Illinois	790,000
	Indiana	870,000
	Grand total	9,328,649



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Lake Trout season and bag limits



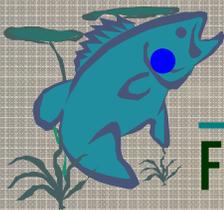
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Lake Trout season and bag limits

- Lake trout scoping statement
 - Increase open season to year round
 - Increase bag limit
 - Pros and cons of 3 vs. 5
 - Open Mid-Lake Reef to fishing
- Approved by Governor and will be Natural Resources Board agenda item in December
- Get a 90 day Emergency rule in place by March 1, 2017
- Extend it once during the season

Make it permanent for 2018



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Net pen usage



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Net pen usage

- Work with sportfishing clubs/cooperators to obtain permits and develop cooperative agreements to rear chinook salmon for two weeks
- Allow pens to be used to stock other salmon and trout for night release
 - Create google calendar to manage stocking dates
 - Designated club contact
 - Hatcheries would enter stocking information onto calendar, revise as necessary
 - Club contact would be responsible for monitoring calendar, getting net pens set up in designated areas.
 - If pen is not ready to go when truck rolls up to site, fish get stocked in regular designated areas



<https://calendar.google.com/calendar/embed?src=tt7rsjabvhua1rp2p3a3e81vmo@group.calendar.google.com&ctz=America/Chicago&p>
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Milwaukee County

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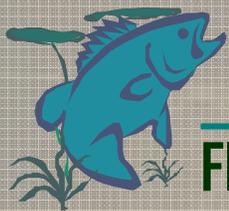
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[Suggested Sites](#)
[P-Card Transaction State...](#)
[DNR seeks feedback on La...](#)
[Bureau of Fisheries Mana...](#)

Milwaukee County

Today October 2016 Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	Oct 1
2	3	4	5	6	7	8
9	10	11	12 12pm Brown trout stocking	13	14	15
16	17 3pm Brown Trout Stocking	18	19 3pm Brown Trout Stocking	20	21	22
23	24 4pm Brown Trout stocking	25 4pm Brown Trout stocking	26 4pm Brown Trout stocking	27	28	29
30	31	Nov 1	2	3	4	5

Events shown in time zone: Central Time



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Net Pen usage

- In order to reduce bird predation, the following will occur
 - Department will review all Lake Michigan and Green Bay Stocking locations by December 31, 2016
 - List of locations by species will be sent to corresponding clubs for discussion
 - With feedback from local groups, a final list of stocking sites will be set and communicated to propagation by February 1, 2017
- If clubs are interested in stocking at night, they should use their net pen projects for that purpose



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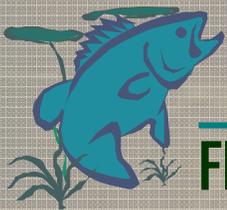
Hatchery Production



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Hatchery Production

- Raise additional steelhead at Brule and Kettle Moraine Fish Hatcheries

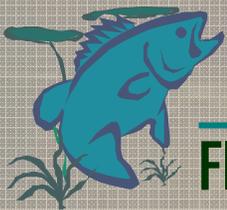


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Other management options

- Predator bird hazing
- Support for enhanced research capacity
- Habitat improvement opportunities
- Stocking other species
- More actively involving stakeholders in data collections
- Incorporating another economic factor in our Chinook salmon stocking strategy



QUESTIONS ??



Enhanced outreach, education and marketing of the fishery



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Launch of LM Marketing Team

Goals:

- Build public awareness of and participation in Lake Michigan fishing and recreational opportunities including recreational angling; charters; events.
- Increase knowledge of and support for natural resource management activities that ensure Lake Michigan remains a diverse, world class fishing destination now and for future generations;
- Promote cherished Lake Michigan fishing traditions and access to these opportunities.



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Launch of LM Marketing Team

Possible strategic elements:

- Review of potential funding sources, including private-public match opportunities (SFR, etc.)
- Layered approach to outreach building from grassroots public speaking opportunities to possible media buy (budget dependent)
- Utilization of existing DNR channels:
 - Weekly News – 30,000 subscribers
 - Website – 13.1 million visits and 52 million page views
 - Facebook – 79,000 likes
 - Twitter – 17,000 followers
 - GovDelivery and customer service outreach – more than 1 million potential contacts



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Launch of LM Marketing Team

Activities:

- Develop core messaging and agree upon scope of activities
- Identify roles and responsibilities
- Identify schedule drivers – seasonal activities, rule making calendar for NRB, external notifications
- Develop and execute do-able tasks with no additional funding
 - Schedule and topics for press releases to highlight great aspects of the Lake Michigan fishing experience
 - Consideration of cooperative messages from the private sector



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Launch of LM Marketing Team

Timeline:

- Nov-Dec: Schedule, scope, core messages, benchmarks for success
- Dec-Jan: Budget determination, creative concepts, list building, enlisting potential local messengers
- Jan-Feb: Initial creative review, identify local outreach opportunities
- Feb-March: Begin deployment



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Launch of LM Marketing Team

Setup and Logistics: Who's In?

- Ideally 10 or so volunteers
- First meeting – likely DNR Plymouth office or Sheboygan
- Would daytime or evening meetings work with people's schedules?

- Contact information:

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Jennifer.Sereno@wisconsin.gov

608-770-8084



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QUESTIONS ??

