

Wisconsin Conservation Congress

Outdoor Heritage & Education Study Committee Meeting Minutes

Organizational matters

A. Call to Order

The regular meeting of the Wisconsin Conservation Congress Outdoor Heritage & Education Committee was held on Saturday, August 28, 2010 at the Schmeckle Reserve Visitor Center in Stevens Point, WI.

The meeting was called to order by Chairman Fahrney at 9:00 am with roll call. Roll call was done by members introducing themselves with a short autobiography.

B. Roll Call

Committee members present were: Lee Fahrney, Kevin Smaby, Jim Burmeister, Allan Pribnow, Tom Briski, Chris Jepson, Todd Cook, Mark Judd, Ben Loma, Al Briese, Kyle Kulow, Larry Dobbe, Brett Weir, and Scott Bestul. A quorum was present.

Excused were: Jim Shurts, Jim Johnson, John Hedtke, and Michael Pfankuch.

Unexcused was David Mabie.

Present from the DNR were: Mary Kay Salwey, Wildlife Education Program Administrator; Frank Pratt, Fisheries Liaison, substituting for Theresa Stabo, Fisheries Program Educator; and Todd Schaller, Recreation Enforcement and Education – Section Chief.

Also present were: Kevin Stay of Brennan Industries and President of the National Archery in the Schools Program (NASP) and Matt Secora, NASP instructor at East DePere High School.

C. Review Mission Statement

The first order of business was the review of the Outdoor Heritage Study Committee mission statement. A motion was made by Lee Fahrney, seconded by Brett Weir to amend the mission statement to include in the title and the body the addition of “and Education”. The motion was approved unanimously. The mission statement now reads:

Outdoor Heritage and Education Study Committee

The mission of the Outdoor Heritage and Education Study Committee of the Wisconsin Conservation Congress is to explore ways to help recruit new outdoor enthusiasts, both young and old, and to develop and review strategies to retain those groups and individuals who currently participate in outdoor recreation opportunities in Wisconsin. To accomplish these goals the committee will take into account the diversity, demographics and expectations of those using Wisconsin’s rich natural resources.

D. Public Comments

There were no Public Comments from citizens.

Discussion and Action Items

A. Fisheries Management Education Updates

Frank Pratt, DNR Fisheries in Hayward, substituting for Theresa Stabo, gave a presentation of the Angler Aquatic Education Summary for 2009-10 which included exhibits such as the Traveling Aquaria, viewed by 270,000. It also included Angler Education Publications, workshops and outreach projects such as Wet and Wild. Frank refutes the claim that complex rules drive away youth. He believes that the key is education. He cited as an example the Cable, Wi. "River Rats" 21st anniversary "Make A Spinner" project which gives all participants a choice of parts to construct their own fishing lure. With step by step instructions the participants put their spinners together, making a complex process seem very simple. To demonstrate all committee members constructed their own spinners.

B. Wildlife Management Education and NASP Update

Mary Kay Salwey, DNR Wildlife Management Education Program Administrator, introduced Kevin Stay and Matt Secora with the NASP to give an update on this program. They provided a history of the NASP from its start in 2002 in Kentucky to its present level of 7.1 million participants in 7,000 schools nationwide, including 260 in Wisconsin. Its mission is to promote international style (bullseye) target archery as part of an in-school curriculum to improve performance and participation in the shooting sport among students grades 4 – 12. Key guiding principles include safety with no injuries to date, universal fit equipment, well trained instructors, focused on a positive instructional experience. Future goals include getting it in all Wisconsin schools, obtaining WIAA recognition, NASP training qualifying for teacher professional development credits, and full time funding of a DNR liaison position. They would like to see a resolution through the Conservation Congress for some type of \$1 license increase to fund the program.

Mary Kay reported that the LTE position of NASP Liaison now held by Dan Schroeder is expiring and may not be replaced. While she supports an increase to fund the position, there is no increase being proposed by the DNR in the current budget.

Other projects Mary Kay reported on include the set of instructional "Wild Cards" of furbearers, waterfowl, big game, upland game, and non-game species; a public lands use for State Wildlife Areas exhibit created by Alan Crossley for the State Fair; a Travel Fun Book, My Wild World; new exhibits for the Youth Expo; the Investing in Wisconsin Whitetails brochure; the Learning To Hunt book of outdoor skills; and an Interpretive Education Guide to Exhibits at the Horicon marsh with the theme Great Hunting Ground.

C. Learn to Hunt Program Update

Todd Schaller, DNR Recreation Enforcement and Education – Section Chief gave a report on the Learn to Hunt program. He reported that Ben Mott, the LTE Learn to Hunt coordinator since 2007, is going into the warden recruitment program and will be replaced in Oct. 2010 by Carl Malcome.

In 2009 there were 103 LTH events including 62 for turkeys and 22 for pheasants with 1300 participants over the age of 10 with less than 2 years of experience. In 2010 there have been 65 turkey events with 1200 participants. There was \$90,000 received into the LTH fund as part of the settlement over the computer crash that occurred with the issuance of turkey bonus permits. To date, about \$50,000 has been used for events, turkey starter kits, and Youth Expo. \$40,000 remains.

There are two research projects currently being conducted. One is at UW Stevens Point by graduate student Jason Kuhl on the LTH program to determine if the program is primarily reaching kids who would have hunted anyway. The other is at UW Madison on the use of social networking to learn to hunt. It uses the internet site Huntersnetwork.org.

Other LTH issues include: Feb. 10, 2011 in Grant County and Feb. 18-19, 2011 in Wausau, Hunting Heritage conference on how to get outside the box on recruitment and retention of hunters; to date 12,000 Mentored Licenses have been sold with no incidences; and the process has started to request a full time LTH coordinator, which needs to be separate from the NASP program.

The Hunter Education program has had 30,000 graduates. Within that department one individual is leaving under disability and two are retiring, including John Plankee, the Recreational Safety Warden. Approval has been granted for one RSW and another has been requested. There have been 160 orange, non-firing Remington action sets ordered. Each county will be able to get two sets for their Hunter Ed. Programs. In Sept. there will be a test pilot program to allow people to test out of the Hunter Education training program without instruction.

D. Lunch

Lunch was sub sandwiches provided on-site.

E. Resolutions

There were four resolutions before this committee:

460110 Conservation Congress Curriculum Added to Hunter's Education:

Motion to accept by Todd Cook, seconded by Ben Loma.

After much discussion in favor of the resolution it was accepted on a unanimous voice vote.

510110 Remove 15 Day Requirement for Permit Transfers:

Motion to accept by Allan Pribnow, seconded by Kevin Smaby.

Motion to amend by Tom Briski, seconded by Al Briese to remove reference to during the season as it was felt this would be too hard to administer. The motion to amend was approved on a voice vote with no opposition.

The original motion to accept as amended was approved on a voice vote with no opposition.

650110 Retention of Senior Hunters:

Motion to accept by Chris Jebson, seconded by Larry Dobbe.

There was a good deal of discussion which included:

- Fear that as the Boomers age they are becoming a larger sector of the hunters and a free or reduced card would cause a significant drop in revenue to fund programs.
- The reason many older hunters stop hunting is not because of the cost but rather their reduced ability to get around.
- Most felt this was unnecessary.

The motion to accept failed on a voice vote.

650210 Disabled Veteran's Recreational Card.

Motion to accept by Todd Cook, seconded by Kyle Kulow.

After discussion on the cost of the card and if all veterans would qualify there was a motion by Scott Bestul, seconded by Tom Briski, to amend to only include Wisconsin resident disabled veterans. The motion to amend was approved on a voice vote.

The original motion to accept as amended was approved by a unanimous voice vote.

F. Youth Conservation Congress Discussion

Chairman Fahrney would like to create an ad-hoc subcommittee of the Outdoor Heritage and Education Committee to make a recommendation to the Congress Executive Council on the role of the Youth Conservation Congress (YCC) in January 2011. This committee brainstormed ideas and issues for the subcommittee to address which include but are not limited to:

- Recruitment – local counties recommend delegates
- Selection –how chosen
- Role of the youth
- Voting rights
- Advisory to whom
- Input at meetings
- Age / grade
- Logistics – chaperone / supervision
- Number of delegates
- Public relations
- Scope
- Code of procedures
- Parent / child
- Start small and build
- Cost
- Term length
- Committee participation
- Create leaders
- Youth input on creation of YCC
- Technology – social networking
- Surveys – what youth groups are out there
- Recommendations – who processes
- Non-traditional background – non-hunter / anti-hunter
- Mentorship
- Incentives
- Rotation of State convention to broaden exposure
- Leadership development
- Breakout sessions at state convention

- Youth attend spring hearings
- Projects
- Interest in natural resources
- Time of election
- Youth based resolutions

Committee members should let Lee know if they are interested in working on this subcommittee.

Member Matters

Other issues on the minds of committee members include:

- Create a marketing plan for the Congress for better public attendance.
- Legislators bypassing the Congress.
- Kevin will prepare a resolution for the spring hearings on adding \$1 to bow licenses to fund a FTE position for NASP.
- The role of the Congress being diminished by the DNR allowing equal status to other “stakeholders” rather than having them channel their issues through the Congress as the Legislature originally intended.
- Pittman Robertson funds have been taken away from shooting ranges so one of the only programs to teach shooting of rifles is the Civilian Marksman Program (CMP).
- Surveys from the Wall of Fame at the Deer and Turkey Expo show that city kids do not know many of the animals that live in Wisconsin.
- The travel vouchers are explained in the packets members received and payments will not be received until the minutes are submitted.

The meeting adjourned at 3:05 pm

Respectfully submitted by Jim Burmeister, Secretary of the Outdoor Heritage and Education Comm.

9/10/10