

**Sporting Heritage Council Agenda**  
**Monday, February 15, 2016**  
**1:30-4:30 pm, G09, GEF II, Madison, Wisconsin**

1. Introductions and opening– Kurt Thiede
2. Minutes from September 2015 were approved unanimously.
3. Justine Hasz new fisheries program leader. Justine hails from Great Britain but has worked for WDNR fisheries for 16 years. She is excited to coordinate and collaborate with the SHC on angler R3. Big questions remain about why people are not participating more (churn can be as high as 50% each year). Her staff is now reaching adults interested in fishing for food and they have quite a long wait list for Fishing for Dinner programs. Bringing these programs up to scale to meet demand is a challenge and we need to brand or re-brand and market this new opportunity.
4. Update on national issues – Elizabeth Kluesner  
**H.R. 2406, the Sportsmen’s Heritage and Recreational Enhancement (SHARE) Act.** The bill includes a number of provisions intended to expand recreational hunting and fishing opportunities on federal lands. The bill requires that public lands be considered open for recreational hunting, fishing, shooting or similar activities unless specifically closed; allows individuals to carry firearms at Corps of Engineers recreational areas; limits the authority of the EPA to regulate bullets, angling , and other hunting equipment for toxic substances; and increases federal funding for states to set up public shooting ranges on public lands. It also permits the importation of certain African elephant hunting trophies as well as polar bear hunting trophies taken prior to when polar bears were listed as threatened under the Endangered Species Act.

**HR 2029 Summary**

Congress passed the Omnibus, final fiscal year 2016 appropriations bill (HR2029) on December 18<sup>th</sup>. It was signed into law by President Obama on December 19<sup>th</sup>.

**LWCF EXTENSION**

- Three year extension of the program (discussions will continue in Congress to make this extension permanent)
- \$110 for stateside grants (more than doubles current funding level of \$48 million)
- \$56.6 million increase for federal land acquisition
- \$60.6 million for state wildlife conservation grants, compared to a FY funding level of \$58.7 million

## WILDFIRE COSTS

- \$4.2 billion for wildlife programs for the next fire season, including \$593 million in the event of a catastrophic season
- Did not include the language that would have paid emergency wildfire costs above the average transferred to disaster spending.

## GREY WOLF LANGUAGE

- Rep. Ribble's language on grey wolf delisting was deleted from the bill

## ENVIRONMENTAL PROTECTION AGENCY POLICY & FUNDING

- Overall EPA Funding remains at the 2015 FY Funding level
- The following policy riders were deleted from the bill
  - Blocking implementation of the proposed carbon 111(d) rule;
  - blocking implementation of the proposed WOTUS rule;
  - prohibiting funding to update and revise the Ozone standard;

## DEPARTMENT OF INTERIOR

- \$452 million in discretionary appropriations for payment in Lieu of Taxes (PILT)
- Prohibits funding for the Fish & Wildlife Service to write or issue a proposed rule to list the sage-grouse under the ESA
- Prohibits funding for EPA to regulate lead content of ammunition and fishing tackle under TSCA.
- The following policy riders were deleted from the bill:
  - Requiring the Secretary of Interior to amend the interim rule on the northern long-eared bat; prohibiting the Secretary of Interior from implementing or enforcing the threatened species listing for the prairie chicken.

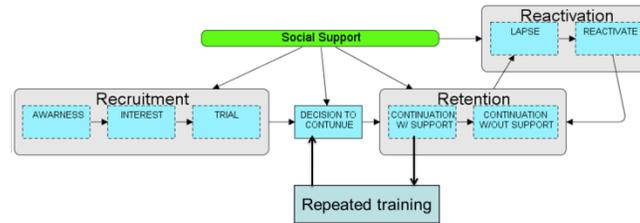
## WATER PROGRAM FUNDING

- Maintains \$300 million for the Great Lakes Restoration Initiative (GLRI)
- Slightly decreases funding for the Clean Water State Revolving Fund and the Drinking Water State Revolving Fund
- Directs USACE to review existing policies related to dredge material disposal on the Mississippi
- \$500,000 for the Great Lakes/Mississippi Interbasin study on Asian Carp
- Directs USACE to expedite authorized actions to address Asian Carp threats to the Great Lakes and to prevent the carp from moving upstream of Brandon Road

- Work in conjunction with the Asian Carp Regional Coordinating Committee

5. National R3 (Recruitment, Retention, and Reactivation) Action Plan – Keith Warnke

- A standing update item
- Hunter Adoption Model



- Stepping the plan down to implementation in Wisconsin

Nationally, participation in hunting has been declining since the 1980s. Angling participation has been steady, but is likely to decline. In the past fifteen years, participation in hunting has begun to decline in Wisconsin as well and recent demographic analysis concluded that the consequences of continuing current hunter recruitment, retention, and re-activation (R3) strategies will result in a 25% decline in hunter numbers in Wisconsin by 2030. In recognition of these trends, state fish and wildlife agencies, conservation organizations, and the industry have invested heavily in R3 initiatives in an effort to reverse the decline in participation. The results of most efforts to date are impossible to measure and evaluate and the general consensus is that a more strategic approach is critically needed.

A summary of nation-wide R3 efforts documented over 400 R3 “programs” being conducted by agencies and conservation organizations. Despite this enormous effort and the investment of more than 30 million dollars annually, coordination and evaluation of these programs have been minimal and their effectiveness is generally unmeasured and unknown. Survey data show that almost nothing has been spent on research and evaluation of R3 efforts, leading to the obvious conclusion that R3 practitioners couldn’t possibly know what works.

The vast majority of R3 efforts provide single exposure introductory events mainly marketed to children of existing hunters and anglers. In Wisconsin, Bob Holsman and Jason Kool evaluated our Learn to Hunt (LTH) program in 2009 and found that over 80% of participants were under 16 and had fathers who hunted. Additionally, 80% had gone along on a hunt, and 70% had actually hunted, all prior to attending a LTH event. Clearly, our reach to *new* hunters is limited. These events do little to recruit *new* participants or provide the multiple contact opportunities and experiences required to move an individual from an interested observer to an active participant. Becoming a hunter, angler, or trapper

is a process built upon relationships. R3 is likely not well served by single exposure events.

**Purpose**

The National Hunting and Shooting Sports Action Plan commissioned by the Council to Advance Hunting and the Shooting Sports is in the final stages of drafting. It outlines broad immediate recommendations for all R3 practitioners (agencies, industries, retailers, and NGOs). The purpose of this plan is to focus the broad recommendations to specific Wisconsin conditions and provide a framework for action to align programs, efforts, and financial resources to establish effective R3 pathways. The pathways will provide an array of experiences and contact points over time to produce a continuing hunter/trapper/angler. The plan will guide our progress, direct evaluation, and force us to adapt to provide effective pathways. The plan will direct WDNR-stakeholder partnerships in an integrated, coordinated, and collaborative effort. Most of the strategies and actions can be linked directly back to recommendations included in the National Action Plan.

6. Hunter Recruitment, Development, Training and Education grant funding recommendations – Keith Warnke

2015 Hunter Recruitment Development Trainin and Education Grant recommendations

Applicant	Title	Amount Requested	Recommend Funding
Pheasants Forever	Spirit of the hunt	\$10,000.00	\$10,000.00
Scott Kirchoff	Learn to Hunt for Food	\$10,000.00	\$10,000.00
Aldo Leopold Foundation	Hunting for land ethic - women	\$10,000.00	\$10,000.00
Southside Sportsman's Club	Learn to Hunt - Milwaukee	\$7,650.00	\$7,650.00
Brad Hasheider	LTH f Food Mentor incentives	\$3,915.00	\$3,915.00
Derric Francis - Hunt Butler	Novice Video tutorials	\$10,000.00	\$10,000.00
Pheasants Forever	Access Ability ATV Wheelchair	\$10,000.00	\$10,000.00
Conservation Congress	YCC Mentor Pilot	\$9,950.00	\$9,950.00
Aldo Leopold Foundation	Conservationist's guide to hunting	\$10,000.00	\$10,000.00
Kids And Mentors Outdoors	Mentor Recruitment	\$9,377.00	\$9,377.00
Chad Frase Bowhunting	Bowhunter recruitment	\$9,800.00	\$9,800.00
Oregon Sportsmen’s Club	Archery access for all	\$9,515.14	No funding
Dry Dog Ranch	Mentor incentives	\$2,246.00	Pending
Totals		\$112,453.14	\$100,692.00

These recommendations were endorsed by the SHC and approved by Deputy Secretary Thiede. Grant agreements are pending.

Next step is a report period from the first grant cycle in 2014.

7. Alignment of core functions – Kurt Thiede
  - This exercise will allow the department to identify core functions and evaluate how many FTE are needed and where they would be best distributed. Aligning our core functions with law and administrative code are critical functions. As is identifying those that do not fit and can be discontinued. Over 100 staff led evaluations are being completed for review by DLT that will identify agency priorities for the years to come.
  
8. Pittman-Robertson update – Todd Schaller
  - Proposals for FY2015 increase
  - Setting priorities for FY2016 in response to the approximated \$21 million in appropriations we will receive
  - FW Account Report update
    - The department has been directed by the legislature to report to the Joint Committee on Finance by January 1, 2017, on a plan to address the imbalance in the fish and wildlife account.
    - The department must develop the report in consultation with stakeholders, including hunters, anglers, trappers and conservationists.
    - The report is to include at a minimum, recommendations for program reductions and hunting and fishing fee increases necessary to bring the ongoing revenue and expenditure level into balance.
    - The department has compiled a set of themes that are based on previous stakeholder input and the agency's ongoing core work analysis.
    - The department will utilize these themes when engaging stakeholders this spring in order to finalize recommendations of the core work analysis by understanding:
      - What are the stakeholder groups' priorities?
      - Has the department missed any priorities?
    - What would success look like from the stakeholders' viewpoint? (i.e. metrics)
  
9. Go Wild update – Mark Rappe gave a breakdown and tutorial of what the new system would look like and how services would be delivered through the customer facing portal.
  
10. Updates on Hug a Hunter, OHEC, Hunting Works for Wisconsin, and the Pope and Young event at MacKenzie - Mark LaBarbera and Keith Warnke

To see the commercial: <https://www.youtube.com/watch?v=a5wABioHZyw>

Discussion centered around the value of this type of outreach and how we could track the return on investment. And whether Colorado FWP would be willing to share.

## 11. Member Matters