

## Wildlife Viewing and Nature Tourism WG

March 20, 2020

2-3:30pm

Attendees: 24

### Agenda:

Call to order, introductions, and review of agenda – Shelly Plante

### 3rd Wildlife Viewing and Nature Tourism Academy

- Just got back from this – it was February 17-21, 2020 in Fort Walton Beach, Florida
- Covered topics from wildlife viewing, diversity and inclusion in WVNT, the Relevancy Roadmap and how WVNT fits into this moving forward, stats and human dimensions work, using eBird in creative ways to gather human dimensions data, programmatic success stories that can be replicated elsewhere, and so much more!
- New this year: Ignite sessions and a Hackathon for some big picture issues/questions
- Who attended in 2020: 21 States and 1 Canadian Territory
  - State Agencies
  - Universities
  - NGOs
  - Federal Agencies
  - Tourism Related Businesses
  - Regional Tourism Organization
  - State Tourism Organization
  - County Level Government
- All are invited to our 4<sup>th</sup> Academy which will be held February 21-25, 2022 in Tucson, AZ
- All sessions PDFs from this last Academy are now online and available to review if you missed the Florida Academy: [www.wvntacademy.com](http://www.wvntacademy.com)
- Call for presentation proposals will go out in February 2021, right before the next North American, so be thinking about topic ideas you (or colleagues of yours) might want to submit: partnership models in existing programs, wildlife crossings work, diversity and inclusion success models, etc.

### Upcoming Webinars

- **March 25, 2020:** States' Options to Measure Wildlife Viewing Participation and Economic Contributions, Patrick Hogan, Senior Research Analyst Southwick Associates
- **April 14, 2020:** Boosting Diversity, Equity and Inclusion on Public Lands, Hannah Melvin, Senior Representative for Partnerships, Wilderness Society Founder and Director, Pride Outdoors
- **May 13, 2020:** Wild Dolphin Viewing – Challenges and Successes, Stacey C. Horstman, Bottlenose Dolphin Conservation Coordinator National Marine Fisheries Service
- Connection: Join the webinar at [fwc.adobeconnect.com/wildlifeviewing](http://fwc.adobeconnect.com/wildlifeviewing) (sign in as guest, with first and last name, no password required).

- Conference call audio: 888-585-9008 Participant code: 395-095-972
- For more information, contact Anne Glick at 850-922-0664 or [anne.glick@myfwc.com](mailto:anne.glick@myfwc.com)

#### The Fish and Wildlife Relevancy Roadmap, Elsa Haubold (USFWS)

- 134-page document – Elsa took us through one of the Barriers connected to WVNT to help show how to utilize this new resource  
([https://www.fishwildlife.org/application/files/2515/7547/9977/Fish\\_Wildlife\\_Relevancy\\_Roadmap\\_Final\\_12-04-19-lowres.pdf](https://www.fishwildlife.org/application/files/2515/7547/9977/Fish_Wildlife_Relevancy_Roadmap_Final_12-04-19-lowres.pdf))
- There were 19 barriers to engaging broader constituencies identified in the roadmap.
- These barriers were divided into five categories including agency culture, agency capacity, constituent culture, constituent capacity, and legal and political constraints.
- Review the 19 barriers in Figure 2.
- Determine which one(s) your agency wants to address
- Turn to that barrier's section in the roadmap, establish metrics to measure progress then implement the tactics for each step.
- The Roadmap is not the endpoint but the beginning and will evolve and change over time.
- Elsa showed how a variety of states are already implementing the Roadmap in different ways.

#### Other ideas from meeting:

- Suggestion to connect with National Association of Fish and Wildlife Universities (that also meets at the North American) to implement pro-active strategies in messaging new constituencies. Changing a culture requires working with feeder groups to that system.
- Need pilot states for testing the Relevancy Roadmap.
- Need help in communicating out about the Relevancy Roadmap.
- How to engage broader constituencies: expand partnerships you have to reach broader groups, engage the whole family, start building relationships with new constituencies.