



**Angler and Boater R3 Committee**  
**Chair: Ty Gray (AZ)**  
**Vice-Chair: Kris McCarthy (MA)**

**Wednesday, March 6, 2019**  
**1:00 pm to 4:00 pm**

**84<sup>th</sup> North American Wildlife and Natural Resources Conference**  
**Sheraton Downtown – Denver, Colorado**

**DRAFT MINUTES**

**Committee Charge:**

Guide actions that maintain and enhance participation in angling, boating and other aquatic resource-based recreation including:

- Promoting policies that enhance aquatic-based recreational opportunities.
- Working with partners to identify barriers to participation and develop programs to overcome them.
- Facilitating the flow of information regarding trends in participation; benefit of enhancement programs; and costs of barriers to participation among partners, users and policy makers.

**Proposed Agenda:**

**1:00 PM** Call to Order and Introductions *Ty Gray, AZ*  
Review (Approve Draft) Agenda/Approval of Minutes  
(September 2018 Meeting)

- **Action Item**

**September 2018 Minutes and 2019 March Agenda Approved**

**1:10 PM** Recreational Boating and Fishing  
Foundation Update

- Discussion on how RBFF can help states move forward on R3  
(Informational)

*Stephanie Hussey, RBFF*  
*Frank Peterson, RBFF*

Frank Peterson provided an oversight of how important R3 is for RBFF and how states should be engraining R3 efforts into their agency initiatives.

Stephanie Hussey provided some new insights and data into what RBFF has been working on over the past six months. (Presentation Included).

**1:30 PM** Southwick Associates/ASA Update *Rob Southwick, SA*  
- Data Dashboards Update *Emily Beach, ASA*  
- Congressional District economic impacts of Sportfishing report  
(Informational)

Rob Southwick provided an update on the latest work on the data dashboards project that provide great insight to state fish and wildlife agencies related to trends in fishing. Rob also provided some insight related to a new American Sportfishing Association Report that breaks down the economic value of sportfishing by Congressional District.

Link to the Report: <https://asafishing.org/wp-content/uploads/2019/02/ASA-Congressional-Fishing-Econtributions-Report-2019-01-31.pdf>

**1:45 PM** AREA Update *Barb Gigar, IA DNR*  
- Model R3 programs presentation  
(Informational)

Barb Gigar provided an update related to AREA and some projects that they were working on. One item that Barb wanted to receive some committee feedback on, was a basic fishing module for beginners. That item was shared with the committee and comments were provided to Barb.

**2:00 PM** Massachusetts R3 Project *Nicole McSweeney, MA*  
(Informational)

Informational update on R3 activities that have been implemented successfully in MA. Activities included, web ads, social media campaigns, and new messaging. (Presentation included)

**2:40 PM** Nevada's new license system and impacts *Jon Sjoberg, NV*  
to fishing license sales  
(Informational)

Jon Sjoberg, Fish Chief in Nevada, provided an overview on how a new licensing system in Nevada both simplified the user experience by offering a smaller selection of licenses. The new license system also increased revenue substantially for the agency. (Presentation Included)

**2:55 PM** AFWA Repository for state R3 Success Stories *Ryan Roberts, AFWA*  
(Informational)

In an effort to meet recommendations of the AFWA President's Task Force Report on Angler R3, AFWA has developed a report template for R3 related activities for states to be able to capture R3 success stories. There is an effort underway to combine these efforts with hunting related R3 reporting to streamline these efforts for states.

**3:15 PM** West Virginia "Gold Rush" Campaign Overview *Chris O'Bara, WV*  
(Informational)

West Virginia provided some highlights related to a very successful campaign for West Virginia DNR that increased license sales and provided additional marketing opportunities for fishing. WV has successfully promoted fishing for golden trout in the state and have promoted it through marketing and even developed a branding campaign around fishing events. (Presentation included)

**3:30 PM** Wallop-Breaux Reauthorization Update *Jen Mock Schaeffer, AFWA*  
(Informational)

An update was provided on Wallop-Breaux reauthorization.

**3:45 PM** Sport Fish Restoration Program Update *Bob Curry, FWS*  
(Informational)

An update was provided on the Sportfish Restoration (SFR) Program and grant programs that are under the SFR program.

**4:00 PM** Meeting Wrap/Adjourn *Ty Gray, AZ*