



ASSOCIATION of  
FISH & WILDLIFE  
AGENCIES

**(DRAFT Summary)**

**ANGLER AND BOATER R3 COMMITTEE AGENDA**

**89<sup>th</sup> North American Wildlife and Natural Resources Conference – Grand Rapids, MI**

**Chair: Ty Gray (Arizona Game & Fish Department)**

**Vice-Chair: Craig Bonds (Texas Parks & Wildlife Department)**

**Staff Contact: Ryan Roberts (AFWA/NFHP)**

**Wednesday, March 27, 2024**

**1:00 PM – 4:00 PM ET**

**Committee Charge:**

The Angler and Boater R3 Committee guides 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, particularly in underserved groups and develop strategies and highlight 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, participants and potential new audiences, and policy makers.

**DRAFT AGENDA**

**1:00 PM** Introductions

**Ty Gray, AZ**

*Ryan Roberts, staff to the committee, managed the Committee meeting in the absence of the Committee Chair and Vice-Chair being present at the meeting. Tom Finley, Deputy Director, AZ, attended the meeting and provided the report for the Committee at the AFWA Director's Business Meeting.*

**1:10 PM** Review Agenda/charge –

**Ty Gray, AZ**

- Approve September 2023 Minutes

*September 2023 Meeting minutes - Approved by Committee*

*March 2024 Meeting agenda - Approved by the Committee with no additions.*

**1:15 PM** RBFF Update

**Stephanie Hussey, RBFF**

*Stephanie Hussey provided an update on RBFF Activities, including Consumer Campaigns, Retention Opportunities, and State Agency Engagement, including a report from the RBFF State Marketing Workshop, which was held in February. Presentation included for full overview.*

**1:35 PM** License Dashboards Update

**Swanny Evans, CAHSS/Rob Southwick, SA**

*Swanny Evans and Rob Southwick provided an update on Hunting and Fishing License Dashboards that highlighted Use cases (state examples). Examples of real-time data cases were presented to the committee (Presentation included).*

**1:50 PM** Economic impacts of Sportfishing (2022) **Ben Scuderi, SA**

*Rob Southwick, Southwick Associates, provided an update on their latest Economic Impacts of Sportfishing report through the American Sportfishing Association which will be available in June 2024. The presentation covered high-level numbers regarding the scope of the economic impacts of sportfishing purchases. Rob indicated that this report is a very valuable resource for communications in talking with constituents. This data will be available to break down further for information across individual states. (Presentation Included).*

**2:10 PM** Millennial Surge in fishing participation Report (BHA) **Lou Cornicelli, SA**

*Lou Cornicelli presented a report on the Millennial Surge in Fishing Participation. DJ Case and Back Country Hunters and Anglers were partners in this Report:*

*DJ Case interviewed 42 people. Those results informed an email-based survey  
Surveyed 248K individuals, 39,000 responses (18%). Equally split between fish and wildlife respondents*

*Study groups*

*New millennial (35 – 44) – Bought first license within 5 years, but not within the last 10*

*Experienced millennial – Bought at least 2 licenses in 5 years and within the previous 5-10*

*Other New – all other ‘new’ purchasers*

*Other Experience – all other experienced purchasers*

*Some quantitative results:*

*New Millennials vs. Experienced Millennials –*

*Higher percentage of females (30% vs 14%)*

- Slightly more non-white*
- Stay at home parents and live in urban areas*
- More likely to have moved to their current state*

*More data was discussed and (Presentation Included).*

**2:30 PM** USFWS Wildlife & Sportfish Restoration Program Update **Nick Popoff, FWS**

*Nick Popoff discussed the rebranding of the Wildlife and Sportfish Restoration Program as the Office of Conservation investment. An update on funding apportionments was provided, as well as an update on the Boating Infrastructure Grant Program and the Clean Vessel Act Program. Updates to regulations were discussed as well. (Presentation Included).*

**2:50 PM** ~~R3 Activities Update~~ **Matt Harlow, DJ Case**

*Matt Harlow did not present to the Committee*

**3:00 PM** AFWA President’s Task Force Report on Angler R3

- AFWA President's R3 Task Force History

**Ryan Roberts, AFWA**

*Ryan Roberts provided the background and evolution of the AFWA President's Task Force and why it started.*

- Review of Task Force Recommendations

**Stephanie Hussey, RBFF**

*Stephanie provided an overview of the President's Task Force Report and detailed the following recommendations included in the Report*

1. *Commit to Customer Relationship Management (CRM).*
2. *Commit to Marketing.*
3. *Commit to Evaluation.*
4. *Continued Commitment to Original Task Force Recommendations (2018).*

- Approval process for President's Task Force Addendum

**Ryan Roberts, AFWA**

*The Committee passed action to forward the Report to the AFWA Director's Business Meeting to pass and adopt the Task Force Report. The official motion at the Business Meeting was provided:*

*ACTION: The Angler and Boater R3 Committee requests that the Directors accept the 2024 President's Task Force Report on Angler R3 and the recommendations provided, including:*

5. *Commit to Customer Relationship Management (CRM).*
6. *Commit to Marketing.*
7. *Commit to Evaluation.*
8. *Continued Commitment to Original Task Force Recommendations (2018).*

- Discussion

**4:00 PM**

Meeting Concludes

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