

**A&H Board Meeting  
Salem, OR  
January 14, 2014**

**Attendees**

Board:

Barry DelCurto; Alan Christensen; Jim Morrell; Doug Baily

ODFW Staff:

Matthew Keenan, A&H Program Coordinator; Christina Schmidt, Administrative Assistant; Tom Thornton, Game Program Manager

Regional Coordinators:

Meg Eden, Vince Oredson, Dave Nuzum, David Stroppel  
Nancy Breuner, Jon Paustian, Tom Segal by phone

Other:

Lieutenant David Anderson, OSP Wildlife Section; Lieutenant Doug Shugart, OSP Wildlife Section

Chair DelCurto called the meeting to order at 8:03 a.m.

**Review of October 2013 Meeting Minutes**

Jim moved to approve the October meeting minutes as written; Alan seconded the motion. Motion passed unanimously 4:0.

**Board Member Reports**

Doug Baily:

Doug hunted upland birds in Vale in the fall and stopped by the Ontario Access Area to see the property while he was in the vicinity. There was one person hunting on the access area and Doug reminded him to fill out a hunt permit. In conjunction with that trip he discovered the fly fishing on the Owyhee. Thanks to Jim Morrell and his wife he visited the headwaters of the Metolius. As far as hunting, he was able to take a decent black-tail deer on his farm.

Alan Christensen:

Alan will be attending an event in Portland where Oregon State University President, Dr. Edward Ray, will give an annual state of the state address for Oregon State. He will be sitting at the Wildlife table with Dan Edge and some other folks. He feels that it might be a good opportunity to discuss the OSU fish and wildlife program. Alan let the board know that Cottonwood State Park was dedicated in September. State Parks owns 8,000 acres of Cottonwood Park and it's intermingled with 8,000 of BLM land. There have been discussions and meetings about the possibility of State Parks managing BLM's portion of Cottonwood Park but they have some issues to work out.

Jim Morrell:

Jim mentioned a mistake in the Big Game Raffle/Auction ad in Oregon Hunter Magazine. The RMEF, Three Rivers Chapter banquet was listed as being in Klamath Falls when in fact it is in Grants Pass. He passed around a new RMEF Legacy Calendar for the board to look at. The calendar has paid advertisements in it and Jim thinks it would be a good idea to advertise A&H in the calendar. The next calendar goes to press in September and the cost is \$1,000 for a spot in the calendar. The calendar is mailed to 17,000 people.

#### *Discussion*

- Barry suggested matt do some research and get back to the board about it.
- Matt will put together some information about auction and raffle advertising, including the RMEF calendar. He'll have it ready for April's board meeting.

Barry DelCurto:

Barry hunted elk on his own property in the fall and killed a decent 6 point.

#### **Coordinator Report:**

- Matt was on a temporary job rotation at Sauvie Island Wildlife Area from October 1, 2013 – January 1, 2014; Keith Kohl has been filling in for Matt.
- Larry Pecenka, Deschutes/Klamath Regional Coordinator, retired.
- Nancy Breuner has replaced Larry. Nancy was formerly the Wildlife Area Operations Coordinator.
- Board member appointment status:
  - Hunter Representative: Nine applicants including Alan Christensen who reapplied for the position
  - Landowner Representative: Seven applicants
  - ODFW Commission will appoint new board members at the March Commission meeting
- December Commission Meeting Update:
  - Both the Columbia Plateau Cooperative Habitat Initiative project and the Rogue Meadows Enhancement project were approved as recommended by the board.
- Keith Kohl attended the North Coast TMA meeting and said landowners are very pleased with what's going on with the project.
- Auction and Raffle brochures will be arriving by the end of the week.
- Auction Events:
  - There will be no out of state travel to national events.
  - First event is February 1<sup>st</sup> in Forest Grove.
- Big Game Raffle:
  - Tickets went on sale December 1<sup>st</sup>.
  - The ODFW Raffles PO Box was broken into on or around the 27<sup>th</sup> of December. Licensing Division is putting a report together on everyone who purchased tickets prior to that date and then we'll see who has not sent their tickets back and start calling individuals or issue a letter to those whose tickets have not been received yet. The police have arrested at least one person.
- Access area permits:

- Dave Stiefvater wanted to discuss the access area permits and he is unable to attend this meeting so this discussion will be postponed until Dave is available.
- Gun Raffle:
  - Permits will be collected August 1 – May 31.
  - Permits will be due to A&H Coordinator June 30.
  - Drawing will be held mid-July.
  - There will be alternates drawn.
  - Hunters can enter more than once.
  - Gun raffle will be advertised on the website, in the HOP, and on permit boxes.
  - Could be done in conjunction with the July board meeting when the sports groups are present.
  - ODFW employees are not eligible.
- Project Update:
  - Avery property was added to the Willamette Private Lands; it's 12,500 acres surrounded by Weyerhaeuser land.
- PR:
  - It is unknown if PR funds will be available to A&H.
  - PR funds are prioritized elsewhere (maintaining programs) at the moment.
  - Details are not available at this time; we expect to know more soon.
- Farm Bill Status:
  - Not much has happened the past 3 months. Matt's Farm Bill contact has been on leave since before Christmas and will be until the end of January, so he has not been able to get any updated information since he returned from his job rotation.
  - There was a one-month extension on the current Farm Bill issued December 12. Matt hasn't heard that there's been another extension which shows that Congress is serious about approving a new long term Farm Bill very soon.

*Discussion:*

- Doug was on the Unlimited Pheasants webpage the day before the meeting and the upcoming activities did not show the banquet on February 15<sup>th</sup>. MDF/Unlimited Pheasants banquet is on February 15<sup>th</sup>.
- Jim reminded everyone that the tag is actually auctioned at the MDF banquet but is sponsored by Unlimited Pheasants.
- Matt will call Unlimited Pheasants and see if they can make an effort to advertise.
- Jim said that last year board members attending the banquet were asked to call the sponsoring organization prior to the banquet so they knew who the ODFW representatives were and he also suggested they wear name tags.
- Matt will look into name tags and resend memos out to the board regarding protocol for contacting and attending banquets.

## **Budget**

Matt provided an update of the current A&H Program Budget (refer to A&H Board Packet).

### *Discussion:*

- Alan asked if there's a reason to leave projects like Carmen that have ended, on the "Current Obligations and Commitments" sheet.
- Matt replied no and that he would remove those rows from the spreadsheet.
- Jim asked where emergency fire seeding funding will come from.
- Matt replied that it would come from the same pool of money as all other projects.

## **Hunter Recruitment/Retention Report**

Chris Willard, ODFW Recruitment and Retention Coordinator, went over hunting license sales for the past 5 years in Oregon and gave an overview of the License Review project.

The License Review project was developed because ODFW is nearing the end of their six year fee cycle and preparing for a fee adjustment that will be presented to Legislature next year. If Legislature approves the fee adjustment it will be implemented in 2016.

### *First Phase: License Structure*

The first part of the project was taking a look at the license structure which involved a survey to ODFW staff. The survey asked what they thought would improve the license buying experience. Then they created generative focus groups across the state that were made up of "newbies", people that purchased their first hunting license within the last two years, and "avids", people who purchased licenses 4 out of the last 5 years. They were asked about their hunting /fishing experiences, where they go to purchase hunting/fishing licenses, where they go to access their information, who they go hunting/fishing with, and what some of the barriers are that prevent them from going hunting/fishing more often. Next they held an ideation, a professionally moderated brainstorming session with 16 people made up of customers, avids, newbies, hunters, and anglers from across the state. This group came up with 500 ideas for how ODFW could improve hunting and fishing licenses in Oregon and then whittled it down to a group they could work with. Once the ideas were whittled down the ODFW internal license structure workgroup went through each of the ideas and vetted them through a series of questions. The workgroup in conjunction with the ODFW Leadership Team went through and identified the concepts they wanted to go out in a survey to customers to see what value the concepts have. They sent out about 63,000 email surveys and 1,200 mail surveys to both residents and non-residents. The data from the surveys should be back by mid-February. After the data is back they'll call together some more focus groups, to look at which concepts the customers found value in and why.

### *Second Phase: License Price*

ODFW contracted with Southwick Associates to look at the sales and revenue forecast so they could see whether fishing and hunting licenses are overpriced, underpriced, or at the right price currently and what an adjustment in price might mean in terms of revenue, not only for license sales but for apportionments as well. The licensing survey sent out to customers is testing those concepts.

### *Third Phase: License Processes*

In the third phase they're going to look at enhancing online purchasing. The Recreational Boating and Fishing Foundation and The Council to Advance Hunting and Shooting Sports conducted a study of what state agencies could do and they looked at each individual state, so there's some recommendations in there that are low threshold in terms of implementation that they can do to really enhance the customers' ability to go online and purchase licenses. They will also be looking into other barriers and trying to streamline those. They'll be putting together a workgroup sometime this year to look at those with the hopes that when they get to 2016 they will have a package of improvements for customers that they're going to see some real value in.

#### Key project milestones:

- Survey just closed; they are getting data back.
- They'll be working with EBAC, working with sporting groups and sharing info with them.
- April 2014 is when they have to have the license package proposal in place, that's when they'll go out to town halls and start talking to the public about what they came up with.
- June 2014 is the Commission meeting where the package will have to be approved.
- July 2014 is when they'll have to have the concepts finalized to go to Legislature the following year.

#### Other efforts:

- North American Model and the new Recruitment and Retention action plan that was adopted in 2012.
  - They're going out to all of the employees through regional meetings and new employee orientation and training them up on the North American Model and the role that hunters and anglers play in wildlife conservation.
- Hunter education and outdoor skills expansion
  - Hired 9 temporary education specialists with PR funds
  - Certified 600+ new hunter education graduates in order to hold more fall hunter education and adult pheasant hunting workshops.
- Locavore marketing and outreach efforts
  - Partnered with Nicky Farm who brought local Portland chefs together and taught them how to shoot, trap, and archery.
  - Partnered with the Portland Meat Collective and did an archery game processing workshop in Eugene.
  - Had a booth at Portland Feast.
- Shooting sports support
  - Created a map, similar to the Oregon Hunting Access Map, which shows all of the shooting and archery ranges in Oregon.
  - Constructing an archery park at EE Wilson Wildlife Area.
- Customer Centric Focus
  - Researching "the customer journey" which is the customer's journey through the buying process from the moment they decide they want to undertake a new activity (hunting) all the way through where they might purchase a hunting license and go out and hunt.

*Discussion:*

- Alan asked Chris if he had information on how Oregon stacked up against other states as far as license sales.
- Chris replied that he had that information at his desk and would give it to Matt to send out to the board.

**Travel Management Area Overview**

Matt explained that about 50% of the state is in private ownership, the west side in particular. Landowners who had historically allowed access started to close their lands because they were experiencing many issues such as vandalism and resource damage. Some landowners looked to private hunt leases as a solution to these problems and a way to increase revenue. This is the background from which A&H law enforcement programs originated. A&H pays law enforcement officials to patrol private lands that are open to public hunting. This has provided the necessary incentive for landowners to continue providing access to millions of acres.

Matt Keenan and Regional Coordinator Dave Nuzum gave an overview of the North Coast TMA project:

- 5 retired OSP Troopers
- 5 month patrol period
- \$124,445 per year
- 1.5 million acres
- \$0.08 per acre

Matt Keenan and District Biologist Doug Cottam gave an overview of the Willamette Private Lands project:

- 6 retired OSP Troopers
- 5 month patrol period
- \$159,131 per year
- 1.25 million acres
- \$0.13 per acre
- Includes Stott Mtn. / North Alsea TMA

Matt Keenan and District Biologist Nancy Taylor gave an overview of the Linn Forest Protection Project

- 1 Forest Deputy
  - Shared cost with timber owners + Sheriff's Office
- Year-round patrol
- \$12,000 per year A&H cost
- 389,500 acres private
- \$0.03 per acre
- Timber companies pay most of the cost

Matt Keenan and District Biologist Doug Cottam gave an overview of the Lincoln Forest Protection Project

- 1 Forest Deputy
  - Shared cost with timber owners + Sheriff's Office
- Year-round patrol
- \$30,000 per year A&H Cost
- 308,510 acres private
- \$0.10 per acre
- Landowners in Lincoln County pay a portion of the salary, they contribute to the deputy depending on how many acres they have

Matt Keenan and District Biologist Brian Wolfer gave an overview of the Wendling TMA Project:

- 1 retired OSP Trooper
- 4 month patrol period
  - Approx. ½ time
- \$11,881 per year
- 118,000 acres
- \$0.10 per acre

Matt Keenan and Regional Coordinator Vince Oredson gave an overview of the Jackson TMA project:

- 1 retired OSP Trooper
- 9 month patrol period
  - Approx. ½ time
- \$23,094 per year
- 24,000 acres private
  - 36,000 acres public
- \$0.96 per acre private

Matt Keenan and Assistant District Biologist Jon Muir gave an overview of the JWTR TMA project:

- 1 retired OSP Trooper
- 9 month patrol period
- \$42,080 per year
- 608,000 acres
- \$0.07 per acre

Matt Keenan and Regional Coordinator Jon Paustian gave an overview of the Hancock Forest Management project:

- 1 ODFW Staff
  - Patrols road closures
  - Maintains signs/maps
  - Assists OSP Enforcement
- 10 month patrol period

- \$73,638 per year
- 158,000 acres
- \$0.47 per acre

Lieutenant Doug Shugart is most familiar with Willamette Private Lands and North Coast TMA projects. One of the biggest benefits of having retirees dedicated to these lands is that during the big game season regular OSP troopers become very reactive - they're taking calls for hunting and fishing compliance and are spread very thin. The retirees are the ones who are dedicated to being proactive. They're out patrolling in the woods and meeting with the landowners. They come in early to mid-August and start addressing issues with fire season. They meet with landowners to find out what their concerns are for the upcoming season. They find out where the active logging roads are going to be. They pass this information on to the regular OSP troopers. It also provides for the landowners a face and a name of whom they can easily reach to address their issues. Another issue is that they get a lot of complaints, mostly in the NCTMA, about hunters driving on closed roads which are difficult for regular OSP troopers to respond to at times because of the amount of calls they receive. They prioritize the calls in order of service and a closed road or poaching complaint can fall through the cracks, but the retirees are dedicated to those calls.

Barry asked why Lieutenant Shugart said there are 5 troopers and Matt has 6 listed. *Matt replied 6 were funded but they were unable to fill a position out of Springfield.*

### **Regional Coordinator Reports**

Jon Paustian:

Most of the hunt seasons in Jon's area are wrapping up. He'll start pulling permits and looking at traffic counters after January. He's been helping out with some of the district duties because they're shorthanded at the moment. The Glass Hill youth hunt just finished up, 2 out of the 3 youths were successful.

Vince Oredson:

C2 Ranch hunt had 27 youth deer hunters in December and 13 were successful. There were 6 adult archery deer hunters in November and 1 adult was successful. They all had a great time.

Tom Segal:

Tom has been maintaining permits on the access areas that provide upland game bird and waterfowl opportunities. He'll start pulling permits after the end of the month. The Alvord/Kuenty Access Area Project will be up for renewal at the April meeting.

Dave Nuzum:

A map for the North Coast TMA has been developed this year, not quite final yet. He got some of the green "Welcome to Hunt" signs out, marking major access points. The southern parking lot of the Tillamook Bay Wetlands, a project A&H funded a while back, was expanded using some district funds which seemed to elevate the profile of that area.

David Stroppel:

David has been focused on his two regional council vacancies that are coming up before the board at this meeting. Ron Bramlett, Sr. Wildlife Technician has been spending a lot of time on their Open Fields projects putting up signs and gathering permits.

Meg Eden:

Meg has had a few problems with hunters on her two Open Fields projects this year. There have been issues with the way they lock the gate and traveling roads they're not supposed to. It has been very difficult educating the hunters and it took a lot of her time. The online reservation system has also consumed a lot of her time.

Nancy Breuner:

Nancy introduced herself. She was formerly the ODFW Wildlife Area Operations Coordinator. She let the board know that she intends to sit down with Meg to go through projects and she plans on attending the April board meeting in Klamath Falls.

### **Regional Council Appointments**

#### **South Willamette Regional Advisory Council**

The South Willamette Regional Advisory Council has a Hunter Representative and a Landowner Representative position available. The regional council voted to appoint Thomas Zandoli to the Hunter Representative position and Ray Fiori to the Landowner Representative position.

#### **Motion**

Doug moved to appoint Natalie Bender as Hunter Representative; no second.

#### **Motion**

Doug moved to appoint Ray Fiori to the Landowner Representative position as recommended by the advisory council; Jim seconded the motion. Motion passed unanimously 4:0.

#### **Motion**

Jim moved to appoint Thomas Zandoli as Hunter Representative as recommended by the advisory council; Alan seconded the motion.

#### ***Discussion***

- Alan asked if there was any discussion between the regional council members regarding Natalie Bender vs. Thomas Zandoli.
- David replied that the council did discuss Natalie but were unanimous in their decision to appoint Thomas; they felt he brought a lot to the table.
- Doug commented that he respects the effort and time that the regional council puts in and he realizes they know the other candidates better than he does, but he thinks one of the recurring issues he's been hearing is that there's a problem in recruiting young hunters.

Vote: 3:1. Motion tabled until April board meeting.

### **Project Review**

#### **2014-01 New River Aleutian Goose Project**

Regional Coordinator Vince Oredson, Landowner Rick McKenzie, and Landowner Jim Kamph presented this project (refer to A&H Board packet for the Regional Council Review and application for detailed information on the project).

This is a renewal project that proposes to provide two full seasons of public waterfowl hunting on a large private ownership shared by four landowners, with access to an adjacent wetland area of BLM lands. The New River Bottoms area represents the only large scale waterfowl hunting opportunity on the Southern Oregon Coast south of Bandon.

#### *Discussion*

- Jim Morrell asked why they only had 361 hunter days out of 888 potential.
- Jim Kamph replied that access may be part of the reason.
- Rick McKenzie added that some people don't seem to know about the area.
- Jim Morrell asked if Vince had approached Ducks Unlimited or Oregon Duck Hunters about helping share the cost of the project.
- Vince replied that he had not.
- Jim Morrell suggested that he does because for the last two years the board has allocated an elk tag to the Ducks Unlimited, Sunset Chapter. He hasn't had much contact with Oregon Duck Hunters but went on their website and they're involved in many projects. Jim would like Vince to contact both of those groups prior to bringing this project back to the board next year.
- Doug suggested creating posters or fliers for the upcoming banquets.
- Vince said they have a really active Delta Waterfowl Group in Medford that he can approach and talk to about some publicity or money donation. He also has a meeting with Oregon Joint Venture where they'll be talking about bird habitat issues in SW Oregon.

#### Motion

Alan moved to approve the proposal for one year for \$24,750 with the understanding that Vince looks for additional match funds for the following year. Doug seconded the motion. The vote passed unanimously 4:0.

Meeting adjourned 1:19 p.m.