

Buck Springs, June 30-July 1, 2012
Meeting Notes
Hunting and Angling Heritage Workgroup (HAHWG)

Attendance: 35 on Saturday, 33 on Sunday. There were 13 people new to HAHWG in attendance with us. Great!

The focus of this agenda was on HAHWG process improvement. A binder was built by AZGFD with copies of all power points plus some additional resource materials. All HAHWG materials can be found at the following location www.azgfd.gov/hahwg

If you would like a hard copy of the binder from the summer meeting email Doug Burt at dburt@azgfd.go . Otherwise, you can find the resource materials at our HAHWG page

The camp was set up to mimic a HAHWG camp. There was a central meeting area, archery ranges set up with proper traffic management consideration, and a registration booth plainly visible as soon as guests arrived.

Craig began the meeting by going through the meeting binders with the group. He wanted to emphasize that the Department obtained permission from the editors of Pope and Young Magazine and The Wildlife Professional Magazine, to copy and distribute 11 articles on the North American Model and the Wildlife and Sportfish Restoration Act. Two of these articles were in the binder. Craig wanted all HAHWG members to know that they can have any of the articles for their organizations for posting on the web and for quarterly newsletters. Copies of the articles will be posted at: www.azgfd.gov/hahwg

Food was purchased via a \$600 grant from the Wildlife License-plate fund, which is administered by the Wildlife Conservation Council, and a \$500 donation from the National Wild Turkey Federation, State Chapter. The fine men and a lady from Yuma Valley Rod and Gun Club again blessed us with their culinary talents by preparing all the meals. What an amazing group...with a 600-mile round trip to boot!

Craig talked about the fact that the HAHWG really began to blossom after the formation of the steering committee, which is comprised of industry, agency, sportsmen's groups, and youth development organizations. With the steering committee at the helm, cross pollination of thinking and approaches occurs within HAHWG.

Following is a summary of agenda items.

Agenda Item: The Hunting & Angling Heritage Workgroup Coalition, Steering Committee

Craig provided a brief summary of the history of the HAHWG including its genesis, its evolution, the development of its steering committee and its future. This agenda item is provided at every meeting to make sure new HAHWG participants understand the process. Emphasis for HAHWG growth is focused on the industry side of the equation for 2012-2013

Handouts: None

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Action Items: None

Agenda Item: Recap of January meeting, Actions Items, Direction

Craig provided a brief power point summarizing what was done at the January HAHWG meeting. There were 17 action items from that meeting. 12 have been completed, three are agenda items at this meeting, and two continue to be worked on.

Handouts: copy of power point in binder

Action Items: Continue to deliver completion on action items

Agenda Item: 2011 Recruitment and Retention highlights, 2012 Recruitment and Retention Season Overview

Doug provided an overview of the 2012 season. Highlights: 45 events mostly big game. Need was identified to grow the fishing element and small game offerings through HAHWG

Handouts: copy of power point in binder

Action Items: All-develop fishing and small game opportunities

Agenda item: National approaches to developing, and evaluating recruitment and retention programs

Doug gave a presentation about a national effort designed to map the barriers, strategies, and concerns related to recruitment and retention. The group working on this project represents the private sector, non-profit organizations, agency folks and geographically almost all regions of the country. The product from the group working on this project is in draft form but the end product is designed to help chart a path for recruitment and retention success nation-wide. The preliminary direction of the work by the group looks very much like the path the HAHWG has chartered.

Handouts: Copy of power point in binder

Action items: Doug report on final product when it's complete

This agenda item was three parts: 1) Skill Development: "The Vision of a HAHWG Franchise" 2) Skill Development: PRE-EVENT STAGE "Logistics of a Recruitment Event" 3) EVENT STAGE "Logistics of a Recruitment Event"

Scott Lavin and Sean Gray, two of our industry partners, opened the agenda item leading a discussion about why it is important to approach HAHWG like a business, and to view our multiple recruitment and retention events by multiple partners in the same light a major business would view multi outlets or business locations as franchises of one larger business.

The remainder of the agenda items was an open discussion led by Rich Williams. The discussion was designed to allow all participants to benefit from the collective wisdom of the group in putting on recruitment and retention events.

The discussion took on three distinct phases: 1) What an organization should think of and do before an event; 2) During an event; 3) after an event. Discussion was lively and was nurtured in the context of reaching the following goal: Providing substantially the same quality experience

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for HAHWG participants no matter what sort of event (fishing, hunting or trapping) with substantially the same elements. This is in keeping with the steering committee's belief that the HAHWG, in order to continue to grow and be successful, must pattern itself after successful multi-front businesses, which is essentially a franchise model.

An element of the discussion included the fact that this effort is not designed to eliminate or curtail creativity and improvement by individual organizations. Rather the intention is to establish a shared understanding of core elements of successful events and provide checklists to make it easier on organizations to pull off HAHWG events.

Ken Darga, who got connected to HAHWG by taking his child to hunting events, is a master food handler. He provided in-depth training on food handling and food preparation. The training included

- How to pack, transport and store food in a camp setting.
- Dangerous temperatures during the food handling process (41-130 degrees).
- Hand-Washing stations (human hands are the major source of contamination).
- Utensil and cutting board and kitchen prep surface management (cleaning and sterilization).
- Hot holding.
- Cooking temperatures.
- Water supplies.

Ken provided handouts on food handling as well as the Maricopa County Health Department's food handler's food safety manual. This is the manual that a person would need to study to get a food handler's permit. These are tremendous resources for any organization preparing food for consumption. Ken also said he was available to answer any questions your organization might have

Ken Darga: 480-773-2515, rimcountryadventures@gmail.com

Handouts: 1) HAHWG event standards and best practices (required for all HAHWG events); 2) HAHWG event franchise checklist (pre-event, during event and post event) of things to consider; 3) checklist of things to remember to bring for a camp; 4) types of recruitment and retention events; 5) Food Handling/Food service training.

Action Items: None

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Agenda Item: Local Sportsmen's Group Grant Program

Applications must be in the AGFD office to Robyn Beck (623) 236-7530 by 5:00 p.m. on August 6, 2012. There is \$75K available. Funding windows are emphasizing projects that involve an element of take (hunting, fishing, and trapping). You can find soft copies on the HAHWG page or at: http://www.azgfd.gov/i_e/local_sportsmens.shtml
Handouts: 1) hard copy of 2012-2013 grant packet; 2) hard copy of sample public purpose of HAHWG events to aid groups in completing that section of the grant application.
Action items: Groups apply for grants by August 6, 2012.

Agenda Item: 2012-13 Event Schedule – Partnering opportunities

A review of the currently schedule events for 2012-2013 was conducted. There are close to 40 events. The purpose of the discussion was to identify new events that weren't currently scheduled and to provide a platform for attendees to identify places where they needed help and to form partnerships for events where needed. Several discussions resulted in plans for a new event and plans to partner between organizations for existing events
Handouts: Power point in binder
Action Items: see list of action items below

Agenda Item: HAHWG Gun Raffle, drawing, next cycle

Steve Clark personally donated two guns and created raffle tickets for a gun raffle to benefit HAHWG. 200 tickets will be sold at \$10 each. Once 200 tickets are sold the winners will be drawn, then two more guns will be purchased with the proceeds and the rest of the money will benefit HAHWG.

- HAHWG Gun Raffle is administered by partner organizations and will handle all the cash. The revenue will be held and accounted for by the partner organization. For this first round, Arizona Elk Society is the responsible organization.
- Next iteration will be Yuma Valley Rod and Gun Club.
- Uses of gun raffle revenue for HAHWG could be website/Facebook-development/maintenance, meeting expenses.
- Intention of program is to sell the raffle tickets at HAHWG recruitment and retention events.
- AGFD (Doug and Craig) will work with AES and YVRG to be sure tickets get to organizations sponsoring HAHWG recruitment and retention events.

Agenda item: Marketing efforts, event listing & calendar, social media, HAHWG resources & tools

Doug gave a presentation on all the marketing efforts on behalf of HAHWG. Marketing has been multidimensional: Social media, radio and print ad, partnering with other organizations on specific initiatives such as Cabela's "Wanna go Fishing for Millions" and Recreational Boating and Fishing Foundation's direct mail lapsed-angler program, new strategy with industry, website and Department news and fliers. Doug provided some data that show more than 100% growth in visitation to the outdoor skills page year after year during June, which may indicate some strategies are working.

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Doug gave another power point presentation on the calendar that AGFD is developing for HAHWG. Purpose of the calendar is to allow HAHWG partners to view all events that are occurring to prevent scheduling over the top of each other whenever possible. Also, a place for new customers to view and learn more about events.

The calendar is:

- Built on a Google platform.
- Downloadable to mobile devices.
- Searchable by a number of criteria.
- Layered to include a variety of different topics.
- The result of an action item from a previous meeting.

Handouts: Two power points in binder

Action Items: 1) Doug email link with instructions for how to download calendar; 2) steering committee to develop template for HAHWG partners to use to submit calendar entries to Doug Burt; 3) HAHWG partners send calendar updates to Doug Burt who will make sure they are updated.

Agenda Item: 2011 Event Survey Results & Post Survey efforts

AGFD launched a longitudinal study of HAHWG event participants in the middle of the 2012 season. Each year's participants will be treated as a separate cohort for the study. There will be 4 contact points for each cohort: 1) before participating in HAHWG event; 2) Six months after participating in HAHWG event; 3) 18 months after participation in HAHWG event; 4) 30 months after participating in HAHWG event.

Each survey is designed to ask a battery of questions to measure long-term, lasting changes in a person's intention to participate in hunting, angling, and trapping, identify effective elements of HAHWG programs, identify buying patterns and help us improve HAHWG efforts.

Handouts: Power point in binder

Action Items: Continue with HAHWG survey

Agenda Item: Reports of membership recruiting, benefits

Craig reiterated the Department's belief that the future of hunting and fishing is related strongly to the long term health, vigor and viability of sportsmen's groups. He relayed again that if the work of saving the hunting, trapping, and angling heritage was left to the government to fix by itself, it wouldn't get done. There was much agreement with this idea and the value of the HAHWG coalition was reaffirmed.

Craig relayed that the original vision for the way HAHWG events were to run is that sportsmen's groups and industries, by leading and participating in HAHWG events, would gain more members/customers. Craig observed that AGFD wanted to measure if HAHWG was being effective at growing sportsmen's group member ship and industry customers. If it was not, AGFD would want to change its approach to achieve that desired outcome.

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It was the consensus of the group that intuitively they know participation in HAHWG events helps grow their memberships/customers but that it was exceedingly difficult to measure. By consensus the group agreed that HAHWG should not worry about measuring this outcome for now.

Agenda Item; Flex Items

There were no flex items

Agenda Item: Meeting Wrap-up, action items, next meeting date, location

Next HAHWG winter meeting:

The group agreed they still want to meet twice per year. The group agreed they wanted to meet for an overnight campout. The group agreed it should be in southern Arizona for the winter meeting. There was lively debate about the right date for the next meeting

Final Decision:

Date: **Jan. 19-20, 2013**

Location: TBD in Southern Arizona with inside facility for meeting, but allows for a camping event. SAZ groups on hand felt there would be a couple locations that could fit the bill. On hand, AZGFD--Jim H; Team Young Gunz, YVRGC.

Action for Steering Committee: Follow up with groups to confirm location.

Agenda items for next meeting:

- Small Game Participation survey results – O'Dell
- Recruiting volunteers and identifying leaders, coaches and mentors for succession planning. Find PhD to be keynote speaker on this topic.
- Explore marketing strategies to be all inclusive to appeal to many demographics, including women, Hispanic, young adults. (AZGFD survey data show program participants to be mainly white and mainly male)

There were a whole host of ideas/action items that were generated by free flowing discussion. Following is the list of action items/ideas

- AGFD: add link to WCC license plate grant on HAHWG webpage.
- Steering committee: Develop participant checklist – what to bring, wear, camp, etc.
- AGFD : Distribute HAHWG outdoor skills camp list to regional front-counter staff, education about webpage
- AGFD: Add a link for Cabela's donation request form – Pat to send to Doug.
- AGFD: Get copy of AGFD Hunter Education First Responder at event checklist/ form to share with groups; add to HAHWG webpage.
- AGFD: Design, order and purchase Event Staff buttons for events.
- AGFD: Get copy of photo release form for group events (HPC, or volunteer branch?).
- Steering Committee: Create HAHWG Logo, slogan to promote the brand, look into securing hats, and other items (similar to mule deer working group)--input from AOS rep

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= HAHWG: The North American Wildlife Conservation Model, and/or include -
Stewardship: of the Wildlife Conservation Model; Leadership: for today's issues;
Partnerships: for tomorrows opportunities.

- AGFD: Provide pre-made, laminated posters for events: TAB+1, best practices, other standards-- consider for loaner program
- Why I hunt – link on HAHWG page; also consider way to be used at events.
- Be Aware: SW Fur Harvesters have “Tanned Fur Loaner Kit” add to HAHWG page under loaner resources (include list compiled from January meeting).
- AGFD and Steering Committee: Develop HAHWG volunteer list (work with volunteer program) (note about HE and Sportsmen's databases by DeWane).
- Add Ethical Sportsmen's Award to HAHWG webpage.
- AGFD: Share “Hunting Works For Arizona” info to group- consider link on HAHWG page?
- Provide table at next HAHWG meeting for partners to trade cards, flyers and other club information.
- AGFD: Create HAHWG Facebook page / group.
- YVRGC: host next HAHWG raffle. (Note: Input from member--consider raffling other items other than guns as some at our events might not want a gun. It could be more archery or even iPad electronics to have broader appeal. Also, consider a “prize pool” to choose from – again, greater draw. Discussion, funds raised would be earmarked in each raffling groups account for HAHWG as expenses arise.
- AGFD: Google Calendar actions: Create one sheet on using, embedding in group site, downloading to individual calendar etc. Create template for submitting events; share login information with key people to be identified – possibly steer committee, or tech savvy members; develop template for people to use to send in new calendar dates.
- AGFD: Look into identifying hunt tables in regulations with icon or note by hunt number with accompanying hosted outdoor skills camp (Game Branch). Considerations include short deadline to get event dates and matched to printing deadline. Continue building flyers like recent deer flyer to meet this need also.
- AGFD and Y.O.U.: Survey – create e-mailable and editable PDF for all events with contact information. Scott of Y.O.U. willing to do. Need to finalize new survey.
- Steering Committee: Build a format for HAHWG member groups to use to register participants (groups--please email Craig current registration processes).
- AGFD: Establish an AGFD regional office liaison for each organization for each event.
- Everybody: Send to AGFD any organizational resources you want to have included as handouts at next HAHWG meeting. Cabelas will donate goody bags so everyone will get one when they arrive. Must send stuff for goody bags by January 6, 2013, at the latest.
- Everybody: Email Craig the link to your Facebook page so a Facebook network can be created.
- AGFD: Post all summer 2012 meeting info on HAHWG page www.azgfd.gov/hahwg.