

Draft Meeting Minutes
Education, Planning, and Outreach Committee
Board of Wildlife Resources
7870 Villa Park Drive, Board Room
Henrico, VA 23228

March 19, 2025
3:00 pm

Present: Mr. Will Wampler, Chair, Mr. Michael Formica; **Absent:** Mr. John Daniel and Dr. Mamie Parker; **Board members present:** Mr. Jon Cooper, Mr. James Edmunds, Ms. Laura Walters, Mr. Lynwood Broaddus, Mr. George Terwilliger, Mr. Brian Vincent; **Executive Director:** Mr. Ryan Brown; **Deputy Directors:** Ms. Becky Gwynn and Mr. Darin Moore; **Director's Working Group:** Ms. Stacey Brown, Mr. George Braxton, Ms. Shelby Crouch, Mr. Mike Bednarski, Mr. Michael Lipford, Mr. Bob Smet, Mr. Paul Kugelman

The Committee Chair called the meeting to order at 3:00 pm and welcomed everyone to the meeting. The Chair noted for the record that there was not a quorum present for the meeting.

Approval of the August 21, 2024, and October 23, 2024, January 22, 2025 Meeting

Minutes: The Chair called for a motion to approve the August 21, 2024, and October 23, 2024, and January 22, 2025 Committee meeting minutes. Mr. Wampler announced that for lack of a quorum the minutes will not be approved.

Public Comment – Non-Agenda Item: The Chair called for Public Comments on Non –Agenda Items. Hearing none, he continued on with the meeting.

Study and Communications Toolkit Promoting Shooting Sports to Black Americans:

The Chair called on Mr. George Braxton for a presentation.

Mr. Braxton gave a presentation on the Study and Communication Toolkit Promoting Shooting Sports to Black Americans. Through a Multi-State Conservation Grant, the Department of Wildlife Resources (DWR) along with project partners the National Shooting Sports Foundation (NSSF), Responsive Management, Johnson Marketing, Inc. (JMI) and the National African American Gun Association (NAAGA) worked collaboratively to develop a toolkit.

After comments and questions, the Chair thanked Mr. Braxton for his presentation.

Restore the Wild Art Contest 2025: The Chair called on Ms. Kelsey Steenburgh for a presentation.

Ms. Kelsey Steenburgh gave a presentation on the Opening Event for Restore the Wild Art Competition and Exhibition which was held on Friday, March 7, 2025, from 6 -8 pm at Main Street Gallery. It was attended by 200 guests and there were 97 submissions.

After comments and questions, the Chair thanked Ms. Steenburgh for her information and presentation.

Outreach Division Update: The Chair called on Mr. Bob Smet for an Outreach Division Update.

Mr. Smet Reported:

- The Elk Lottery has brought in \$249,515 in revenue and 15,328 participants
- The 2nd Annual Birding Classic will be April 15- May 15, 2025
- The Recreational Boating and Fishing Foundation and Green Top Sporting Goods are promoting Outdoor Woman and other events
- The Falcon Cam Website is available for viewing
- Website Usage in 2024 vs 2023 Update
- Explore the Wild has received over 300,000 views
- Announced Ron Messina retirement after 27 years with DWR

The Chair thanked Mr. Smet for his Division update.

Director's Report: The Chair called on Mr. Ryan Brown for his Director's Report.

- Special thanks to Outreach Division for all the amazing work that is done each day for this agency.

The Chair thanked Mr. Brown for his report.

Chair's Report: The Chair commended all the Outreach staff for a job well done.

The Chair asked if anyone had any further questions or comments and hearing none, the Chair announced the next meeting will be Wednesday, May 21, 2025, and adjourned the meeting at 3:40 pm.

Respectfully submitted,
/s/ Frances Boswell