

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

August 20, 2025
3:00 pm

Present: Ms. Laura Walters, Chair, Mr. Parker Slaybaugh, Mr. Woody Woodall, Ms. Marlee Dance, Mr. Lynwood Broaddus; **Board members present:** Mr. Jon Cooper, Mr. James Edmunds, Mr. George Terwilliger, Mr. Michael Formica, Mr. James Macklin, Mr. Will Wampler; **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 3:15 pm and welcomed everyone to the meeting. The Chair noted for the record that there was a quorum present for the meeting.

Approval of the March 19, 2025, and the May 21, 2025, Meeting Minutes: The Chair called for a motion to approve the March 19, 2025, and the May 21, 2025, Committee meeting minutes. Mr. Broaddus made a motion to approve the minutes of the March 19, 2025, and the May 21, 2025, committee meetings. It was seconded by Mr. Woodall.

Mr. Smet welcomed new staff member to Outreach Division, Mr. David Moore, our Hunter, and Landowner Engagement Coordinator

Public Comment – Non-Agenda Item: The Chair called for Public Comments on Non –Agenda Items.

- Mr. Judge Charlton spoke regarding hound hunting. (v)

The Chair thanked Mr. Charlton for his remarks.

Sponsorship and Partnership Program Overview: The Chair called on Mr. Darin Moore, Ms. Kelsey Steenburg and Mr. Tim Tassitano for an overview.

Mr. Moore, Ms. Steenburg and Mr. Tassitano gave an overview on Charitable Giving and Corporate Engagement Strategy.

After comments and questions, The Chair thanked Mr. Moore, Ms. Steenburg, and Mr. Tassitano.

Triple Crossing Falcon Cam Collaboration: The Chair called on Ms. Kelsey Steenburg and Ms. Megan Thomas for a presentation.

Ms. Steenburg and Ms. Thomas gave an impressive presentation on Triple Crossing Collaboration.

After comments and questions, the Chair thanked Ms. Steenburg and Ms. Thomas for their presentation.

Governance Manual, Code of Ethics and Conduct and Committee Charter Reviews: The Chair called on Mr. Aaron Proctor for presentation.

Mr. Proctor gave an overview of the Governance Manual, Code of Ethics and Conduct and Committee Charters emphasizing any updates and changes.

A vote was deferred to the October 22, 2025 meeting.

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

Mr. Smet reported the events that Outreach Division have organized and participated in.:

Mr. Smet welcomed new staff member to Outreach Division, Mr. David Moore, the Hunter, and Landowner Engagement Coordinator

- Association for Conservation Information Conference:
One time publication: Book/Report - 1st place – “2024 Annual Report”
Molly Kirk, Meghan Marchetti, and Maria Lalima
- Magazine: General Interest Article – 2nd place – “Clinton Mooney Captures Calendar Worthy Moment”.
Andee Naccarato, Maria Lalima, Meghan Marchetti, Molly Kirk
- Magazine: Fisheries Article – 2nd place – “Snakes on the Water”
Ron Messina, Maria Lalima, Meghan Marchetti, Molly Kirk
- Communications Campaign: Marketing – 2nd place – “Explore the Wild Campaign”
Caitlyn Jacobus, Tim Tassitano, Will Arnold, Meghan Marchetti, David Murr

- Graphics: Layout - 3rd place – “Snakes on the Water”
Maria Lalima, Ron Messina, Meghan Marchetti
- Video: PSA/Marketing – 3rd place - “The story Behind the Virginia Wildlife 2025 Calendar Cover”
Meghan Marchetti, Damien Kincannon, Andee Naccarato
- Pleased to see the progress being made on the sponsorship and partnership programs
Alternative revenue streams are obviously an important part of DWR’s future.

The Chair thanked Mr. Smet for his Division update.

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

- Congratulated all Outreach Staff on the numerous awards they received
- Thanked Staff for great presentations today
- Thanked Mr. Woody for attending several of the DWR events

The Chair thanked Mr. Brown for his report.

Chair’s Report: The Chair commended the Outreach Division staff for all their awards and remarked was looking forward to being a part of the Education, Planning, and Outreach Committee as Chair and if any of the committee members had questions or ideas, please let her know.

Additional Business/Comments:

The Chair asked if there was any further business or comments, hearing none, he announced the next EPO meeting would Wednesday, October 22, 2025, and adjourned the meeting at 4:35 pm

Respectfully submitted,
/s/ Frances Boswell