AGENDA

Board of Wildlife Resources
Education, Planning, and Outreach Committee
7870 Villa Park Drive, Board Room
Henrico, Virginia 23228

August 20, 2025
3:00 pm

Committee Members: Ms. Laura Walters, Chair, Mr. Lynwood Broaddus, Ms. Marlee Dance, Mr. Parker Slaybaugh, Mr. Woody Woodall

DWR Staff Liaison: Mr. Bob Smet

1. Call to Order and Welcome
   Ms. Walters

2. Approval of March 19, 2025 & May21, 2025 Meeting Minutes — ***Final Action***
   Ms. Walters

3. Public Comment – Non- Agenda Item
   Ms. Walters

4. Sponsorship and Partnership Program Overview
   Mr. Darin Moore, Ms. Kelsey Steenburg, and Mr. Tim Tassitano

5. Triple Crossing Falcon Cam Collaboration
   Ms. Kelsey Steenburgh and Ms. Meagan Thomas

6. Governance Manual, Code of Ethics and Conduct and Committee Charter Reviews
   Mr. Aaron Proctor — ***Action***

7. Outreach Division Director
   Mr. Bob Smet

8. Director's Report
   Mr. Ryan Brown

9. Chair’s Report
   Ms. Walters

10. Additional Business/Comments
    Ms. Walters

11. Next Meeting Date: Date to be voted on August 21, 2025
    Ms. Walters

12. Adjournment
    Ms. Walters

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 particpants
- 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

Draft Meeting Minutes

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

May 21, 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, Mr. Woody Woodall, 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 3:15 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 March 19, 2025, Meeting Minutes: The Chair called for a motion to approve the March 19, 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.

- Mr. Raymond Carter spoke regarding that he is the President of the State Chapter National Deer Association and is reaching out to DWR Outreach Division to start a partnership.
- Mr. Judge Charlton spoke regarding the data DWR collects on hound hunting.

One Shot Turkey Hunt:

The Chair called on Ms. Kelsey Steenburgh for a presentation.

Ms. Steenburgh gave a presentation on the 9th Annual Old Dominion One Shot. She told about all the partnerships and organizations DWR has helping to be able to promote this event..

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

Volunteer Program Update: The Chair called on Ms. Kristin Mullins and Mr. Tim Tassitano for a presentation.

Ms. Mullins and Mr. Tassitano gave an update on the number of volunteers and how much money their volunteer hours add up to be a tremendous help to this agency. They told about all the advertising DWR does on media to find these volunteers.

After comments and questions, the Chair thanked Ms. Mullins and Mr. Tassitano for their updates and charts on a very nice volunteer Program with lots of volunteers.

Outreach Division Update: The Chair called on Mr. Brian Moyer for an Outreach Division Update.

Mr. Moyer Reported events that Outreach Division have organized and participated in.:

- Elk Hunt Lottery
- Falcon Banding Day
- Dominion Energy Riverrock Festival
- R 3 Turkey Hunting Outreach
- Hunter and Landowner Engagement Coordinator is being hired

The Chair thanked Mr. Moyer for his Division update.

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

- Congratulations to Ms. Kristin Mullins on harvesting her first Turkey at the One Shot

The Chair thanked Mr. Brown for his report.

Chair's Report: The Chair thanked the Outreach Division for all their hard high-quality professionalism and all the events they make special for the agency.

Additional Business/Comments:

The Chair asked if there was any further business or comments, heating none, he announced the next EPO meeting would Wednesday, August 20, 2025, and adjourned the meeting at 3:55 pm

Respectfully submitted,
/s/ Frances Boswell

Law Enforcement Committee

Purpose:

As presented in the Board's Governance Manual, the Law Enforcement Committee is to evaluate the long-term needs of the Commonwealth's and the Department's law enforcement resources, and to draft recommendations and/or policies addressing those needs for consideration by the entire Board. This Committee will also assess the needs, desires, and impacts of the users of these resources and provide guidance to the full Board as described above.

Composition:

The Committee shall be comprised of not fewer than three (3) members of the Board of Wildlife Resources consisting of the Board Chair, Vice Chair and one other member. Committee members shall be appointed by the Chairman of the Board with each member to serve a term as determined by the Board Chair at the time of Committee appointment. A quorum of the Committee shall consist of two members entitled to vote at a meeting.

Responsibility:

The Committee is to serve as the Board's primary workgroup to address such issues as, but not necessarily limited to law enforcement and its function within the Department and the Commonwealth as it relates to the agency's overall missions.

Meetings:

The Committee generally meets at least four (4) times each fiscal year, with additional meetings as deemed necessary by the Committee. Fewer meetings may be approved by the Board under extenuating circumstances. The Chair may request the Director to have Department staff members be present at meetings of the Committee to provide information and/or expertise regarding the business matters, issues, and discussion topics of the Committee.

Minutes:

The minutes of each Committee meeting are to be prepared and distributed for review to Committee members. Minutes will be approved at the next scheduled Committee meeting.

Specific Duties:

1. Serve as a forum for discussion of specific legislative initiatives for the Law Enforcement Program areas and make recommendations to the full Board for consideration and/or action.
2. Review and periodically assess the Department's Law Enforcement Programs to determine that these programs continue to be aligned with the agency's mission and strategic vision/plan. Recommend changes if needed.
3. Consider and make recommendations on the Capital Program needs of the Department as it relates to the potential for law enforcement services and function.
4. Conduct assessments of the needs, desires and impacts of various resource users and Department constituents and provide guidance to the full Board.