

**2011**

**MAFWA Angler and Hunter Recruitment and Retention Technical Working  
Committee**

**Annual Report**

**Meeting Time and Place:** February 16-17, Minnesota River National Wildlife Refuge, Bloomington, MN

**Attendance:** 2 (NE), 2 (MN), 1 (MI), 1 (KY), 1 (OH), 1 (SD), 1 (IA), 1 (WI). See Appendix 1 for attendance list.

**Executive Summary:**

The inaugural meeting of the MAFWA Angler and Hunter Recruitment and Retention Technical Working Committee was a resounding success. The primary purpose of day one was to establish the organizational guidelines for this new committee. In addition to this foundation work committee members provided short report outs on recruitment and retention activities in their perspective states and, discussed their greatest challenges as well as most successful programs. Day two featured presentations on recruitment and retention program evaluations as well as marketing and promotion of recruitment and retention programs. See Appendix 2 for meeting agenda and Appendix 3 for organizational guidelines.

**Director Action Items:**

- 1) The Angler and Hunter Recruitment and Retention Technical working Committee requests that Director Members of MAFWA review and approve Angler and Hunter Recruitment and Retention organizational guidelines.
- 2) The Angler and Hunter Recruitment and Retention Technical working Committee requests that Director Members of MAFWA allocate \$20,000 per member state to fund a 13 state survey of hunters and anglers in an effort to gain baseline data on sportsman's understanding, support, and acceptance of agency recruitment and retention programs.

**Director Information Items:**

- 1) The Angler and Hunter Recruitment and Retention Technical working Committee supports MAFWA Federal Budget Priorities as stated with one exception. The Committee would like to see Outdoor Recreation Participation funded in future at a level of \$25M. The Committee would like to see the funding dedicated to increased state recruitment and retention program staff and project budgets.

**Time and Place of Next Meeting:**

The 2012 meeting of the MAFWA Angler and Hunter Recruitment and Retention Committee will take place March 13-15, 2012 in Lexington, KY and be hosted by the Kentucky Department of Fish, Wildlife and Recreation.

**Appendices:**

- 1) Attendance List
- 2) Meeting Agenda
- 3) Organizational Guidelines