

Activities and accomplishments of Interstate Working Groups (IWG's) for Greater Prairie-chickens and Sharp-tailed Grouse

WAFWA's Directors approved establishment of interstate working groups (IWGs) for greater prairie-chickens and sharp-tailed grouse at their July 2015 meeting with additional support from MAFWA. Representatives from 14 states were appointed to serve on the two committees. States included MI, WI, NE, MO, ND, SD, KS, MN, OK MT, IA, IL, WY, and CO.

While providing habitat that can support a wide diversity of additional grass and shrub dependent species the IWGs are focused on maintaining and restoring sufficient amounts of native grassland and shrubland ecosystems across the range of these two species to support sustainable populations of each species. To date, the IWGs have operated as joint efforts under WAFWA's Western Grasslands Initiative with coordination assistance provided by the Ecosystem Management Research Institute.

A PR proposal has been submitted for funding the greater prairie-chicken component of the IWG's. The funding will come from KS (KS does not have sharp-tailed grouse) with matching support from additional states and will be administered by WAFWA. The primary use of the funding will be to provide travel support for IWG representatives to attend in-person meetings and for coordination of the planning process and meetings.

To date, the IWG's have conducted 6 conference calls and 5 in-person meetings with numerous additional tasks assigned to smaller task groups or individuals. Tasks completed to date have included the following:

- Compilation of data on distribution of each species across the 14 states and production of range maps.
- Compilation of current population information from each state and the methods used to generate this information.
- Compilation of harvest data collected by each state.
- Establishment of ecoregions that divide the distribution of each species up into smaller management areas based on current population status, threats, and management opportunities.
- Consideration of consistent monitoring methods that could be used for each species by all states within an ecoregion.
- Compilation of occupancy and habitat models developed for each species.
- Compilation of status of each species and related grassland conservation recommendations contained within each state's wildlife action plans.
- Identification of additional species of concern whose habitat needs may be fully or substantially addressed through the management of the two grouse species as flagships for grassland conservation.
- Consideration of mitigation approaches or strategies that might be most effective to engage development industries in avoidance, minimization, and compensation actions.
- Identification of additional partners that should be integrated into the planning efforts and how to best engage these partners into the planning and implementation process.
- Establishment of a science advisory committee comprised of experts on each species and others that can help develop landscape considerations for grassland conservation.

- Literature reviews on each species and descriptions of known information about each species.
- Description of optimum habitat for each species applicable to each of the designated ecoregions.
- Updates on the work of the IWG's have been provided to MAFWA, WAFWA and the Prairie Grouse Technical Council.

Ongoing tasks for the next year will include:

1. Modeling of habitat conditions (occurrence modeling) for each species linked with models for additional species of conservation concern.
2. Developing the process to set population/habitat goals for each ecoregion of each species
3. Delineating a conservation system of focal areas. It will be based upon recommendations for characteristics such as minimum sizes (e.g., 25,000 ac), number of focal areas, distribution of focal areas, and needs for linkage among focal areas.
4. Identification of funding mechanism for conservation efforts. Having a multiple species focus will assist with engaging development and other stakeholder interests.
5. Involvement of additional partners who share a vision for grassland conservation.

It is imperative to ensure this effort is linked to other conservation efforts with SGCN species. While the grouse species are a flagship/iconic species for wildlife agencies, interest by entities outside the conservation arena is limiting. Blending this effort will have the greatest opportunity in attracting conservation investment from outside the conservation community.

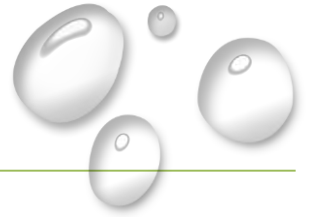


MAFWA Directors' Annual Meeting

June 27, 2018



Challenge: Changing Population



- Fishing participation is up 8.2% over the last five years, and is enjoying its highest participation numbers since 1991.
- **BUT...** Many angling participants are approaching 50 years of age. And during the next 25 years, these anglers will begin to age out of the sport.

Without a significant commitment to R3, state fish and wildlife agencies can expect a serious decline in angler participation.



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Angler

R3

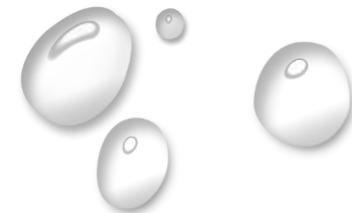
Plan Guiding
Document



Resource for state agencies:

- Overall R3 planning considerations
- Marketing planning aspects
- Worksheet to assess current angler R3 efforts

State R3 Planning Partnerships

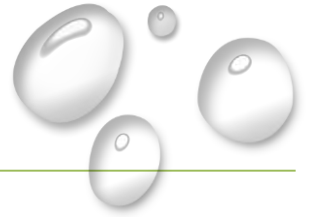


TAKEME



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Angler Churn Rates ~ 40%



Solution:

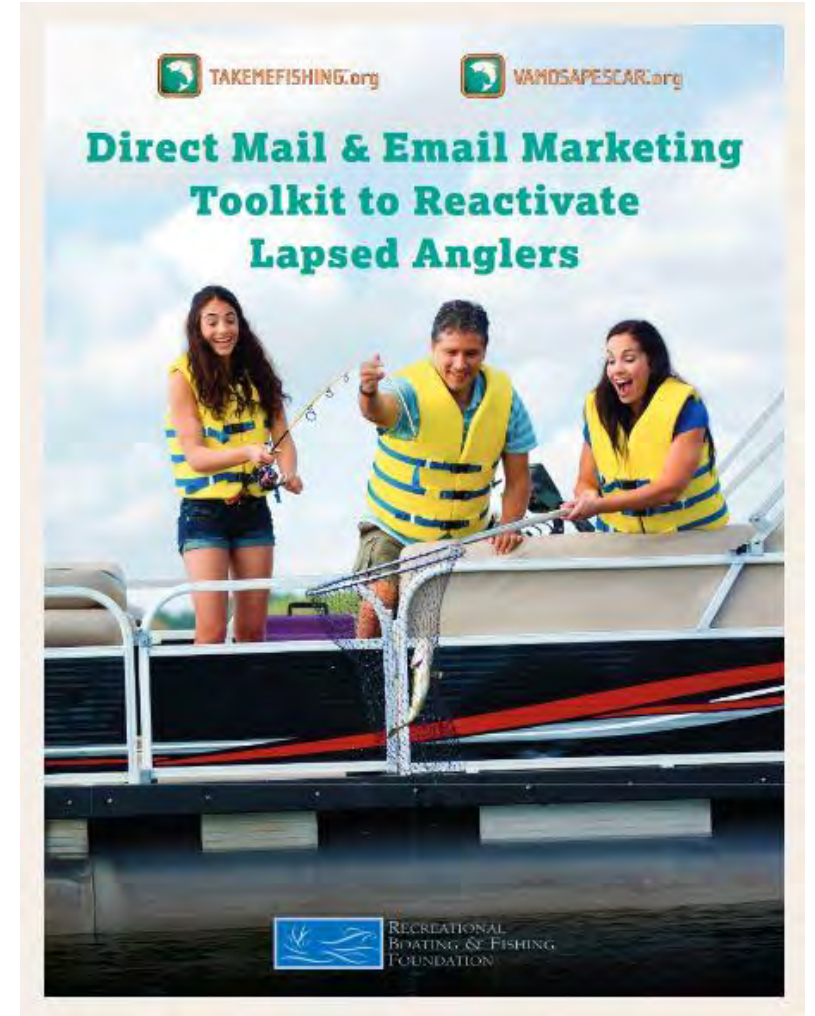
Retention &
Reactivation



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Continuing Education for R3 Practitioners

**NCTC Program
June 11-14**

**R3 Planning
Marketing
Program Evaluation
Partnership Building**



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RBFF Targeting New Audiences



Awareness

Interest

Decide



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Target Audience

Multicultural Family Outdoors

Hispanics

Women

Grandparents

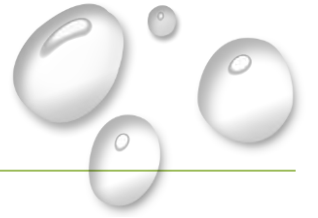


Total audience is over **60 million**



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FY19 Media Overview



- Television



- Digital



- Paid Search



- Print

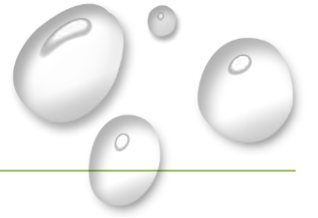


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PR & Social Media



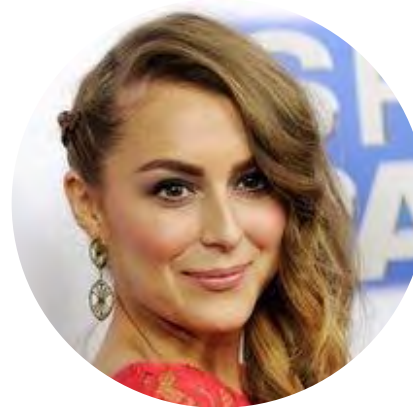
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Carlos Correa



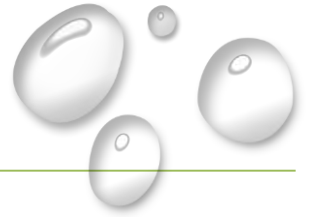
Alexa PenaVega





Telepathy PSA scored in the **top 1% of all PSAs** tracked by Nielsen Media Research in 2017 & had a record-breaking year with a grand total of **\$18,454,341** in earned in-kind media!

Women are Important to Participation



New fishing participants are more likely to skew younger and female



45%

of new fishing
participants are
female

42%

are ages
6 to 12

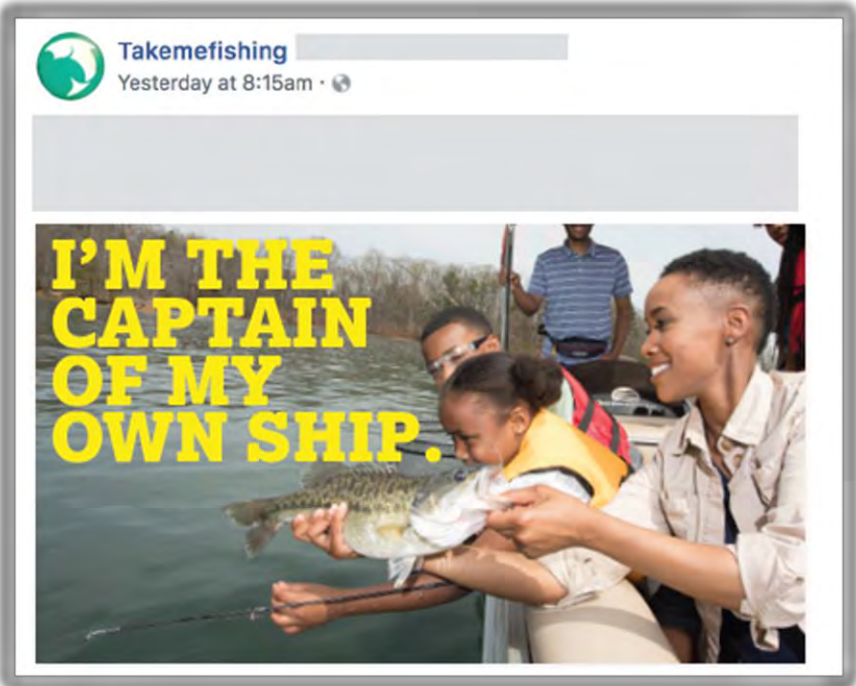


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Women's Campaign: Print, Digital & Social Executions





Top Places to Fish & Boat

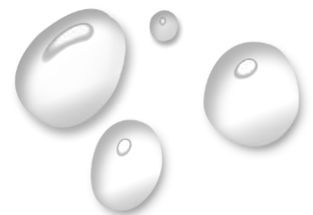
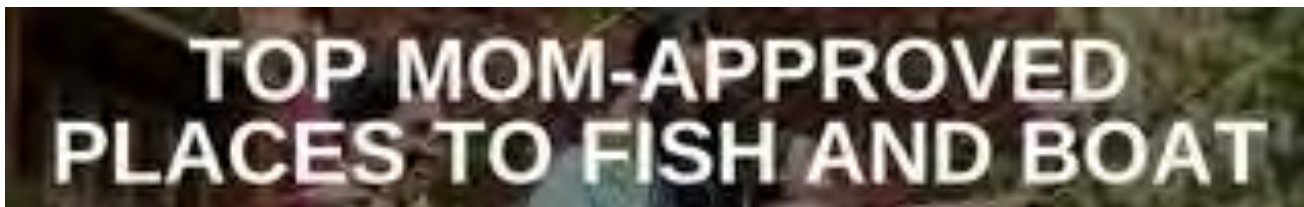


- Worked with the state agencies to nominate a list of the top 5+ fishing locations in each state.
- Used nominations to develop a survey of women to create state-by-state “Mom Approved” Top 50 List to gather local media stories.
- Announced Top 50 Mom-Approved Places list during National Fishing and Boating Week



Top Places to Fish & Boat

- National voting on Top 50 list to create Top 10 list began on 6/6.
- Voters are entered into a raffle to win fishing trip in FL
- States provided with social media assets, press release template and other promotional resources
- Top 10 list announced in July.



MN Promotions for East Moore Lake



News Release

East Moore Lake in Fridley named one of the top 50 'Mom Approved' lakes

June 11, 2018

Fishing fun for all ages and abilities is close to anyone in the Twin Cities area, where 66 lakes have easy-to-reach piers, family-friendly settings and fishing for bluegill and catfish through the Fishing in the Neighborhood (FiN) program of the Minnesota Department of Natural Resources.

"These lakes are for all ages and are great places for people of all ages to learn how to fish, or really for anyone who wants to relax and wet a line," said Tim Ohmann, east metro area fisheries specialist. "From a pier, it's often easy to see fish take your bait – that's a highlight for a lot of kids."



A national organization this week gave a nod to one of these waters – East Moore Lake in the north metro suburb of Fridley – which was singled out in a list of the top 50 "Mom Approved Places to Fish and Boat" by the Recreational Boating and Fishing Foundation.

"We're happy to hear a lake like East Moore is getting some national attention," Ohmann said. "This helps us show how easy it is to go fishing here, since Moore is one of dozens we have that offer similar experiences for nearly 3 million people."

For the award, outdoorsy moms in Minnesota were asked to vote on their favorite place to fish and boat based on a list of accessible fishing locations. Now the Recreational Boating and Fishing Foundation is taking votes to narrow the list down to the top 10. Anyone can vote at takemefishing.org/momapproved.



NE Promotions for Lake Ogallala



Nebraska Game and Parks

@NEGameandParks

There you have it, Nebraska, Lake Ogallala has been named a Top Mom-Approved Place to Fish and Boat! 🌊👀 Check the full list and cast your vote so we can make the top 10: takemefishing.org/momapproved/



Fri 6/8/2018 4:52 PM

Nebraska Game and Parks <nebraskagameandparks@public.govdelivery.com>

Outdoor News: Chadron State Park anniversary; Trout in the Classroom; new draw unit payment system

To: ☐ Gustafson, Jane

[View Details](#)

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POPULAR ONLINE



Tips for insect photography

Insects can be very satisfying to photograph, but they also present unique challenges to the photographer. Check out [this NEBRASKAland piece](#) for some tips to enhance your skills.

[Read Full Story](#)



Vote to support Lake Ogallala

We need your vote! Lake Ogallala was nominated as one of the nation's Top Mom-Approved Places to Fish and Boat in the Nation, and now is in the running to crack the top 10! [Vote now.](#)

[Read Full Story](#)



Fishing and aquatic vegetation

Aquatic plants growing in Nebraska waters are reaching their peak of coverage and height," writes Daryl Bauer. In [his blog](#), Daryl explains how to fish even with these "weeds" around.

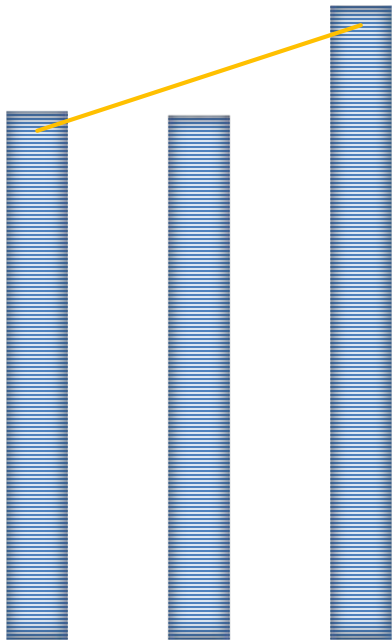
[Read Full Story](#)

FEATURED PHOTO

Featured photo from NEBRASKAland Magazine:

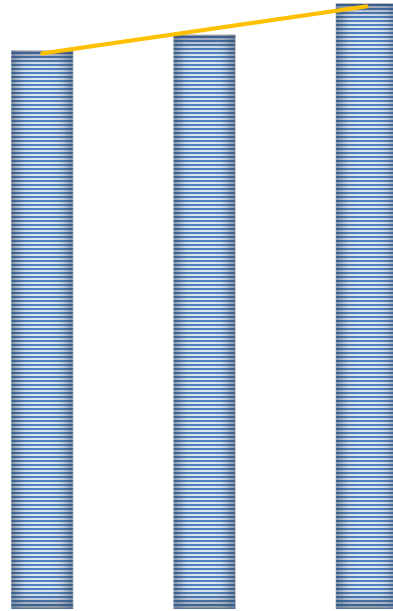


Key Target Audiences Showing Gains



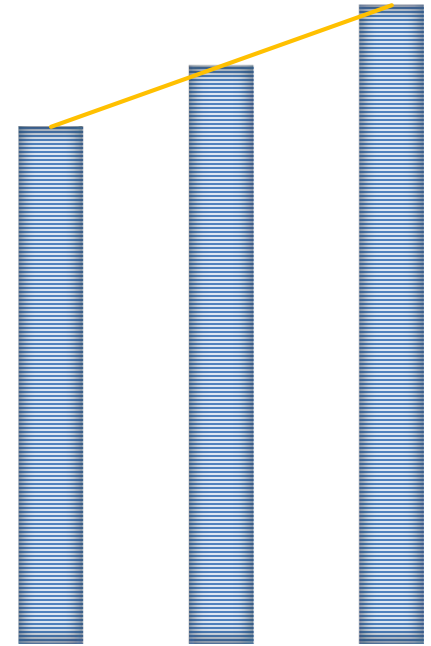
3 Million

First-Time Anglers



11.6 Million

Youth Anglers (6-17)



4.2 Million

Hispanic Anglers



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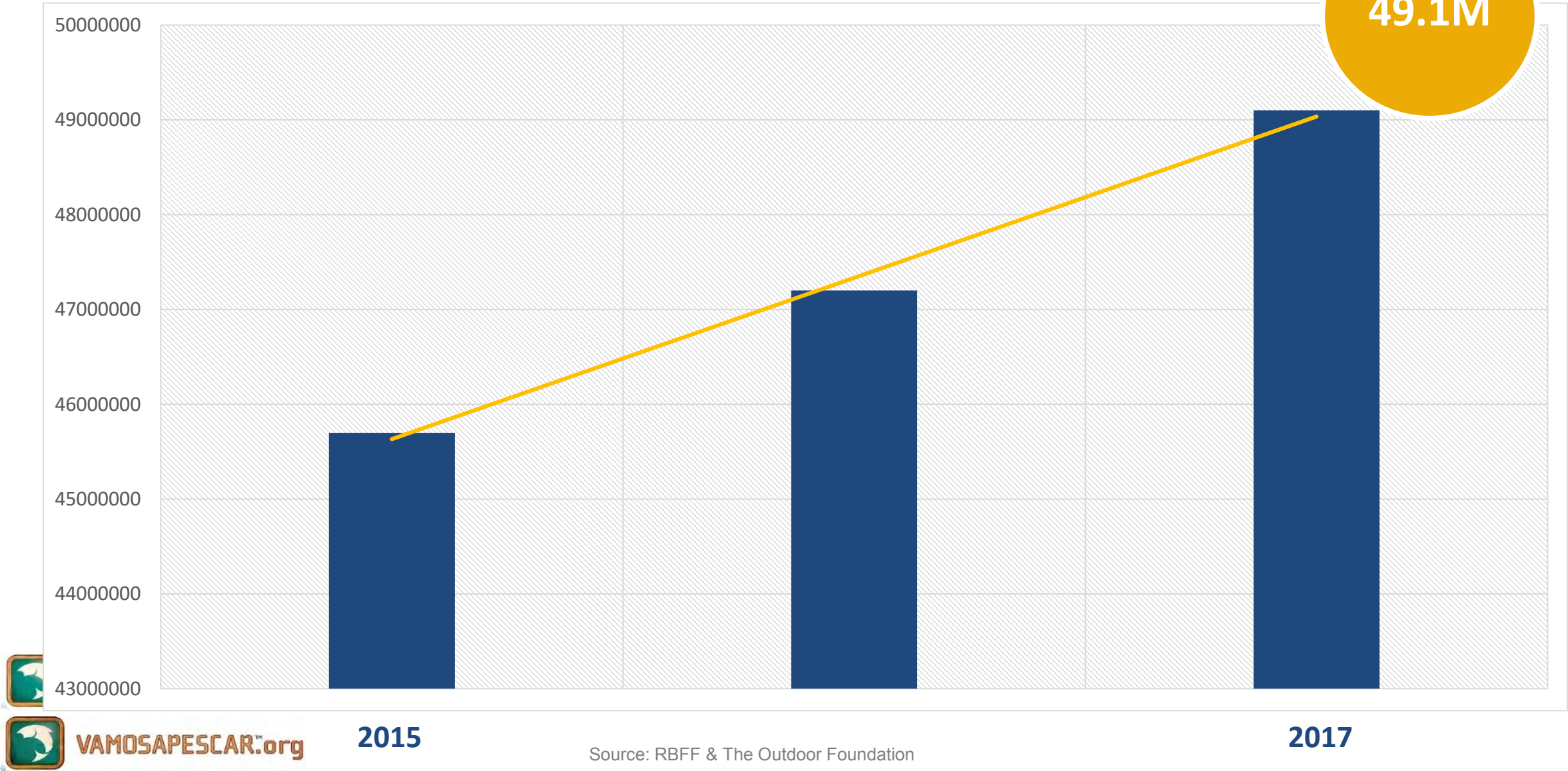


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Source: RBFF & The Outdoor Foundation, 2015-2017

Overall Participation Trending Upwards

Americans age 6+



Challenge: How do states succeed at R3?



STATES COMMIT TO:

1. Develop an Angler R3 Plan
2. Reallocate agency resources to ensure R3 success
3. Establish a full-time Angler R3 Manager
4. Develop CRM system
5. Establish a repository for state agencies to share R3 program learnings

Solution:

Implement AFWA
Recommendations



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State Marketing Workshop



Dec 4-6, 2018 Atlanta, GA



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Thank You

For more information
visit <https://www.takemefishing.org/r3>



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RECREATIONAL
BOATING & FISHING
FOUNDATION



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MIDWEST

Association of
Fish & Wildlife
Agencies



PROPOSED CALENDAR YEAR 2019 BUDGET

June 24, 2018

MIDWEST ASSOCIATION OF FISH AND WILDLIFE AGENCIES

Conference Account Calendar Year 2019 Proposed Budget

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June 24, 2018

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**MIDWEST ASSOCIATION OF FISH AND WILDLIFE AGENCIES
CALENDAR YEAR 2017 BUDGET TO ACTUAL
CONFERENCE ACCOUNT**

Line #	Receipts	Calendar Year 2017 Budget	Calendar Year 2017 Actual
1	Conference:		
2	Sponsors	\$47,500.00	\$56,000.00
3	Conference registrations	22,000.00	28,825.00
4	Hotel Commissions	1,000.00	-
5	Total Conference Receipts	<u>\$70,500.00</u>	<u>\$84,825.00</u>
6	Membership Dues	50,096.00	50,267.24
7	Affiliate Dues	1,200.00	1,125.00
8	Administrative Fee:		
9	Southern Wings	4,625.00	1,125.00
10	National Pheasant Coordinator	3,725.00	3,725.00
11	Indirect Cost - USFWS and NFWF		15,249.03
12	Other		404.04
13	Interest	75.00	325.35
14	Total Receipts	<u>\$130,221.00</u>	<u>\$157,045.66</u>

Disbursements

15	Conference Disbursements:		
16	Delaney Meeting & Event Management	\$14,930.00	\$11,677.08
17	Rooms, food, beverages, hospitality, etc.	30,000.00	36,233.87
18	Credit Card Fees	600.00	1,141.41
19	Prizes and Awards	4,200.00	3,825.64
20	Total Conference Disbursements	<u>\$49,730.00</u>	<u>\$52,878.00</u>
21	Executive Secretary		
22	Pay	41,881.50	45,063.32
23	Travel	6,000.00	6,511.56
24	Treasurer		
25	Pay	15,200.00	15,367.20
26	Travel	4,500.00	4,662.94
27	Secretary Travel	1,500.00	811.59
28	Tax Preparation Fees	1,500.00	1,586.25
29	Insurance	1,200.00	1,396.00
30	Wildlife Society - North Central Section		665.20
31	Web posting and hosting	250.00	837.18
32	Miscellaneous	1,000.00	1,492.77
33	Total Disbursements	<u>\$122,761.50</u>	<u>\$131,272.01</u>
34	Surplus/Deficit	\$7,459.50	\$25,773.65

**MIDWEST ASSOCIATION OF FISH AND WILDLIFE AGENCIES
CALENDAR YEAR 2018 BUDGET STATUS - JUNE 4, 2018
CONFERENCE ACCOUNT**

Line #	Receipts	Calendar Year 2018 Budget	
		Budget	Actual Through June 4, 2018
1	Conference:		
2	Sponsors	\$47,500.00	\$33,500.00
3	Conference registrations	22,000.00	8,400.00
4	Hotel Commissions	2,000.00	-
5	Total Conference Receipts	\$71,500.00	\$41,900.00
6	Annual state membership dues - 13 states @ \$3,915.50	50,901.50	3,830.12
7	Annual provinces memberships - 3 provinces @ \$103.74	311.22	-
8	Affiliate dues - 13 @ \$75	975.00	-
9	Southern Wings administrative fee	1,000.00	-
10	NFWF Monarch Grant administrative fee	4,500.00	-
11	Interest	243.63	143.40
12	Total Receipts	\$129,431.35	\$45,873.52
Disbursements			
13	Conference Disbursements:		
14	Delaney Meeting and Event Management	\$12,437.18	\$6,325.09
15	Rooms, food, beverages, hospitality room, etc.	30,000.00	626.83
16	Conference gifts and Award plaques	4,200.00	6,464.83
17	Total Conference Disbursements	\$46,637.18	\$13,416.75
18	Executive Secretary:		
19	Pay - 1,000 hours @43.44 plus 2.5%	44,526.00	27,350.00
20	Travel	7,000.00	2,684.82
21	Treasurer:		
22	Pay - 400 hours @ \$38.85	15,540.00	8,663.55
23	Travel	4,500.00	1,508.57
24	Secretary travel - 1 conference @ \$1,500	1,500.00	350.00
25	Tax Preparation Fees	1,567.50	1,606.25
26	Insurance	1,392.00	
27	Web posting and hosting	250.00	
28	NCS-TWS Leadership Workshop	1,000.00	
29	New Sound System	1,135.00	
30	Miscellaneous	1,000.00	681.57
31	Total Disbursements	\$126,047.68	\$56,261.51
32	Receipts over Disbursements	\$3,383.67	(\$10,387.99)

**MIDWEST ASSOCIATION OF FISH AND WILDLIFE AGENCIES
CALENDAR YEAR 2019 PROPOSED BUDGET - JUNE 24, 2018
CONFERENCE ACCOUNT**

Line #	Estimated Receipts	Calendar Year 2019 Proposed Budget	Description
1	Conference:		
2	Sponsors	\$56,000	CY 2017 Actual*
3	Conference Registrations	28,825	CY 2017 Actual*
4	Hotel Commissions	<u>1,000</u>	Same as 2017 Budget
5	Total Conference Receipts	\$85,825	
6	Annual state membership dues - 13 states @ \$3,979.80	51,740	CPI change - 1.642%*
7	Annual provinces memberships - 3 provinces @ \$105.44	320	CPI change - 1.642%*
8	Affiliate dues - 13 @ \$75	975	No change from 2018 budget
9	Southern Wings administrative fee	1,000	No change from 2018 budget
10	National Pheasant Coordinator administrative fee	3,725	CY 2017 Actual*
11	Indirect Cost - USFWS and NFWF	15,250	CY 2017 Actual*
12	Interest	<u>330</u>	CY 2017 Actual*
13	Total Estimated Receipts	<u>159,165</u>	
Estimated Disbursements			
14	Conference Disbursements:		
15	Delaney Meeting and Event Management	\$15,180	Per Draft Contract
16	Rooms, Food, Beverages, Hospitality Room, etc.	36,235	CY 2017 Actual*
17	Credit Card Fees	1,145	CY 2017 Actual*
18	Conference Gifts and Awards	<u>4,200</u>	No change from 2018 budget
19	Total Conference Disbursements	\$56,760	
20	Executive Secretary:		
21	Pay - 1,200 hours @ \$50.00	60,000	Per Contract
22	Travel	7,000	No change from 2018 budget
23	Treasurer:		
24	Pay - 400 hours @ \$39.49	15,796	CPI change - 1.642%
25	Travel	4,500	No change from 2018 budget
26	Secretary travel - 1 conference @ \$1,500	1,500	No change from 2018 budget
27	Tax Preparation Fees	1,606	CY 2018 Actual*
28	Insurance	1,400	CY 2017 Actual*
29	Web posting and hosting	840	CY 2017 Actual*
30	Wildlife Society - North Central Section	670	CY 2017 Actual*
31	NCS-TWS Leadership Workshop	1,000	No change from 2018 budget
32	Miscellaneous	<u>1,495</u>	CY 2017 Actual*
33	Total Estimated Disbursements	<u>\$152,567</u>	
34	Estimated Receipts over Disbursements	\$6,598	

* Rounded up to the nearest five dollars.

[DRAFT] MAFWA Steering Committee on Landscape Collaboration

The President of MAFWA hereby establishes a Steering Committee on Landscape Collaboration to meet the following charge, according to the following authorities:

MAFWA Steering Committee on Landscape Collaboration will consist of executive level staff with public responsibility for species conservation, legal authority to undertake conservation actions, and with decision authority for their respective agency. It will consist of three-to-five MAFWA-member state directors, or designees, identified by the President of MAFWA, and FWS staff for Regions 3, 4 and/or 6, as identified by Regional Directors of those FWS regions. It may also include up to three ex-officio (non-voting) members representing key sector and/or agency partners at the discretion of the Committee. Membership may adapt to changing needs of the committee, subject to approval of MAFWA.

The Steering Committee will explore shared priorities of MAFWA member states and FWS and make recommendations regarding identification of those shared priorities and how best to address them. It will further develop work plans to address those recommendation, oversee implementation of approved recommendations and communicate results. The Steering Committee will also make recommendation related to this governance model to the MAFWA Board and FWS leadership.

The Committee will have authority to appoint a technical committee to support its technical functions and will have the authority to appoint or assign working groups to address individual priorities most effectively.

Steering Committee will meet as needed but at least annually. It will make decisions related to work plan development and implementation under authorities granted by the MAFWA Board and FWS leadership. It will also develop any needed Technical Work Groups.
