

Minutes of the Workshop Meeting of the
Arizona Game and Fish Commission
Friday, November 3, 2017
Saturday, November 4, 2017
Desert Outdoor Center at Lake Pleasant
41402 N. 87th Avenue
Peoria, Arizona 85383

PRESENT: (Commission)

(Director's Staff)

Chairman James R. Ammons
Commissioner James S. Zieler
Commissioner Eric S. Sparks
Commissioner Kurt R. Davis
Commissioner Edward "Pat" Madden

Director Ty Gray
Deputy Director Tom Finley
Assistant Attorney General Jim Odenkirk
Assistant Attorney General John LeSueur

Chairman Ammons called the workshop meeting to order at 1:00 p.m. on Friday, November 3, 2017. This meeting followed an agenda dated November 1, 2017. With the exception of an Executive Session, this workshop meeting was an informal roundtable setting for discussion and informational purposes. The Commission took no action during this meeting.

* * * * *

2. Discussion of (1) Department Marketing Strategy and Branding, (2) Strategic Plan, (3) Article 3 Update, (4) Region Boundaries, (5) Funding for Habitat Projects and Public Conservation Education, (6) Public Records, (7) OGT Rewards, and (8) Guide Licenses.

Presenter: Tom Finley, Deputy Director.

Deputy Director Finley and several Department staff participated in informal discussions with the Commission as follows:

(1) Department Marketing Strategy and Branding

Tony Guiles, Assistant Director of Information, Education and Wildlife Recreation Division, provided an update on the Department's efforts towards unifying the Department's branding. Included in the update was an overview of the Department's Brand Tool Kit. The goal of the Brand Tool Kit is to ensure that any and all communications about the Department is consistent in tone, style and messaging. The Department is looking to demonstrate that it is an agency with all programs working together to help achieve strategic goals. The Brand Tool Kit includes a revised and standardized Department logo to be implemented by the first of January 2018.

Customer Service Branch Chief Rachael Gottlieb discussed the Department's Marketing Team Plan to develop marketing practices that will create revenue streams for maintenance and enhancement of the Department's functions and growth. The Plan calls for a dedicated sales and marketing team to provide marketing research and framework to support informed marketing decisions and create a marketing plan tailored to the agency's target markets, strengths and opportunities. The Marketing Team would develop a marketing plan and a marketing budget. Currently, the Department is spending less than 1% on marketing efforts and does not have

measures in place to track any returns or a structure to ensure marketing needs are being met. The Department's success, as with almost any business, depends on successful marketing. The Department will include marketing budget recommendations to the Commission in the Department's budget proposal in March.

(4) Region Boundaries

Community Engagement Administrator Pat Barber led discussion of current regional boundaries to determine whether adjustments are warranted. Field Operations Division staff have been evaluating and discussing the pros and cons of making potential adjustments. A number of administrative issues associated with the current regional boundaries have been identified, but could be handled through regional coordination and do not necessarily justify re-alignment. However, some issues related to employee duty posts and serving the communities warrant additional consideration. Field Operations staff will continue to discuss and evaluate the issues and will make a recommendation to Executive Staff in 2018 and to the Commission at the next workshop.

(7) OGT Rewards

Law Enforcement Branch Chief Gene Elms discussed potential options for rewarding those who report wildlife violations. Discussion included authorizing tags, bonus points and enhanced cash payments as rewards. Currently, the Department offers a cash reward of \$250. Increasing the cash reward was also discussed. Mr. Elms provided data from other states (Colorado, Utah and Washington) that have varying programs authorizing tags, bonus points or cash as rewards. The rules that govern the programs for these other states were reviewed and discussed, as well as the benefits of their programs.

(6) Public Records

Customer Service Branch Chief Rachael Gottlieb discussed protecting the privacy and personal identifying information of Department customers as it relates to commercial public records requests. The Department has been working on marketing and advertising solutions for commercial profit and nonprofit public records requestors. Potential solutions include marketing on the Department's website as well as other venues and opportunities. The Department has recently developed a private partner policy and an advertising agreement. Ms. Gottlieb further discussed the policy and agreement with the Commission, as well as potential advertising rates. The Department plans to present a recommendation to the Commission at the December Commission meeting.

(2) Strategic Plan

The Department's Wildlife Planner Clay Crowder provided a draft of the Department's Wildlife 20/20 Strategic Plan. The Strategic Plan outlines the Department's goals and strategies, wildlife conservation and recreation lines of business, and essential functions. It is required by state and federal statute that each state agency provide a Strategic Plan on their websites. Mr. Crowder discussed several updates in the Strategic Plan, including economic trends, license sales and protecting intellectual property. The updated Strategic Plan will be placed on the Department's website in December.

(3) Article 3 Update

Field Operations Assistant Director Craig McMullen provided a summary and discussion on proposed changes to the definitions for Developed Water Source and Point Source Water found in Article 3. The proposed definition for Developed Water Source is: Developed water source means any man-made structure or receptacle, whether developed or placed, that collects or stores water with the primary purpose of providing water to wildlife or livestock. The use of and definition of Point Source Water will be discontinued. The proposed rule language will be as follows: A person shall not use any trail camera for the purpose of taking or aiding in the take of wildlife within one-fourth mile (440 yards) of the outer perimeter of a developed water source. The proposed language is clear, concise, and enforceable. Man-made structures/receptacles are strategically placed for wildlife use and are more accessible to the public, which perpetuates the use of trail cameras on those structures/receptacles resulting in fair chase issues and increased conflict with the public. The Department will be presenting this and other proposed Article 3 recommendations for the purpose of discussion only at the December Commission meeting.

(8) Guide Licenses

Special Assistant to the Director Kent Komadina led discussion on guiding and guide licenses. Copies of statutes and rules pertaining to guides were provided. Discussion included insurance, contracts and a potential guide committee. The Commission suggested that the Department continue to evaluate guide issues, explore potential solutions, and add the Commission's suggestions to the Article review file.

(5) Funding for Habitat and Public Conservation Education

Terrestrial Wildlife Branch Chief Josh Avey discussed the special big game tags, including the revenue they bring in and the rules governing the process. Mr. Avey provided a revised special big game license tag agreement for discussion. Mr. Avey will work with Assistant Attorney General Jim Odenkirk on additional language revisions to the agreement.

* * * * *

2. Executive Session

Chairman Ammons called for the Commission to meet in Executive Session in accordance with A.R.S. § 38-431.03 (A)(3) and (4) for the purpose of discussion and consultation with legal counsel. The Commission was in consensus.

* * * * *

Chairman Ammons adjourned this meeting.

* * * * *

Meeting adjourned at 5:15 p.m.

* * * * *

* * * * *

Saturday, November 4, 2017

* * * * *

The Commission did not reconvene on Saturday, November 4, 2017. All workshop items and discussions were completed on Friday, November 3, 2017.

These minutes were approved by the Commission at the December 1, 2017 Commission meeting.

A handwritten signature in black ink, appearing to read 'J. Ammons', is written over a horizontal line.

James R. Ammons, Chairman