

Minutes of the Workshop Meeting of the
Arizona Game and Fish Commission
Saturday, May 6, 2017, 9:00 a.m.
Horseshoe Ranch Wildlife Area
22600 E. Bloody Basin Road
Mayer, Arizona 86330

PRESENT: (Commission)

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

(Director’s Staff)

Director Larry D. Voyles
Deputy Director Ty E. Gray
Assistant Attorney General Jim Odenkirk
Assistant Attorney General Linda Pollock
Assistant Attorney General John LeSueur

Chairman Madden called the workshop meeting to order at 8:00 a.m. This meeting followed an agenda dated May 3, 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.

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1. Discussion of (1) Department Marketing Strategy, (2) Scorecard Review and EEC Update, (3) Rewards for Reporting Wildlife Violations (4) Commission Policies, and 5) Commission Meeting Dates/Locations for 2018.

Presenter: Ty Gray, Deputy Director

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

Department Marketing Strategy

Customer Service Branch Chief Rachael Gottlieb discussed the Department’s 2017 outline for marketing, including exposure through wildlife conservation efforts and outdoor recreation opportunities, current and potential new merchandise and services, maximizing customer value, and strategic direction. Point Guard, Point Recovery and pricing was also discussed.

Tony Guiles, Assistant Director of Information, Education and Wildlife Recreation Division, discussed Department branding, including the Department’s logo. There are several different versions of the Department logo throughout the regions and at headquarters that have developed over many years. The Department is currently working to replace all the variations with one logo that is easily recognizable to the public. This process will take six to twelve months.

Information Systems Branch Chief Doug Cummings discussed protecting the Department’s intellectual property. Discussion included patenting and licensing several types of programs developed by the Department and how they could potentially become new revenue streams. The Department has formed a Business Planning Team and are developing a list of potential ideas.

Scorecard Review and EEC Update

Mr. Gray provided an FY 2017 Agency Performance Bowling Chart and briefed the Commission on the results, which included Breakthrough Metrics, Operational/Sustainment Metrics and Statewide Reporting Metrics for the Department. Discussion included the development of a baseline and tracking system for growth and structure. Mr. Gray also provided a briefing on the results of the recent Employee Engagement Conference in which employees participated in evaluating several Department processes on whether the process should be discontinued, improved or continued as is.

Rewards for Reporting Wildlife Violations

Law Enforcement Branch Chief Gene Elms discussed potential options and various scenarios regarding rewards for reporting wildlife violations. Discussion included Colorado and Utah's Tags for Tips programs and Arizona's reward payment rule R12-4-116. The Department will make a presentation on several options for Commission consideration at a future Commission meeting.

Commission Policies

There were no questions or discussion for this topic.

Meeting Dates/Locations for 2018

Kent Komadina, Special Assistant to the Director, presented options and discussed potential 2018 Commission meeting dates with the Commission. The Department will present proposed 2018 Commission meeting dates at the June Commission meeting for review and approval.

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Meeting recessed for lunch at 12:00 p.m.

Meeting reconvened at 1:00 p.m.

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2. Executive Session

Chairman Madden 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.

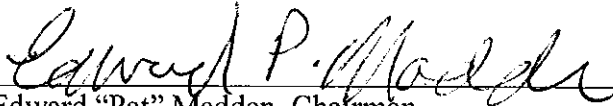
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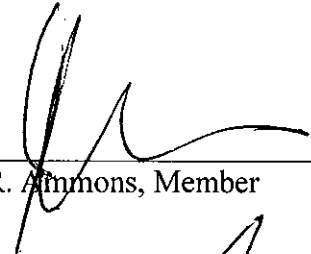
Chairman Madden adjourned this meeting.

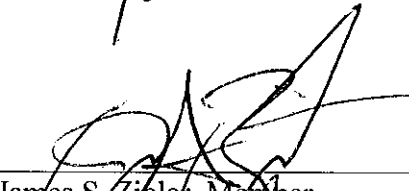
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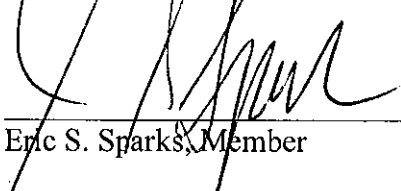
Meeting adjourned at 6:00 p.m.

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Edward "Pat" Madden, Chairman

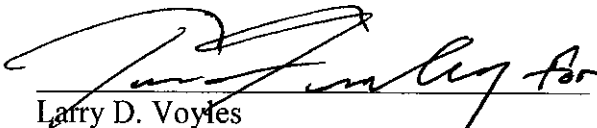

James R. Ammons, Member


James S. Zieler, Member


Eric S. Sparks, Member

Kurt R. Davis, Member

ATTEST:


Larry D. Voyles
Secretary and Director