

**Finance, Audit and Compliance Committee
Meeting Minutes
Board of Game and Inland Fisheries
4016 West Broad Street
Richmond, Virginia 23230**

December 2, 2009, 10:00am

Present: Mr. John Montgomery, Jr., Chairman, Dr. William T. Greer, Jr. and Mr. Brent Clarke, III; **Director:** Robert “Bob” W. Duncan; **Chief Operating Officer:** Matt Koch; **Senior Leadership Team:** Ray Davis, Charlie Sledd, Larry Hart, David Whitehurst and Captain Mike Clark.

The Chairman welcomed everyone and called the meeting to order at 10:00am. A quorum was present for this meeting.

Approval of the October 7, 2009 Committee Meeting Minutes: The Chairman called for a motion to approve the October 7, 2009 Committee Meeting Minutes. **Dr. Greer made the following motion: I hereby move the minutes of the meeting be approved as submitted. Motion Seconded by Mr. Clarke. Ayes: Montgomery, Greer and Clarke.**

2010 Legislative Update: The Chairman called upon Mr. Charlie Sledd to provide an update on the Agency Legislative Proposals for the 2010 General Assembly. Mr. Sledd indicated that seven of the nine agency proposals had moved forward. The next step is to coordinate with the Cabinet Secretary to identify patrons for these bills. While a number of prefiled bills have already appeared on the Legislative Information System for the 2010 session, none are related to DGIF activities and programs. Mr. Sledd indicated that the Virginia Safe Boating Alliance has continued its work on the Child Life Jacket Law and that the agency will provide information if this piece of legislation is introduced during this session.

A brief discussion was held by the Committee and Staff. Mr. Montgomery thanked Mr. Sledd for his report.

Financial Review (July-October). The Chairman called for the presentation of the Agency’s Financial Review. Mr. John Moore gave the following presentation:

- Revenue is over projection
 - Primarily due to timing differences in Hunting License collections
 - Boating revenue and Watercraft Sales and Use tax continue to track downward
 - Projected revenue as of October is up by \$1.5 million
- Expenditures are below budget
 - Mainly due to delays in Capital Programs
 - Personnel cost slightly over budget (health insurance increased)
 - Other operational budget items have sufficient surplus to cover personnel cost

Mr. Moore also covered the net income by fiscal year; net income projections and budget to actual by Divisions as of October 31, 2009.

A brief discussion was held by the Committee and Staff. Mr. Montgomery thanked Mr. Moore for his presentation.

Small Purchase Charge Card Report: The Chairman called upon Mr. Moore to present the Small Purchase Charge Card Report. The Agency SPCC Committee completed its review of the SPCC Cards for September. The Committee identified that 2 purchases over \$2500.00 had documentation and approval issues. Training Continues with staff and division directors to correct these types errors.

A brief discussion was held by the Committee and Staff. Mr. Montgomery thanked Mr. Moore for his presentation.

Federal Audit Update: The Chairman called upon Mr. Moore to present the Federal Audit Update. The US Fish and Wildlife Service is conducting their 5 year Audit. They are expected to be here for approximately 4 months. The auditors will also be conducting field visits as well. An update will be provided at the next meeting. An exit briefing will be conducted. The Committee Chairman requested Mr. Moore to notify him and the Board Chairman when the date has been set for this meeting.

Media Services Quarterly Report (July-September). The Chairman called upon Mr. Lee Walker to present the Media Services Quarterly Report. Mr. Walker gave the following presentation:

In the first quarter of FY 2010, approximately 124 media inquiries/interviews were fielded by the Media Relations Coordinator. Some of the major issues included Operation Dry Water, a boating under the influence enforcement operation; the proposed elk regulation amendment; the new Youth Deer Hunting Day and the beached whale in Gloucester. During this quarter, 14 news releases were distributed to Virginia outdoor writers and mainstream news media on such topics as: Early Migratory Game Bird Hunting Regulations; Reminder that deer feeding is illegal September 1 through the first Saturday in January and the Duck Stamp winner announcement.

Six editions of the *Outdoor Report* were published on schedule, bi-monthly the second and fourth Wednesdays of each month during this quarter. The *Outdoor Report* subscription list has grown from 16,000 subscriptions in December 2008, which it was first launched, to 23,200 which was the distribution for the September 23rd edition. The increase is largely due to an email promotion in January 2009. Continued growth is a result of ongoing subscription promotions such as at the outdoor shows and on the agency website. Feedback from readers continues to be extremely positive.

The **2009-2010 Hunting & Trapping, Dove Regulations, and Migratory Waterfowl Regulations** were published during this quarter; **800,000** copies are in the process of being distributed to the 650-plus license agents. As a cost savings measure, both publications include advertising inside/outside back cover and inside front cover. These efforts, collectively, reduce overall printing and shipping costs.

The **2010 Virginia Wildlife Calendar** was printed and is now available for sale. In an effort to increase sales, the starting date for the calendar was changed. Instead of beginning with September, the Calendar now begins in January. The Virginia Wildlife Calendar is an ongoing project that requires research, design, printing and distribution. Each year over 45,000 are sold and distributed nationwide. Complimentary copies are distributed to schools and special partner organizations.

VDGIF Public Relations personnel with assistance from Complementary Work Force and Hunter Education volunteers and support from agency regional managers coordinated exhibits at several major outdoor shows. The listed included: the 2nd Annual Virginia Outdoor Sportsman's Classic; the 26th Annual Virginia Outdoor Sportsman's Show; Youth Hunting Seminars/Exhibits at Bass Pros Next Generation Weekend Event; the 70th West Regional Big Game Contest and the 70th East Regional and State Big Game Contest.

The Video Production Section continues to stay busy with the following projects for the quarter:

- Field video shoots have begun for the Quail Action Plan Video with a target completion date of June 2010
- Work continued on a new website video project "DGIF 101" instructional videos. Fly fishing instructional videos were shot this quarter
- VDGIF Apprentice Hunting License and Treestand Safety public service announcements (PSAs) were produced featuring Outdoor TV hosts Lee and Tiffany Lakosky from "The Crush" hunting show.
- Provided "A Look Outside" video series to Shentel Cable TV for broadcast in the Shenandoah Valley.

The Website continues to be the home to approximately 3,800 pages including many web-based applications that enable customer transactions and public input. During 2009, the Department's website received over 17 million page views from more than 1.5 million visitors.

Mr. Walker said since launching the streaming video service on the VDGIF website in late 2007, 20 videos have been made available, receiving more than 125,000 views in total. This is an increase from 116,000 views late last quarter.

Mr. Walker reported on the 2009 Lapsed Angler Direct Mail Marketing Program. The Recreational Boating & Fishing Foundation (RBFF) again partnered with the Virginia Department of Game and Inland Fisheries (VDGIF) in 2009 as part of a national effort with thirty-two state fish and wildlife agencies to implement a direct mail marketing program targeting resident lapsed anglers to increase fishing license sales.

The program included two separate direct mailings with coinciding local radio advertising and national print and online advertising. On April 2, 2009, 75,000 lapsed anglers were sent a postcard with a message encouraging them to once again become active anglers. On May 18, 2009, a second postcard was sent to those anglers who had not yet purchased a license.

The size of the final reconciled mailing list was 70,198, after accounting for anglers who bought a license prior to receiving the mailing. Of the 70,198 lapsed anglers, 10,666 purchased a fishing license during the evaluation period. These 10,666 anglers purchased 10,798 total licenses (fish/trout). The program respondents generated \$190,901 in gross license sales revenue during the evaluation period. The VDGIF and RBFF invested \$74,141.48 in the program, resulting in net revenues of \$116,759.52.

In May 2009, the VDGIF was notified by the National Shooting Sports Foundation that it had been awarded a \$79,000 one year grant. The overall purpose of the NSSF/DGIF Lapsed Hunter Grant is to develop a communication or outreach program/projects to recruit lapsed hunters. During this quarter, three focus group meetings were held in Northern Virginia, Chesapeake and the Roanoke/Rocky Mount area to determine the direction of the analysis, assure that goals and objectives are being met, and to develop an action plan for the overall marketing plan. Results of

the focus groups will be available in November and will be key to the development of an in-depth telephone survey.

VDGIF's Boating Safety Education Coordinators has been preparing materials and providing information to the public to implement the new Boating Safety Education requirement that went into effect July 1, 2009.

The new lifetime Virginia Boating Safety Education Card is now available and is being advertised on the website. To date, we have sold more than 400 cards generating more than \$4,000.00.

The Boating Safety Education staff continues to work with DGIF partners, United States Coast Guard Auxiliary and the United States Power Squadron, to provide classroom courses throughout the Commonwealth. This year approximately 200 classroom courses have been held. We also continue to work cooperatively with 4 internet course providers. Compared to 2008 there has been a 52% increase in the total number of people taking Boating Safety Courses. To date, there has been a total of 5,303 classroom courses taken, compared to the 3,763 in 2008; and 4,836 internet (online courses) in 2009, compared to 2,882 in 2008.

A brief discussion was held by the Committee and Staff. Mr. Montgomery thanked Mr. Walker for his report.

The next meeting will be held on Thursday, January 21, 2010 at 10:00 am.

There being no further business the meeting was adjourned at 9:50am.

Respectfully submitted,

Beth B. Drewery