

Minutes of the Workshop Meeting of the  
Arizona Game and Fish Commission  
Saturday, May 5, 2018  
Hualapai Mountain Resort  
4525 Hualapai Mountain Road  
Kingman, Arizona 86401

PRESENT: (Commission)

(Director's Staff)

Chairman James R. Ammons  
Commissioner James S. Zieler  
Commissioner Kurt R. Davis  
Commissioner Leland S. "Bill" Brake

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

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Chairman Ammons called the workshop meeting to order at 8:00 a.m. This workshop meeting followed an agenda dated May 2, 2018. With the exception of an Executive Session, this workshop meeting was an informal roundtable setting for discussion and informational purposes. Several members of the public and Department staff were in attendance. The Commission took no action during this meeting.

Commissioner Eric S. Sparks was not present.

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### 1. 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.

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2. Discussion of (1) Department Marketing Strategy and Branding, (2) Funding for Habitat Projects and Public Conservation Education, (3) Protecting State Authority to Manage Wildlife, (4) Future Meeting Days, Dates, Times and Locations, (5) Emerging Wildlife Conservation Issues, (6) Real Property Issues.

**Presenter:** Tom Finley, Deputy Director

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

### (2) Funding for Habitat Projects and Public Conservation Education

Jim deVos, Assistant Director of Wildlife Management, provided a briefing on Special Big Game License Tags (SBGLT). The briefing included an overview of the history of the SBGLT program since its inception in 1984, the revenue it has raised that has been dedicated to wildlife

management, examples of conservation projects, and the establishment of the Habitat Partnership Committee that identifies projects and directs SBGLT spending.

Pete Cimellaro with Conserve and Protect Arizona briefed the Commission on a proposed Conservation Education Program and funding framework that would be similar to the SBGLT program and would have a committee similar in function to the Habitat Partnership Committee.

Several public attendees discussed Mr. Cimellaro's proposal with the Commission.

The Commission requested this item be brought back to a regular Commission meeting for further discussion and consideration.

#### (1) Department Marketing Strategy and Branding

Tony Guiles, Assistant Director of Information, Education and Wildlife Recreation Division, provided an update on the Department's progress on its new Brand Tool Kit. The new branding has been initiated and is doing well. The Brand Tool Kit will ensure that 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.

Pat Barber, Community Relations Administrator, briefed the Commission on projected FY 2018 revenue projections, which included revenue sources, progress towards long-term goals, and potential new revenue with dealer commissions added. The Department will provide the Commission with a long-term strategy update in the next few weeks.

Discussion included funding needs for maintaining the status quo for the next 7-10 years and various potential revenue streams, including technology and marketing.

#### (3) Protecting State Authority to Manage Wildlife

This item was not discussed.

#### (4) Future Meeting Days, Dates, Times and Locations

Kent Komadina, Special Assistant to the Director, led discussion of potential 2019 Commission meeting dates. Commission comments included avoiding holiday weekends, possibly moving the Commission Awards Banquet to coincide with the Department Expo in March, and possibly holding the Yuma meeting in September instead of February. The Department will review the suggestions and provide potential options to the Commission at the June Commission meeting.

#### (5) Emerging Wildlife Conservation Issues

The Commission and Department staff discussed several topics including the following:

- Wildlife waters and shrinking rancher allotments: Discussion included that the Department needs to reach out and thank ranchers for keeping waters turned on for wildlife; The Department's Landowner Relations staff and Wildlife Managers will move quickly to reach out to ranchers with the dry and hot season approaching

- Access: Discussion included relationship building between hunters, ranchers, and Wildlife Managers; the Department will continue to reach out to ranchers to let them know about the Department's Landowner Compacts.
- Wolf budget: Discussion included Mexican wolf management and budget. Also discussed was the need for outreach and education. The Department is receptive to additional ideas for outreach and education.

(6) Real Property Issues

Jim deVos, Assistant Director of Wildlife Management, led discussion on the Department's evaluation of property from a wildlife standpoint. The Department's Land and Water Program Supervisor Jim Ruff participated in the discussion and briefed the Commission on the pros and cons of fee simple acquisitions and conservation easements.

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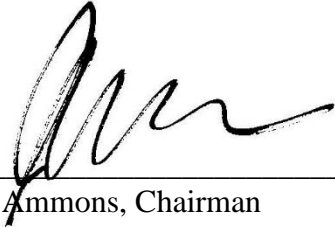
Chairman Ammons adjourned this meeting.

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Meeting adjourned at 12:30 p.m.

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These minutes were approved by the Commission at the June 8, 2018 Commission meeting.

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

James R. Ammons, Chairman