

Draft Meeting Minutes
Education, Planning, and Outreach Committee
Board of Wildlife Resources
7870 Villa Park Drive, Board Room
Henrico, VA 23228

August 19, 2026

2:30 pm

OR

Following adjournment of the Law Enforcement Committee

Present: Mr. Lynwood Broaddus, **Chair**, Ms. Marlee Dance, **Vice Chair**, Ms. Laura Walters, **Mr. Will Wampler**, (V), **Absent:** Mr. George Terwilliger; **Board members present:** Mr. Jon Cooper, Mr. James Edmunds, Mr. Cyrus Baird; **Executive Director:** Mr. Ryan Brown; **Deputy Directors:** Ms. Becky Gwynn and Mr. Darin Moore; **Director's Working Group:** Ms. Stacey Brown, Mr. George Braxton, Ms. Shelby Crouch, Mr. Paul Kugelman, Mr. Bob Smet, Mr. Mike Bednarski, Mr. Michael Lipford.

The Committee Chair called the meeting to order at 3:00 pm and welcomed everyone to the meeting. The Chair noted for the record that there was a quorum present for the meeting.

Approval of the May 20, 2026, Meeting Minutes: The Chair called for a motion to approve the May 20, 2026, Committee meeting minutes. Ms. Walters made a motion to approve the minutes of the May 20, 2026 committee meeting. It was seconded by Ms. Dance. Ayes: Broaddus, Dance, Walters, Wampler

Public Comment – Non-Agenda Item: The Chair called for Public Comments on Non –Agenda Items.

- Mr. Raymond Carter spoke regarding Education and Outreach, getting hunters in the woods.

Printed Products Update: The Chair called on Ms. Molly Kirk for an Update.

Ms. Kirk gave an update on the Hunting Regulations, Fishing Regulations, Boating Regulations, and how these Regulations have been implemented with a Cost reduced, designed in house, with a simplified format and focused on season dates. These Regulations are on the DWR website for deeper and further review if our customers need it.

After comments and questions, the Chair thanked Ms. Kirk for her informative update.

Outreach Events Update: The Chair called on Ms. Kelsey Steenburgh for an Update.

Ms. Steenburgh gave an update on Events for this past year that Outreach participated in or planned, with staff, partners, volunteers, in classes and workshops....

- DWR website 78,649 Views
- Emails 876,000 Contacts
- Social Media 3,100,097 Impressions
- Participants 55,000 Participants
- Events 800 Events

After comments and questions, the Chair thanked Ms. Steenburgh for her awesome event update .

Outreach Division Update: The Chair called on Mr. Smet for an Outreach Division Update.

Mr. Smet reported on :

Falcon Banding Raffle 2026 Amy highlighted the Falcon banding raffle in her report. On the financial side, this year's Raffle raised nearly \$24K to support DWR's work.

DWR also partnered with Triple Crossing Beer to host the second annual Fledge Fest on Saturday, June 20th. The event celebrated Richmond's beloved falcon chicks. DWR had multiple kids' activities, sold over \$500 in merchandise, and was onsite to talk to the public about the falcons. This event also marked the release of "Fledging" beer - a portion of whose sales proceeds support DWR's work. Staff from multiple divisions supported the event including Nongame, Boating, and Aquatics.

Free fishing days

June's Free Fishing Days connected the public with fishing opportunities across the Commonwealth. We had 600 total participants participate in four events. A total of 191 surveys were collected at those events. Thanks to Mallory and human dimensions for their work.

When looking respondents, about 26% were active anglers, 47% were lapsed anglers, and 27.0% were new anglers. This is encouraging - free fishing days is intended to recruit anglers and re-engage former anglers. Based on survey results over 50% of those trying fishing that day intended to buy a license after the event.

This year, the public has a second chance to try free fishing days – we'll again be encouraging the public to wet a line September 25 - 27. Look for more information on that soon.

Family Weekend at Green Top Sporting Goods: DWR along with Green Top Sporting Goods and the Ward Burton Wildlife Foundation hosted Family Fun Day on Saturday, June 20th at Green Top. The family-friendly event was well-attended by the public. As part of the event

DWR had multiple archery ranges available for the public to shoot at including Hoverball and a 3D range. Conservation Police Officers also attended with K9's Reese, Atlas, and Ranger.

Site visit with Devils Backbone and DWR. On July 21 DWR staff from Outreach, Wildlife, and Lands and Access met with Devils Backbone at the James River Wildlife Management Area. The purpose of this was to explore the property and highlight the work that's been done in partnership with Devils Backbone funding. The group concluded the site visit by visiting Devils Backbone's Basecamp in Nelson County. Over the last four years, the Devil's Backbone partnership has provided \$43,000 to support DWR's projects. Kelsey Steenburgh is heading discussions on the renewal of that agreement.

Explore the Wild 2.0 Since the start of the public beta test in June, Explore the Wild 2.0 has received almost 16K views. We received detailed feedback from nearly 100 individuals, helping to ensure that Explore the Wild works well on a broad range of devices.

Fishing has been the most searched activity, with 44% of the total, followed by hunting at 24%. Camping in third, with 8%. Hiking, paddling, and wildlife viewing were all tied at 7%, while power boating accounted for about 4% of searches. Seasonality often influences the most-searched activities, particularly in terms of hunting and fishing.

65% of users were visiting the application from within Virginia.

Although we will continue to solicit feedback from the public, Explore the Wild 2.0 is moving out of the beta testing period, alongside the complete retirement of the original version.

New E-store Merchandise

Happy to announce the P. Buckley Moss prints discussed earlier in the year are now available in the e-store. Thanks to Ms. Walters for her assistance.

I've brought a few examples of new store merchandise - Fox, Falcon, T-shirt, Print – props (Nate Morreti the artist – also did our bat design for Restore the Wild - \$500)

Looking toward bringing fall apparel online, including the bat T-shirt (which sold out) in time for Halloween, and some of our most popular hats.

The Chair thanked Mr. Smet for his Division update.

Director's Report: The Chair called on Mr. Ryan Brown for his Director's Report.

- Nice job by Kelsey and Molly, tremendous value from Outreach Division
- Continued gratitude to Bob and his staff

The Chair thanked Mr. Brown for his report.

Chair's Report: The Chair commented he is very impressed with Outreach staff and all their work, and told them, "to keep it up, it makes us look good"!

Additional Business/Comments:

The Chair asked if there were any further business or comments, hearing none, she announced the next EPO meeting would be Wednesday, October 21, 2026, and adjourned the meeting at 3:25 pm.

Respectfully submitted,
/s/ Frances Boswell