

MISSISSIPPI COMMISSION ON WILDLIFE, FISHERIES, & PARKS

Monday, February 3, 2014

9:00 AM

Quail Ridge Lodge, Louisville, MS



MINUTES OF THE MEETING

PRESENT: Chairman John C Stanley IV, Commissioners Bryan Jones, Charles Rigdon, and Clay Wagner.

ABSENT: Commissioner William "Billy" Deviney.

Among the MDWFP staff attending were: Robert Cook, Deputy Executive Director; Larry Pugh, Jason Thompson, Col. Steve Adcock, Ed Penny, and Doug Mann, Special Assistant Attorney General. Via telephone: Dr. Sam Polles, Executive Director.

Chairman John C Stanley IV welcomed Senator Giles Ward, Chairman of the Senate Wildlife, Fisheries, and Parks Committee, and Representative Scott Bounds, Chairman of the House Wildlife, Fisheries, and Parks Committee.

MINUTES

ACTION: Upon motion made by Commissioner Rigdon and seconded by Commissioner Jones, the minutes of January 15, 2014 were unanimously approved as presented.

TODAY'S AGENDA

ACTION: Upon motion by Commissioner Wagner and seconded by Commissioner Jones, today's agenda was unanimously approved as presented.

PUBLIC COMMENTS

There were no members of the general public who wished to comment on agenda items.

LICENSE SALES REPORT

License Report

Mr. Jason Thompson, License/Boat Registration Division Director, presented the following January 2014 License Sales Report.

- January was a very good month with total dollar sales exceeding \$140,000 compared to last year.
- Even though the Resident License and Sportsman's License sales are down 1%, this indicates an upward trend compared to the previous two months. The Marketing Division emailed notices to hunters with expired licenses two months ago which may have contributed to sales.
- Recreational Boating and Fishing Foundation will be sending out reminders to anglers with expired licenses. This should increase Resident License sales.
- Non Resident license sales are up over \$250,000 with the biggest increase coming from Louisiana residents (over \$166,000). An email blast went out two months ago to nonresidents and this may have encouraged a response.
- Lifetime license sales are down
- Other Licenses category (paddlefish & alligator) is up 8%

MARKETING

Mr. Ed Penny, Director of Conservation Programs, introduced Lacy Kuhn, Marketing Coordinator. Kuhn outlined the marketing and communication plan for 2014. Ms. Kuhn noted that agency marketing efforts have traditionally consisted of campaigns directed at specific user groups to increase license sales, and/or special promotions. Now the marketing effort is changing to include a comprehensive effort to educate the public on the agency's overall role in the conservation of natural resources.

The marketing plan includes video and print advertising which will help the public identify themselves as conservationists. Once the public can picture themselves as conservationists, the more they will support it. Marketing promotions will thank hunters and anglers for their contribution to conservation efforts as well as passing along tradition. The long term goal is to overcome public apathy, increase support, and acquire a long time funding source for the agency.

FISHERIES

Mr. Larry Pugh, Fisheries Bureau Director, presented the following for Commission consideration and approval. No comments were received.

FINAL Rules (40 Miss. Admin. Code Pt. 3 Chap. 3):

Rule 1.3 – Regulations Regarding Sport Fishing

Rule 1.4 – Statewide Creel Limits

Rule 2.1 – Regulations Regarding State Fishing Lakes

ACTION: Upon motion made by Commissioner Jones and seconded by Commissioner Rigdon, the FINAL Rules above were unanimously approved.

LAW ENFORCEMENT

Citation Report

Col. Steve Adcock, Chief of Law Enforcement, reported that citations are up with 171 issued in the North Region; 166 Central, and 168 South. Deer hunting accidents have been lower this year with two fatalities and two critical accidents.

OTHER BUSINESS

Duck Season Report

Chairman Stanley requested a report on duck and deer season this year. Ed Penny, Director of Conservation Programs, stated that duck harvest was high on WMAs this year, plus there were very few complaints. An aerial survey depicted a million ducks in the Delta. A report on deer season will be provided at another time.

TENTATIVE MEETING DATES

- **March Meeting** – Thursday, March 6, 2014 – 2:00 p.m. @ Paul B. Johnson State Park, Hattiesburg
- **April Meeting** – Wednesday, April 16 – Time TBA @ 1505 Eastover Drive, Jackson
- **May Meeting** – Wednesday, May 21 – Time TBA @ J.P. Coleman State Park, Iuka
- **June Meeting** – Wednesday, June 18 – Time TBA @ 1505 Eastover Drive, Jackson

EXECUTIVE SESSION

ACTION: Upon motion made by Commissioner Rigdon and seconded by Commissioner Jones, the Commission voted unanimously to close the meeting to determine the need for Executive Session. The Commission determined that Executive Session was needed for discussions regarding the relocation of a business or industry and ongoing investigations. Upon motion made by Commissioner Wagner and seconded by Commissioner Jones, the Commission voted unanimously to enter into Executive Session.

Robert Cook updated the Commission on a matter currently pending in the Legislature which would allow the agency to divest itself of certain property. The update was for informational purposes only and no action was required of the Commission.

Colonel Steve Adcock provided a brief update on ongoing enclosure investigations in south Mississippi. No action was required of the Commission.

There was no other business for discussion in Executive Session.

Upon motion made by Commissioner Wagner and seconded by Commissioner Jones, the Commission voted unanimously to end Executive Session and open the meeting.

ADJOURNMENT

There being no further business to discuss, Chairman Stanley gaveled the meeting into adjournment.



John C Stanley IV, CHAIRMAN

Date

Bryan Jones, VICE-CHAIRMAN

Date