

NORTH DAKOTA
SPORTFISHING
CONGRESS

P.O. BOX 2472 • BISMARCK, ND 58502

Special Meeting
Monday, February 8, 2021 • 7:30 p.m. via Zoom

Attendees: President Rich Brueckner, Vice President Ken Cumber, Past President Duaine Ash, Treasurer Jeff Herman, Secretary Marie Hoerner; Board/Club Members: Wayne Beyer, Tom Boerger, Ed Dosch, Rick Eagleson, Chad Engels, Terry Fleck, Rick Mohan, Keith Seidlinger and Keith Witt; Game & Fish Representatives Greg Power and Ben Holden; Lance Gaebe (lobbyist; Zoom host).

1. President Rich Brueckner called the meeting to order.
2. There was a discussion as to whether to hold the April 17, 2021 annual meeting and fundraiser at the AMVETS in Bismarck. Some of the members said they were going to hold events, while others either cancelled or postponed due to Covid. After further discussion, it was decided to move forward with the annual meeting and fundraiser on April 17th. Banquet and raffle tickets will be printed and distributed within the next couple of weeks and an ad will be put in the April Spring Fishing Edition of the Dakota Country Magazine. In addition, it will be put on social media and the ad will be emailed to all of the clubs to post on their websites and distribute to their members. The annual meeting will begin at 10:00 a.m., with the fundraiser social at 5:30 p.m. and dinner at 7:00 p.m.
3. Greg Power, Game & Fish Update
 - Update on Tournament Conservation Fees – Greg stated that the recent administrative rule change will now assess all tournaments the minimum of 10% toward a fishery conservation project – no exceptions; the intention is for all the conservation monies go back to the area where the tournament was held. He noted, they received a lot of disappointing, negative input from tournament fisherman (mostly from out-of-state). One common comment was the G&F is greedy; Greg reiterated all the conservation monies go back into the resource (the Department does not get any of these fees). Greg said the Department was not aware that some local Convention & Visitors Bureaus (economic impact in ND) bid and pay for tournaments to be held in North Dakota. For that reason, the Department has had discussions with CVBs and Tourism about proposing a reduction in the fee from 10% to 5%, plus \$5 per boat per day ... but nothing tangible right now thus there are no plans to change the fee from the current 10%. Greg will update the Congress if there are proposed changes.
 - Greg Power provided the following ANS and R3 update (including the attachment), saying: “Some questions were asked about ANS communications initiatives by the Department. The Game & Fish (including Ben and other staff) spent some time compiling a bit of information that I would like to share – 1) as you can see in the attachment, we are utilizing a LOT of venues addressing ANS messaging. As you can see, this is both a very intensive and extensive effort, 2) another question asked is why isn’t Jason Mitchell (JMO) the face of ANS prevention in ND. FYI, we hired JMO (and FOLS in the past) so they are not directly

connected with the Department. We thought and continue to believe having strong, preventative ANS messages originating from sources other than the Department provides more credibility to the seriousness of the matter. Unfortunately, we were not able to articulate this response last night. Nonetheless, Ben (and perhaps Greg Freeman who heads up our communications group) will discuss the merits of offering/using Jason in the national (May) ANS prevention week with the full AISC when they next meet, and lastly 3) since there is representation on the AISC from a number of other state agencies, at the next AISC meeting, Ben will share with them the need to see what their own agencies can do in help getting the word out with their constituency groups during the national (May) ANS prevention week.”

Terry Fleck said he checked with the League of Cities, the Association of Counties and he and Sara Otte Coleman had a discussion, as well as Doug Goehring, but his staff tried to explain that it was a Game & Fish issue. Terry explained to them what the future would mean if we don't take ANS seriously. It appears that ANS is not a concern, so it is up to the Congress and our clubs to lead the charge and Friends is here to do whatever you want to help. Chad Engels said in December he sent an email to Rich Brueckner, Greg Power and Terry Steinwand saying that Rep. Schmidt opened the door and he checked around on our behalf and said the Lieutenant Governor and State Water Commission are willing to meet with the Game & Fish if they request a meeting. The G&F was asked to contact the State Water Commission. Greg Power said the State Water Commission for many years have had discretionary money. Chad is going to resend the email. Terry Fleck suggested reaching out to Pat Fridgen at the Water Commission. Greg said the G&F isn't looking for money, but like Rich Brueckner said we need other partners like the Water Commission. Chad said he is willing to help with any discussions. Rich Brueckner said he will continue to work with Greg and Ben at G&F to see what can be done to kick-off the ANS week in May this year and possible a year in the future.

- Greg Power also provided the following R3 update, stating:
“I also mentioned about an important strategic meeting, we were having (and now have had) this morning regarding recruitment, reactivation and retention (R3) of anglers. This is a critical issue that deserves a lot of attention on many different fronts. To that end and if possible, I would like our R3 coordinator, Cayla Bendel, to give a brief R3 overview at the SFC April meeting. Further, we would like to engage you, as representatives of your local fishing clubs, in a brief discussion of your individual perspectives regarding what all we (GF) can do to help get more local fishing interest in your area (and club) as well as throughout the state. Lastly, Greg Freeman (again our communications leader) is willing to also attend and share with the group the various communication tools/approaches we now incorporate (I'm like many of you and am old school but recognize if we want to keep people fishing, etc. we need to sharpen our communication skills). Collectively, Cayla and Greg could take 45-60 minutes, if you can fit them into the agenda in April (and I will forgo my time talking fish!). Something for Rich and the executive committee to consider.”

4. Rich Brueckner mentioned that Marie Hoerner will be resigning her position as secretary after the April fundraiser, so we need to find a replacement. He also said that Lance Gaebe will be taking a position with the State of North Dakota at the end of May, so we will need to find someone to replace him for the next session.

5. At the annual meeting, there will be an election for Board members, so the Nominating Committee (Rich Brueckner, Ken Cumber) need to seek individuals to fill the open seats. If you are interested in a position or want to remain on the Board, let Rich know if you are willing to serve another term. Rich mentioned that his position of president is also up and doesn't plan to serve another 2-year term. Open positions are: President Rich Brueckner; Treasurer Jeff Herman (he has confirmed he would serve for another 2-year term); and board members Mike Anderson, Tom Boerger, Ed Dosch, Rick Mohan and Joe Solseng.
6. Lance Gaebe gave a legislative update:
 - HB 1425 – bill that would modify how the Legacy Fund (currently a \$8.1B fund) is invested. He said the bill would require that 20% of the new revenues to fund (30% of oil and gas tax) would have to be invested in ND-based projects (i.e. businesses, infrastructure).
 - HB 1464 to raise gas tax by 6¢ – presently 23¢
 - Registration fees for electric vehicles were also raised, since they don't use gas.
 - Electronic means of posting land and G&F gave examples. Passed the Senate unanimously.

Rich talked to Rob Holmes said at the Hatchery and he said they didn't anticipate any changes this year, but they may need help going forward if budgets are cut.

Greg Power said they hired Scott Winkelman as the new Chief Game Warden and told Rich he would be good to include in corresponding.

Meeting adjourned at 8:45 PM

Submitted By: Marie Hoerner

Date Submitted: February 13, 2021

NDGF Aquatic Nuisance Species Prevention Communication Efforts

Place digital ad buys related to the Aquatic Nuisance Species education campaign during the approximate timeline of April 20 - September 15, targeting resident and nonresident boat anglers fishing in North Dakota. The Game and Fish Department will be creating the artwork.

Place digital ad buys related to ANS prevention and education, targeting members of the watersports community during the approximate timeline of June 5 - August 20, targeting jet skis, wake board boats, canoes, kayaks, etc. The Game and Fish Department will be creating the artwork.

Place print ads at 24 total gas stations, which we will determine, in the cities of Devils Lake, Grand Forks, Fargo and Bismarck. Print ads will be in the form of gas station toppers during the timeline of May 1 - September 15. The Game and Fish Department will be creating the artwork.

All Over Media gas station signage at six stations in Detroit Lakes area June-August

Billboards

- Place two west bound billboards on ND Highway 2, between Grand Forks and Minot, related to general ANS prevention during the approximate timeline of May 1 - September 15. The Game and Fish Department will be creating the artwork.
- Update artwork on two existing Newman Signs (Fishing Theme); Locations Hwy 2 westbound past Grand Forks, I94 Valley City
- Off the Wall digital billboard (Hwy 10 near Walmart coming into Detroit Lakes on both sides) June-August

Traditional Print

- Good Life magazine June/ July (wake boat/ recreational boat message)
- Fishing articles with an ANS theme
 - o Destination Devils Lake
 - o Dakota Country

Radio

- KFGO Gone Fishing
- Fargo June/ July (Recreational Boat Message)
Enjoy your time on the water but remember that wake boats and recreational boats carry additional risks for illegally transporting undesirable aquatic nuisance species. Before your boat leaves the lift or lake, pressure wash all bilges and bladders with hot water for 25 seconds before draining. Keep our lakes clean and don't get fined.

Television

- JMO Q2 Fox Sports North
- JMO Midco 52 Weeks

Off the Wall restaurant signage (Detroit Lakes, Ottertail County) June-August; 18 locations

Social Media (30 second video)

- Instagram promotion targeting recreational boaters in Fargo, Detroit Lakes, Ottertail County
- Instagram Influencer

In addition to that listed above, the following are all part of our annual communication ANS work plans using 2020 as an example -

News releases

May 22 – Anglers do your part
June 1 – other states regs
July 8 – Lake LaMoure
Sept. 14 – boat docks/lifts
Sept. 16 – waterfowl hunters

GovDelivery (email, text messages to nonresidents)

Jan 3 – sticker required
May 19 – sticker required – specific to anglers
Sept 17 – sticker required – specific to waterfowl hunters/duck boats

Digital Marketing

Sept. 24 – Oct. 3 waterfowl hunters

Facebook, YouTube and Webcasts (air on same date)

Apr 30 – ANS update
June 2 – ANS awareness
June 25 – boat inspections (boosted post)
July 8 – Lake LaMoure
Sep 15 – boat lift and dock removal

Two-minute tv news segment

July 6 – boat inspections

NDO Magazine

January – ANS part of the 2019 year in review.
February – ANS violations tabulated as part of the enforcement division review
May – ANS Q&A with Ben
June – Preventing the spread of ANS in June BB
July – ANS ad in BB
July – ANS check station on back cover
August-September – Waterfowl hunter ANS Ad
August-September – Zebra mussels found in Lake LaMoure in BB
October – Waterfowl hunter ANS ad
October - Waterfowl hunters and ANS regs in BB
October – Water recreationists, property owners asked to help search for ANS in BB
November – Waterfowl hunters ANS ad

PLOTS Guide

Waterfowl hunters ANS ad

Print

Barnes County ZM Poster
LaMoure County ZM Poster
ANS Dock/Lift Brochure
ANS Trapper Brochure