



Hunter/Angler Advocacy Subcommittee Meeting Minutes  
February 22, 2024 ~ 9 - 9:50 a.m.

Attendees: Lani Kitching, Kelly Weyand, Brittni Ehrhart-Gemmill, & Tim Twinem

Notes:

- Reviewed ideas that were previously brainstormed
- Timing is important
- Strategy for this committee: to amplify the “science in the wild” messaging. To put our messages in front of hunters/anglers in strategic ways to create avenues to advocacy for hunter/angler audiences.
  - Goal: We want to get hunters/anglers on board with spreading “science in the wild messaging”

Potential Budget idea:

\$120,000 for now - June 30, 2024

July 1-2024-June 30, 2025, amount tbd

Moving forward (but need to distill for March presentation still):

- For the future or now: We want our advocacy audience (hunters/anglers) to account for (x) amount of media placements with agency. This will help constituents understand our message to further amplify our message.
- Augment designs geared towards hunter/angler
- Grassroots distribution of print flyers
  - Create print flyers or rack cards that council members can distribute to contacts, local shops/places where hunters/anglers are.
  - and/or hire service to drive flyers to targeted places
- Sharing via email lists, publications with partners groups
- Sponsoring hunter/angler events/small classes
- Creating 1-2 brewery events with our biologists/officers/aquatics.
  - Ways to promote to hunters and anglers
- Hire one temp staff member to coordinate all this work (9 months)

**For 2024-2025: We need to understand what is achievable for this group for this year.  
One more meeting to come up with final recommendation: Thursday, Feb. 29 at 9am via  
google meet.**