

Guide Logbook Advisory Committee

Meeting #2: Ellensburg Office, October 21, 2019

Introduction: Kelly Cunningham and Raquel Crosier welcomed the group and introduced new participants to the group. Meeting minutes from the September meeting were reviewed and approved.

Participants:

The following participants were present either in person or on the phone:

Robert Kratzer - Anglers Guide Service, Caleb Hitzfeld- CH Flyfishing, Randy Lato - All Ways Fishing, Patric Gaffney - Gaffney's Guide Service, Marc Bush -Twisted Waters Guide, Cameron Black- Gone Catchin, Doug Saint-Denis - 365 Charters, Toby Wyatt - Reel Time Fishing, Blake Merwin- Gig Harbor Fly Shop, Steve Joyce - Reds Fly Shop. WDFW employees – Kelly Cunningham – Fish Program Director, Chris Donley – Region 1 Fish Program Manager, Darren Freidel- Region 3 Fish Program Manager, Raquel Crosier – Fish Program Project Manager, Brian Lyon- Hatchery Complex Manager, Marc Divens- Regional Biologist, Tom Ryle- Sales & Marketing Manager, Kate Williams- Communications Consultant, Brodie Cox- IT Policy & Planning Manager, Jake Shapley- IT App Developer, Chris Nacey- IT App Developer, Leah Snyder- Administrative Assistant

REVIEW WORK PLAN:

The Committee reviewed the work plan developed during the first meeting and discussed priority tasks and timelines.

- The group talked about the goal of working on tasks that build trust and increase communication first, to create foundation for the harder more controversial topics.
 - Trust – the guides provided feedback on ways that the agency has lost trust in the past and best practices for earning it back.
 - Communication – guides talked about how the agency can improve communication with the guide industry by providing more details, earlier on *why* decisions are being made.
 - *The why* is especially important information for guides to hear as the agency launches this new logbook system. Why are we doing it? What information are we collecting? Why do we need and and how will it be used?.
 - The group talked about different marketing/ communication approaches that might be used to get the message out. Communication tools discussed included:
 - Use distribution list from public meeting sign-in sheets to get email out to guides alerting them of the new logbook requirement.
 - Include a distribution sign up on web page? There are ones for Columbia River Policy, E-Regs and Rulemaking, don't foresee an issue getting one for guides.
 - Include guide email on license renewal paperwork.

- Develop a video showing a guide filling out logbook & then showing an agency employee talking about why information is being collected and how it would be used. The group talked about using a production company or a couple of guides in the group that have experience filming short videos. Doug Saint-Denis and Toby Wyatt volunteered to help. Chris Donley offered to set up a call to script out the video.

REVIEW MESSAGE ON - WHY LOGBOOKS?

The group discussed in greater detail the message around the new logbook requirement and how the agency would use the data. They discussed the following critical uses of the data:

- To better understand the geographic distribution of guides in WA
- To understand guide demographics:
 - How guides utilize which fisheries/ what species are most important to guides
 - We know in 2018 we had 725 licensed guides/575 active guides – but don't know where guides are fishing, what times are year are most important or which fisheries are most important.
- Resource utilization – because we don't know anything about where guides fish, we don't have a sense of what species are most important or the biological impacts.
- Economics: knowing where guides fish would allow the agency to better understand and promote the local and statewide economic impact of the fishing guide industry.
- Utilization of Guide Industry by Recreational Anglers – there's a public perception that guides only clients are the wealthy elite. The agency wants to be able to show the variety of customers guides take and the role guides play in recruiting new anglers and drawing tourism into the state.
- This data will help the agency but also the industry.
- Anxiety around how data will be used – will it effect access? Will it result in regulatory change? Will it contribute (positively or negatively) to in season management?

IDEAS ON INDUSTRY STANDARDS/ INCREASED OVERSIGHT

The group discussed one of their big priority projects, improving the reputation of guides in Washington and increasing industry standards. The group discussed the below ideas for regulatory, law and administrative change:

- Standards requiring RCW change
 - Require random drug testing to become licensed guide – increase safety on the water.
 - Require proof of Washington insurance policy at time of licensing.
 - Raise insurance liability policy minimum amount to \$1M.
- Standards requiring WAC change
 - Proof that guide is paying sales tax in order to get license (Does this require WAC change?)
 - No guides can keep fish when in the act of guiding – reduce impacts, extend the season, improve reputation of guide industry.
 - Develop a guide admittance board – to review guide applications and approve license based on safety standards. Background checks, esp on F&W violations. (OR, MT and ID have review boards)

- Industry code of conduct and industry-driven conduct review/ reporting system. Could be done through board.
- Standards we can increase just with increased enforcement (already in RCW/ WAC)
 - Talk to enforcement about best ways to report and their protocols on checking coast guard licenses and guide licenses. Concern with whether they're checking in with guides frequently enough.
 - Increase enforcement of location of CG sticker.
- Standards requiring no change
 - Different stickers for those with and without coast guard license – to help with enforcement.
 - Improved reporting system for guides to report unlicensed guides.
- Next Steps
 - Check in on regulatory improvements that don't require law or rule change.
 - Raquel to talk to Kelly C and WDFW team re: annual wild salmon retention limit.
 - Raquel to pull one-day charter stamp RCW. Pull data on what the impact of reducing price for one-day trips going with guides. Compare charter and guide one-day licenses.
- Questions
 - Pull current revocation statutes and temporary suspension statutes.
- Enforcement questions
 - Ask about enforcement of trips that cross multiple waterbodies and duplicate entries.
 - Ask enforcement about how they plan to check for non-motorized vs motorized guide activity.

APP DEMO- BETA TESTING/FEEDBACK

The group spent a bulk of the meeting testing out the new logbook reporting application, getting updates from the development team and providing feedback on functions to include in the app.

- DEV team reminded GAC that this is the starting version. They are planning on sending out updates regularly (1-2x a week until launch).
 - Final version out mid-December at LATEST
- Fix tallying issues in fish counts.
- Make consistent between iPhone and Android:
 - Menu Tab
 - Formatting of fields and colors in iOS and android.
- Functions to add to the application:
 - Auto-populate water bodies by name, then also auto populate site code number only for those water bodies with more than one site code or where we don't have a site code
 - Save frequently used locations based on guide history so they are at the top of the waterbody list.
 - Pop-up before you submit that states "are you sure you're ready to submit?" and include a summary/ review screen that shows data so guides can look for mis-entries.

- Add function through “+” to either start new trip or duplicate client info for second trip.
- Build in ability to scan, settings, void, etc.
- ADD marine areas to app.
- Add comment field in app so guides can add other info regarding things they saw on the water, maybe add categories too (enforcement, facilities, other).
 - Maybe integrate with TIP reporting system in phase 2?
- Security – secure access Washington, email and guide license #
- Different catch areas are considered different trips. Possibility of adding a “pause trip” function?
 - Fishing a drift that is between two CRCs could be a potential problem.

PAPER LOGBOOK

The group discussed the paper logbook reporting tool and guides provided feedback to the WDFW team on how to design it to make it as easy as possible. Some of the feedback provided included:

- The agency could consider a guide logbook self-service drop box at popular launch areas to drop off paper logs?
- Don't use the catch record card paper or the commercial log paper – they're not great.
- Make the logbook 35 pages to account for flubs, damage, and can cover a full 31 day month
- Need at least 6 WILD ID spots – for at least six customers.
- On fish species - should be a box for "Other", with 3 "other" spots
 - We need to make the card hospitable to bass/walleye guides out there instead of "other"
 - Missing pink, chum and change king to Chinook
- Resident/non-resident is associated with WILD ID so don't need those columns
- App and paper should match for information collected, instructions, terminology, etc.
- Rather than columns to mark the species, use rows, just like the catch record card.
- Hatchery, wild, caught, released is all the boxes we need per species
- Compliance issues:
 - People can throw away paper if they don't get checked
 - Solved with our commercial reports. Stacks of paper forms are trackable - they have to turn them all in, blank or otherwise

LOGBOOK OUTREACH

The group discussed outreach and communication strategies for getting the word out about the new logbook requirement prior to Jan 1st 2020. The group provided the following feedback:

- Snail mail communications during license renewal
 - Letter to go out via license renewal
 - Info on the “why” should be upfront
 - Make it one page
 - Bullet points on what info to provide can be removed
 - Include the full WAC so guides can see the rule in full
 - Send cover letter & draft press releases out to GAC for comment/review

- Outreach to guide groups
 - o Committee members extending the app testing to other guides to vet
 - o Promotional video and how to video
 - o Include links, hashtags etc. on social media
 - o Sportsman Show: tag onto NWGA meeting
 - Handouts for meetings
 - Hit all the shows and talk to guides in each area

Wrap-Up

Future meeting schedules – The group decided to keep dates but move locations to have future meetings all held via Skype from Olympia with one eastside regional Skype option

Items for November meeting agenda –

- Meet R4/5 team and get updates on issues in those regions (Skagit, health of the Skokomish, Sturgeon fishery in N Sound – possible limited retention, Cowlitz),
- Feedback on Beta Testing
- Review paper logs back from printer
- Fisheries Forecasting Presentation