

PUGET SOUND RECREATIONAL FISHERIES ENHANCEMENT OVERSIGHT
COMMITTEE MINUTES

April 22, 2014

MEETING CALLED BY	Norm Reinhardt
TYPE OF MEETING	Advisory Group
FACILITATOR	Ryan Lothrop
NOTE TAKER	Colleen Desselle
ATTENDEES	Dave Puki (DP), Norm Reinhardt (NR), Colleen Desselle, Laurie Peterson (LP), Ryan Lothrop (RL), Erik Anderson (EA), Dave Croonquist (DC), Don Freeman (DF), Mike Rian (MR), Matt Parnel (MP), Mike Gilchrist (MG), and Jacques White (JW)

Agenda Topics	
DISCUSSION	Previous Minutes and Introductions
There was no opposition to the previous minutes. We all introduced ourselves.	
CONCLUSIONS	
Minutes were accepted as written.	
ACTION ITEMS	PERSON RESPONSIBLE DEADLINE
N/A	

DISCUSSION	Budget Update – Ryan Lothrop
<p>Looking at the forecasted revenue compared to what actually has come into our account through February, with \$553,790 of revenue generated versus forecasted. So our big months were July, August, and September that helped us get ahead of the game. March, as we mentioned at the last meeting is when license sales kick off so we are still kind of in standby mode with how that is going to play out. February planned for July through February is \$553,790 (green column). If you scroll down under the actual it says \$637,970, so that is about \$85,000 ahead that we are ahead right now (pink year).</p> <p>Regardless though this would put us basically \$100,000 ahead of the forecasted revenue, based on Diane’s purple sheet, so it is just a timing difference when funds finally enter into our account (Frank’s version). But, what is nice about this is that Frank will kind of go through and give you some summaries of how the fishing revenue is playing out and there is a column there on page 2 that talks about participation is slightly down, but revenue is up due to people buying the more expensive license - combination instead of just the saltwater or freshwater licenses.</p> <p>RL (handout 3): Discussed expenditure versus allotments (variance). You see in red some of the areas where expenditures are above allotments, but this will pan out. Glenwood I believe that is an error which I am digging into that. It should not be over \$160,000. The funds are committed, so it comes off the sheet, but it has not actually been spent yet. The error occurred during December, claiming that there was \$144,000 spent, and then there is one of those smaller payments after that so I just need to figure out what is going on there. And then we have the Lake Washington Lock counts, and I am going to talk to the region as was mentioned before the region was planning on covering the month of June, so we will be back to zero on the variance. Last year, after we saw that we were overspent, we worked with Bosworth (Region) on what will be done to make sure that we won’t go over. That is still the plan.</p>	
CONCLUSIONS	
<p>Frank is working on March numbers and if I can get that I will send it out and get everyone up to speed. But, right now even though we went through a lean winter, premised with the very strong summer we had with the pink fishing opportunities and the coho, I assume the increased participation from the coho fishery from two years ago built us up a pretty nice cushion in comparison to the forecast. Ryan will check what Frank’s definition of penalties means.</p> <p>NR: There again, on a sidebar note for Lake Washington sockeye – we all are out there promoting our fishery, but this year Lake Washington has an anomaly going on in that the north end of the lake, I believe 60% of the sockeye are being picked to the Samish versus 40% to the Cedar, which is a split, okay?</p>	

Even if it splits off what would happen is the Cedar River, from what I talked with the state, those Cedar River fish stray up north. I asked "why not just open north to 520 bridge to a sockeye fishery?" I was told is that the Cedar River fish are impacted north of the bridge also, so that may not be possible. **RL:** We are still at, technically, at the 350,000. We may change that so with this anomaly if (I am not part of that process to change it), but I would suspect it is going to be one of those years that why change at 200,000 if you have this issue this year, but, you know I think down the road it will probably get changed. **LP:** Possibly next year. We were expecting, I think, a high forecast for sockeye to Lake Washington.

Jim Jenkins affirmed that they will be where they need to be. I will follow up with the facilities individually. I should point out to you that with the Voights Creek zeroes we had a flood event in February and they are going to actually find out what is left, but some significant losses definitely occurred there. Jim Jenkins will get us the exact numbers on losses. **LP:** There is new construction going on now, which supposedly is helping with this problem.

RL: And our Icy Creek yearlings, second row – I am digging into that as well. So some of the Chinook that are ponded there with steelhead, with the whole litigation issue with steelhead that the state has been. I don't know if it is our program or not, so I will find out if that is ours or not. I just want to verify before we figure out where that puts us, but hopefully does not impact us if they are just sorting them and are 100% or identifying – you know, handling mortality. So, I will have answers on that.

NR: We have got the Minter Creek/Gorst Creek zeroes allotted \$66,000. I see an adjustment of \$6,000, so the preliminary allotment was \$72,000. We planned \$36,000 but they have not spent anything yet. Any idea what is going on there? **RL:** So in talking with Jim, he made it clear to me that we did not have any issues. At this point, we should be fine there with...it just has not caught up to this spreadsheet yet.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Many questions to be answered.	Ryan Lothrop	June 2014

DISCUSSION **Sub-Committee Updates and Meeting Schedules**

Hatchery Evaluation: Mike Gilchrist stated that he was in discussions to set up a something with the committee chair, and I have not heard anything about it so I don't think there is any progress to be reported at this time. **RL:** Jim Jenkins volunteered his time, and may be his staff's time I would guess to help produce a template, more of a table format. That way some of the information we get is in all various forms. Laurie and I will take our first check to make the template we see is something you might want to see every year or every six months get updated, but I think I can pass it on after that to the hatchery subcommittee to help further review it. You know, what information you want to see and go from there. That way all the hatcheries can upload into there, basically without us having to do any work, they can just add the data to it and make it available.

Legislative: DP: We have not had a formal meeting yet, but Dave K. put together a letter to send to the Legislature in regards to the funding for the predation study for Lake Washington sockeye and that was forwarded and received well, I guess by what I heard from the other committee members and my local politicians. The end is a result that the first year study was funded and so we still have to make the case for the second year's funding for the second year, but we're off and running. And we need to get together a meeting date this week and figure out our priorities for in the future what we want to go after. **NR:** I have been building some bridges with the 26th, the 35th, and the 23rd Legislative Districts to other issues, but I do have those bridges in place so that we have access to at least a few politicians in terms of reaching out and asking them to support us. If any of you feel that you can do the same, the more legislators that we can reach out to, the more effective we will be in passing the message, especially for this upcoming Legislative session when we are talking about trying to implement the Cost of Living index onto our licensing program. If we are going to be partaking in that effort, I would ask that the rest of you do that also. I think LLTK can talk to the effectiveness in doing that throughout the state. **JW:** We are happy to partner with the committee on an effort like that if, you know, use our letterhead as a vehicle to support your message and express support to a few Legislators statewide. I will be happy to do that.

Alternate Funding: MR: We haven't chosen a chair yet. So I will be the first to say that we have not formally met. We have chatted about it quite a bit, and just have not had a chance to make a lot of

progress on that. We did have a discussion earlier this week that wow, we really have got to get that going. **DF:** I just want to say what we need is to establish a need so we know what you are asking for and to determine who you go to contact and how much you're asking for, so it is kind of the cart before the horse until we know what we are raising funds for, so do we go to the hatchery committee first on that or? **MP:** My concerns would be similar. I don't really know what the object of the alternative funding subcommittee is. Like how much money are we looking to try to find, where is it going to go, what do we tell these people? **MG:** We do need to start working at inflation, whether or not we choose a specific item or not, that still needs to be addressed, whether it is Legislatively or through other funding sources of the committee so that is an idea right off the bat of what your goal is. **RL:** Then, I think it was mentioned last meeting, of what type of capital investments are needed by hatchery facilities, so working with them: Jim Jenkins and what do they need? Another aspect going back to our overall budget is I know it's been mentioned at some point we might need to establish kind of your outreach program budgets. I mean right now we're just using coordinator funds and at some point expanding those goals and objectives will take some investments.

CONCLUSIONS

Whatever we generate, from my perspective, we need to protect that funding source from the indirect hit funding 17% skim off the top. We have got to be able to tell folks that it's all going to these particular projects and then what we give people for their contribution. I had an idea this morning that we ought to hit Starbucks/etc. up on a national basis so they can go to all of the state wildlife agencies and if they do one tenth of one percent off the sales then ear-mark it for the different state designated fund type deal that might be a, might get more coffee sales. Along the same lines of protection from, we have to be aware of not to stash significant amount of funds in this account above our spending authority because years ago it was taken by the Legislature when they decided that we had excess funds in here that were not allocated and it is one of the reasons why this committee went away from ever thinking about funding a new boat launch or any large capital project because we knew we would never be able to keep money in that after that event. We knew we were never going to be able to keep money in that account long enough to build up a reserve to fund that kind of capital project.

DC: A potential way around that would be to establish a 501C3 with that group then being able to designate where the money goes separate from the state budget process. It would be a tax deduction. **DF:** Can we do that sort of thing? **DC:** With the C3s over the years, yes I think we can. In Colorado, our program was a 501C3 so the reward funds were going out to pay for information and it was protected from, it allowed the individuals to make an anonymous contributions and then take a write-off if they wanted to, but it also kept the Legislature from tapping that fund to fund other things, so I think it can be done. **DF:** How to start a non-profit that then gets the funds back to the state? **DC:** It's time consuming. Well depending on how the IRS looks at things nowadays, but it is not a difficult process. Basically you're setting it up for educational or supportive type activities. It can't be used political type actions on a C3. **DF:** You know that might be the first thing to ask somebody like at the NTA, say you're trying to set up a budget which would enable us to channel things into there, but it is going to take lawyer time, administrative time, and how would you like to pay for that?

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Various subcommittees to meet and discuss topics		Before June 2014 meeting

DISCUSSION | **Survey Results – Ryan Lothrop**

If you recall, we ran a survey to help establish some our baseline information, collect information from anglers and the public from around the state through our sportsmen show and provided and online survey which was the cheapest way we could do it pretty much free so we did participate at the Puyallup Sportsmen Show and handed out flyers at all the other shows. I haven't analyzed the data other than just kind of who filled out the survey, where did they hear about it? The survey wrapped up in March, and I removed a lot of duplicate surveys of people trying to increase their odds of winning, and we pulled a name out of the hat and tried to reach out to the lady who won. I had not heard back so I will just keep attempting until I get confirmation from her. We'll go from there, but that is where we stand at that point.

The majority found out about this survey through either news release or social media, and I would

suspect that could mean Facebook or it could also include email distribution from a PSA chapter or CCA as well. License type, the majority were had combination licenses or by freshwater which is good to see, even though it is not, it is a minority at least we didn't see only 1 or 2%. It is nice to reach outside the box a little. Kind of who fished in Puget Sound obviously was skewed to those who do fish Puget Sound which is, we are trying to get a good response from across state. I am going to have to find ways to remove some of the bias because we want to have a good distribution of folks across the state to see where we work with. There is going to be a telephone survey coming up with I believe the warmwater enhancement group and they want to see if we wanted to pitch in on that. It basically helps with the cost. We do a telephone survey, but I don't want to jump on that band wagon yet until I look at these numbers, you know, what we have already invested, but if we find out that doing online survey has so much bias to it maybe going to pay someone to do the telephone survey for us might be a better bang for our buck. When talking about how much cost for the sports show, was that our best bang for the buck? Maybe, maybe not. We are trying to do is reach out to newbies. The sportsmen show might not be that, is likely not that avenue that we need to go but it was a good attempt to reach out, I think. We have made a lot of contacts and we'll just go from there. Hopefully the survey will build the baseline for our goals and objectives; as well as from different dockside creels. It would be kind of nice to see those two align. If they do then we don't have to worry about adding that to the telephone survey, then we can give that to Mark Baltzell, our sampling crew manager can add various questions with no cost to the program. Any way I will be digging in this, this summer when I finally have more time, but I wanted to show you that we had almost 1900, which for any survey is a pretty good amount.

I think one of the questions was have you fished Puget Sound in the last 10 years rather than if they were a first time fisher. To keep the survey under a 5-minute survey, I had make some assumptions there that I might have to make some leaps of faith on, but the only specific was what kind of license did you have only reflected to last year, 2013, a pink year. So that is an issue with a lot of these baselines, we have pink years, and running odd years is going to be an issue. We'll have to figure that one out down the road. I do want to point out that I found error on the sheet, the fourth one down – Puget Sound fishing 2013 – Who fished the past ten years and those should be 419, not 3,419.

We have the Chinook Fish Washington sticker coming out this summer.

NR: If we take a look at Puget Sound fishing in the last ten years, we have 81%. Based on what I said earlier if we take a look at Puget Sound fishing in 2013, it dropped to 73%. That reflects the national average of a drop in participation in recreational fishers, and to me this somewhat answers that question of how many people do we have coming in as first-time fishermen or there or is there other options out there for them? The other thing I going to jump on real quick here, Ryan, is crunching some numbers. If I take a look at the 1-15 day total, I am looking at over 60% of that, and I think if we take a look at our summer fishery that reflects the fact that we can actually target the fact that most people that are fishing are fishing for a very short period of time during the most popular time of year at the most popular target and in terms of abundance because the runs are coming back at that time. If look at other ones 16-26+ days, you are looking at many of the people in this room...and so, if we want to target opportunity on increasing fishing, do we take a look at increasing blackmouth fishing opportunity which was originally focused-on. Do we take a look at that other target here, how can we enhance that fishery? One of our goals is looking at non-salmon type fisheries. That in and of itself is a challenge because that's basically lingcod, and we no longer can target rock cod. **NR:** Sea runs, you cannot retain a sea run in sea water, so you are looking at a catch and release fishery, and if you talk with the folks that deal in catch and release fisheries, like the guides, yes they want that but it is a very small customer base.

DP: But, when we talk about trying to entice new anglers into the ballgame here of fishing, it seems the summer fisheries are what they are really zeroing in on and it is based on word-of-mouth popularity, you know popularity of the particular fisheries like last year's pink fishery and we see it in the spike in license sales, but also one of the things that drove last year the coho fishery. It was lights out and it lasted clean through October and into November. People were coming back and telling their friends, "It's November, I'm still catching coho and they are big," and so people were still trying to get out, and I think trying to get new people into it and that is what I have heard most from anglers that I have talked to last year was their

first year fishing in Puget Sound. The coho fishery was quite successful for them being new at it and they just thought the world of that and the fact that it lasted so long and there was so many fish available to catch. That's what got them interested. They are really looking forward to this year now and I think that you build off that in succeeding years and try to get them interested in the winter fisheries and so on and so forth, but I think we are going to get them interested with those very popular summer fisheries when we can get them out and make sure they come home with something to put in the freezer, and get them started and used to catching fish so that they will go out and try to fish in the less popular times when there is less abundance of fish around. I am hoping that that works.

LP: What do you guys think about younger generations coming up, the kids, and are they getting hooked on fishing? Because that seems like it would be very important, of course, to outreach and educate ...club, you've got kid's program, you've got a lot going on, I know, but are they then growing up and sticking with the sport and buying licenses? I don't know the stats on that. **DC:** It is hard to get them into saltwater. There are a few beach fisheries, but it is a learned experience. There is a lot more freshwater put and take type stuff and we have 400+ kids through our kid's fishing day every May, but it's all trout in the pond. They get interested in it but whether they are able to carryover and find an adult who is going to be able to take them out saltwater fishing is another issue.

NR: I can give you a little bit on perception. Marketing. This Saturday we are going to be hosting 400-800 kids in Gorst. Today, I think it is a front-page article in the Kitsap Sun or something on the Kitsap Sun; they did not get it right, but it is there. The kids show up at those things. We will also have another opportunity in June - Father's Day weekend. We sold that out in two weeks through marketing by talking to 200-300 kids. We also go into schools, like science fairs and what-not. We set up a fly tying table, and I usually drag my boat, and we'll take some hula hoops with some excess fishing rods and the kids line up for both of those events. The desire is there. It takes marketing, it takes access, and it takes success. For success, I use bags of gold fish crackers. You would be amazed as those kids try to put that little plastic sinker in those hoops for a bag of gold fish. What I am trying to translate that into is that unless we give them access; reasonable access that is inexpensive, and a reasonable opportunity for success in other words not so you can take it home and put it in the freezer, but take it home and put it on the barbecue. Something that is immediately gratifying. A game on a computer for a kid is immediately gratifying so that is where I see our challenges. To get kids into saltwater, I am not sure how that translates because Dave's right the cost of getting someone on the water with the techniques we use today. If you think back to the '70s, you could use a 14-foot lake boat, go buy a rod, a dozen herring at the local supermarket, and go mooch. That was pretty cheap. Today is not like that. Today, Matt is looking at selling me \$2000-3000 worth of gear to have success, to catch a fish. That I see as some of our challenges here to think about how can we do that?

CONCLUSIONS

NR: I think survey is a success. And as far as the Puyallup, the cost of that there are some very intangible benefits there, that if we are looking at that we can't measure in terms of cost. Just letting people know about fishing.

DP: Another thing I found out on public relations you have got to do an event, you have got to do it successfully for at least three years because the first year you are just getting started and there is things that can be improved and things that we can do differently like making a better event. I was pretty impressed with amount of people that we interacted with and anybody that worked the event we were pretty busy the whole time so we reached out to a large number of people who no idea what PSRFE was all about till they got there. So we are just getting started.

DF: What we are doing right now is we are trying to be proactive in the fly-fishing and light tackle industry as well. I get very frustrated in trying to get people to switch over as I have done, we trying to turn them into saltwater fishers because it is still a lot of the same kind of gear, same kind of mentality. We have been converting to fishers over from the rivers that are closed to, well the Sound is closed part of the time too, but there is more opportunity there. Provide more opportunity there as there is a wealth of frustrated steelheaders out there. If we give them some coho and enough blackmouth, I do see that as an opportunity.

DP: I try to take kids that I don't know, that aren't related to me and things like that, that have never been out on the saltwater because they cannot afford a boat and the equipment it takes to get out there and be successful. I see they start most generally on river banks in the river, especially I see them lined up along the Duwamish right up here trying for coho and stuff like that and that is where the youngsters if they have got a self-desire, but other than that, it is trying to make contact with them and make sure that they have been offered the privilege to get out. I try to get at least five new anglers every year. Last year because of my back it was difficult, but I have got them lined up already. Hopefully some of them can buy boats and continue to fish.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Study the survey and crunch numbers and report back to the committee	Ryan	Before the June meeting.

DISCUSSION **Upcoming Year - Ryan Lothrop**

RL: Laurie and I talked to Dave K. yesterday afternoon, and he mentioned it in the email he sent out, but obviously we were planning on going to Wallace River Hatchery and that didn't work out. It is May and everyone skedaddles and they are fishing for halibut, etc. It is the start of summer, so the thought to turn our meetings into more of a school year type of, you know, more rigid meetings, like condensed during the timeframe when we can all meet like maybe once a month for like five straight months, and then maybe every now and then we might have to meet during the slower time just to get everyone caught up on the budget status. That was Dave's thoughts. My thought to kind of go along the lines of that, is to maybe to slide in at least a mandatory one or two of those meetings at one of our facilities like Minter which is South Sound and invite anglers update them on what we would like to do. I don't know if we could carry our meeting in a full form with some South Sound anglers, but if we put in a special invite to a couple to sit in and hear us, or maybe go to Minter we might be able to kill two birds with one stone. Build up a relationship keep them updated. There is some misconception on what the fund does and some think it is just a South Sound enhancement fund. I think like maybe making sure these anglers get involved and maybe one or two others if we did the next one at let's say Minter. You know, South Sound at that facility; we get three to four programs associated with that facility, it's a lot going on, but at maybe one other hatchery visit it later on that year is kind of the idea I had. In summary, if we can during some parts of the year, have one a month, you would be more up to speed, your assignments might get done and it's fresher in your memory.

CONCLUSIONS

Can we sell the Fish ID Sheets? Sponsor the cost to produce them? QR code? **RL:** Maybe, maybe not but we will have to talk to our Financial program for specifics on what is legal and/or follow policy. However I know for Fish Washington sweatshirts that were sold at the Spokane Sportsman show it took a unique case, so we will have to dig into that. Plus there is the copyright issue for the logo. Cost for ID sheets is \$0.44 per sheet, laminated.

NR: During the busy time is also the timeframe that I believe on the Legislative side - to start promoting something legislatively in October or November is too late. It's way too late. If you don't start in May or June, you're behind the 8-ball. Oh yeah today you were talking about trying to target where do we go and ask for the funds and things for – that placard, can someone sponsor, you know, printing of 2000 of those placards? The legislative side we need, just like you were talking about, we need someone from the Department, from Jim Scott's side to engage us fairly early on to give us direction because if we go off on our own we may be stepping on the Department's toes in terms of budget. You were talking about that. Gee, if we go out, if we went out and got a million dollars for a project and then all of a sudden what is that overhead budget that we all love and cherish, 17-20%? They grab \$200,000 of that [and] that is not what the intent of that program is for. The same thing with the legislative side if we go out and try to promote something that the Department absolutely does not want to happen, are we actually doing the program justice? We need the Department to step up, and step up very quickly, like you were talking about, to give us direction in terms of where do you want us to go out to?

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Determine whether to have several monthly meetings to be able to stretch time in between when it is hard to meet.	Dave K./Ryan	

Subcommittees to meet during lean meeting periods. Check into whether to use the Fish Washington logo in conjunction with the ID sheets. Work with the Department on direction for funding.	Subcommittees Ryan	
---	-----------------------	--

DISCUSSION	Next Meeting – Ryan Lothrop	
<p>I can do a Doodle Poll as long as I have time to look at it. So, options: Dave was thinking that if we could somehow get something in on June, it does not have to be at Minter Creek, but if we can it is an option. Instead of a daytime thing, I don't know if it is better to do kind of do a tour about 4:00-6:00 and then at 6:00 the meeting starts.</p> <p>DP: We can also send out a questionnaire asking what kind of a meeting schedule you would like to have if we are going to try and hold, what, six meetings to an annual time period, what would be the best months.</p> <p>RL: Yeah, I can kind of separate them. We need to have one in June. Field trip or regular? I will have more survey stuff done by then. We'll have some goals and objectives that we can touch on, and by then hopefully our subcommittees can have some stuff going on.</p>		
CONCLUSIONS		
<p>RL: So I'll see if there is something doable at a facility, but plan something in June regardless. EA: Could the hatchery evaluation form, could that be something that if we did go to a facility, is that enough to review it and say what did we miss... RL: Yeah. Show it to the rest of the group. EA: Maybe even ask somebody at the hatchery to think about it? RL: Maybe by then, I will have time to add another year of recoveries to our evaluation spreadsheet. LP: We'll have more budget information as well.</p>		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Doodle Poll for best meeting date in June, and determine where.	Ryan Lothrop	As soon as possible.

DISCUSSION	Application for Anglers – Michael Rian (Presentation)	
<p>Quick update on this stuff. First thing I will say is that this came around very quickly. We have had conversations off and on about doing something along these lines, but when I was at the show helping Ryan with the booth, but the guy, one of the founders for company happened to walk by our booth and introduced himself so for an hour we just talked about this stuff and then realized maybe we could have this conversation fairly quickly to at least learn more. So very quickly we had our meeting.</p> <p>So for a quick summary of our discussion: one of the things I wanted to throw out, and this is really a Department question and how the Department would really want to go through and forward with something like this, and walk through kind of how they are doing it on the hunting side which they made agreements around and stuff, and then talking about potentially what we would do in the area.</p> <p>I met with the two founders. The focus of the conversation was learning about what they do, both from what the company is and where the app was. A lot of the conversation was focused around trying to gain an understanding of what the product is that they sell, if you will and given that it is currently 100% focused on hunting, how could potentially we leverage that for use for fishermen? Things like location-based services so it knows where you are, maybe you could look up regs, maybe you do some non-real time catch reporting like you would do on submitting your crab catch – at the end you mail it in or some way that we have some online way that somebody could go in and enter that info, so that kind of thing. We had some good conversations around that. The other thing that they were really interested in is to get an understanding of what current work is underway, not just from a mobile app perspective, but from a web site and what existing contracts are with other programs. So, then ultimately as we had this conversation, it was really identifying those opportunity areas and potentially where there was a good mapping for what potentially the fishermen would want to do.</p> <p>They build an application that is for fishing regulations in five states currently. Four out of those five - they do it for a fee, so it is hosted on the app store. What they did as a test, which I think is very smart, well they don't have a ton of sales, I mean this is like four people doing this as a side job, but it was really interesting conversation because it's like, "wow, we really had this interest and didn't know where to go so</p>		

we started building this application and learned how to post it up there for sale and learned how much they steal from us when we put an application up there,” and it was really interesting conversation. One of the things is that none of them have like an extensive application development background really. They are hard-core fishermen and hunters that are doing this. So that is how this got started.

One of the interesting things is they did a test, for Pennsylvania they did the same app, but using the data from Pennsylvania and did it for free. So it was posted out there for free download and you can imagine, I don't know about you guys as users, if you're a smart phone user, but it is really hard for me to spend a buck because I am really cheap on mobile apps and I will always do the ad one until I get sick of it and then I'll pay, right? So they were doing some testing to see, you know, what are people willing to spend and then their sales, I probably should say their downloads went up significantly like a hundred-fold or something crazy.

One of the things they did, they just signed (I think last month officially) they signed a contract with the Department of Fish and Wildlife of Washington is to build a Washington hunter application. It pops up with regulations based upon where you are, it pops up with specifics around, and hunting is incredibly complex.

The questions are going to be around a couple of key areas: one is, how do we kind of get the initial steps done on this and I say that being one of their interests which I think that benefits us as a Department and as a committee is to build some very, very basic functionality that may be free to a sport fisherman. So, for example, building a mobile app for catch record reporting only. I don't know if you were at the last meeting where we had a lot of short but very interesting dialogue about where's the line between that is my personal data, and I am the enforcement agent out there trying to figure out if you reported. There is a lot of complexities around that, so you kind of stay away from that initially by just building some basic functionality instead of going on to the web site and entering it, you are entering it on your mobile phone that is then dropping it into the database for the Department and that kind of thing, so there may be ways that they can build a really basic application to do a very specific function that allows us to do something later around regulations and that kind of thing.

What I can do is send a more detailed write up and everything. It seems like a way that we might be able to do this and provide something that is an incentive for me as an angler because it is easier to remember to get my darn catch record card out of my boat which is a hundred miles from my house and, I mean, there are a lot of people that go through that and I am guilty of, or maybe I am benefitting the Department by adding to that \$10 fee. I think that there is a way we might be able to do this and benefit the Department and benefit the fisherman. The one thing for you guys to understand is, as I went through this conversation one of the things that I was doing very deliberately was thinking about what their angle was on this, right, because they are application developers. They own a company that is developing software. They want to sell their software, but they also, I would say, genuinely are very interested in helping the fishermen and hunters out because they are there also. I think if we somehow try to bridge that gap and try to manage like they have done on the hunting side like where they did a very, very defined scope with very specific terms with a very limited investment that gave them an opportunity to kind of test this application developer out and said “we'll give you a little bit, prove yourself and if this works, good for us, where it benefits us then it is better for us in the long-term Department and we have control over it.” I think that, in my opinion, is one of the biggest challenges always with doing something like this is managing the risks with those people that are in essence exposing your company, in this case the Department, to costs and stuff and we have to think about how we do that.

A couple of quick things before I wrap it up: 1) The funding options they've done. In Pennsylvania they did one for free. They actually got a, I want to say \$40,000 or \$50,000 from the state to fund the development of it and then it was 100% free to the user. That is one way to do it. The other thing is some kind of an increase that we do on our licenses. So you guys know we're already fighting to do COLAs and that kind of thing. That may not even be feasible. I just threw that out there because that is what one of the states did when they went with that. That is how they in essence recouped their costs on it is they just added it to their license fees. Any way things to think about. We can talk about it more in the future and so I would say next steps for us, one is just to think about if this is something we want to

pursue, and Ryan, I will look to you for a lot of guidance on this because I don't quite understand where the line sits where the committee are and you guys in the Department I want you guys to basically define how we can help and assist and all that but ultimately it is your decision.

CONCLUSIONS

So a couple quick things around that, that jumped out at me as I was talking with these guys and they were demoing it. So here's a mobile app interface, they have a behind the scenes that is you push on a button that pulls you to the Department's online licensing application so it says Buy A License. So there is really cool things that we could do along those lines to kind of integrate it and what is interesting is it had all the, he showed me the Pennsylvania app and it had all the Pennsylvania Department of Fish and Wildlife branding all over it.

I will send out the write-up to you guys. If you have any questions around it, let me know. If it is something that we decide to move forward on they can do a prototype pretty quickly and demo it for us if that is something that is interesting we can do at a future meeting. Any questions or anything.

RL: I will probably follow-up your email after Laurie and I see and maybe put out some things that we think of from our perspective.

NR: Selling an app of real time reporting of a card, that is how we can fund it. Otherwise, you are going to spend the money for a stamp.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

DISCUSSION Salish Sea – Jacques White

I want to make one quick update on the Puget Sound marine...if the people are interested. You probably know that the project got \$800,000 from the state biennial budget for steelhead work – research, and that worked out...there were opportunities for measuring smolts. We got another extremely generous gift generated by Larry Rutter, who is now deceased unfortunately, from the Pacific Salmon Commission which was a 5-year grant of \$5 million for a \$20 million project. Since then our partners in Canada, the Pacific Salmon Foundation has already raised \$1 million in private capital from industry to foot the project, but we're behind down here, but we're trying to see this joint US/Canada study through. They use their fish stamp money (fisheries in the Strait of Georgia) to support this work for the next five years, and they, that goes through the Pacific Stamp Foundation so they are in a slightly different situation, significantly different situation than we are but we have been getting grants from Sea Grant, etc. for some of the work, and we will continue to seek money, but any way we're out in the field and Michael Schmidt, whom most of you know, has been spending most of his time trying to get permission to use a Canadian vessel that does not have an approved toilet in Washington State waters for research, and I think he has licked that one.

CONCLUSIONS

So any way it is underway, and we are excited. We have the money for the first year and now we are trying to seek funding to support the rest of the project.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

OBSERVERS	
RESOURCE PERSONS	Colleen Desselle and Ryan Lothrop
SPECIAL NOTES	