

# MINUTES

## Wildlife Alert Reward Association Meeting FWC NE Regional Office Ocala, FL March 2, 2017

### Members Present

Ms. Jenny Brock (Chairman), Mr. Edward “Buddy” Boyd, Mr. Bruce Essen, Ms. Diana Flynt, Mr. Braxton Jones, Mr. David Jones, Mr. Michael Kennedy, and Mr. Neal White

### Members Not Present

Mr. Al Hammond, Mr. John Shaw, and Mr. Rex Wimberly

### Others Present

Captain Avery Tubbs, Investigator Steve Wayne, Ms. Sara Burke, Mr. Luke Thomas, and Mr. Rob Klepper

### Opening Remarks

- Meeting called to order, attendance taken and quorum was met.
- Ms. Brock made a motion to add Bank Assessment and Increasing Hours for Ms. Burke. Mr. Boyd motioned to approve amended agenda, Mr. White 2<sup>nd</sup>, amended agenda accepted.
- Motion to approve the minutes, Mr. Kennedy motioned, Ms. Flynt seconded, minutes approved.

### Case Presentation

- Port Investigations on Illegal Pet Trade – Presented by Investigator Steve Wayne
  - Case dealt with illegal sale and transportation of American alligators, Dwarf caimans, reticulated pythons, Green anacondas, Red-eared sliders, and Nile monitors. The case is currently in the court system.
  - Discussion was had as to how Wildlife Alert could assist Law Enforcement that deal with the Captive Wildlife cases. Magnets were mentioned as a possible handout that Law Enforcement could give to licensees.

### Wildlife Alert Business

- **Moore Communications Group (MCG)** – Presented by Mr. Luke Thomas
  - Mr. Thomas discussed the two phases of the marketing proposal.
    - Research – Audits of WA’s brand and communication channels; target audience identification. These action items will make it more clear on how the brand message should be routed and will identify impediments of WA’s message and assist in setting goals to overcome them.
      - Mr. Boyd asked if these ideas included using “Survey Monkey” as he does not like that service. Mr. Thomas said that using programs like that were an option, but that many different avenues are utilized to gather target audience data.
      - Mr. B. Jones and Mr. Kennedy were concerned with the Estimated Project Fee of \$7,750 with possible additional hard costs of \$150 per hour. Mr. Thomas

explained that for the Research and Roadmap Development sections of this plan that no hard cost would be foreseen.

- Mr. Klepper asked for examples of work the MCG had done similar to what WA is asking for. Two examples given were:
  - Florida Sheriffs Association (FSA): Public Affairs & Integrated Communications
    - MCG was hired to help raise the profile of the FSA and increase the awareness of the FSA’s efforts. MCG has since been a key communications partner for the organization; garnering more than 300 media hits in one year and gained 2,000 Facebook followers within six months
  - Keep Florida Beautiful (KFB): Digital Communications
    - In 2015 KFB partnered with MCG to develop a new website and integrate social media communications and digital advertising into and omni-channel approach. MCG contract was extended in 2016 to further expand KFB’s digital presence and reach.
- Roadmap Development – Recommendations for target audience inclusion, branding, and communications. These action items will improve the line of marketing and provide an action plan/roadmap for WA to utilize.
  - Mr. D. Jones wanted to verify that this plan would provide a roadmap that WA could then execute itself. Also, if requested would MCG offer the social media execution? Mr. Thomas replied yes to both of these concerns. Mr. D. Jones is ready to get the six week clock of this marketing plan started.
- Mr. D. Jones motions to continue on to discussion of the plan, Mr. Boyd seconds the motion to discuss.
  - Mr. Boyd does not want to spend a lot of money and not get anywhere; but does feel that the hiring of MCG is a good idea.
  - Mr. B. Jones stated that WA need exposure, not monetary gains; also that if passed, the WA legislation will increase funding to WA.
  - Mr. Kennedy is concerned with the estimate; he wants a “not to exceed limit” in the contract.
  - Mr. D. Jones stated that digital marketing is the most popular out there. He knows MCG and believes it to be a great company and that \$7,750 would be a good investment.
  - Mr. Klepper, FWC’s PIC, stated that MCG is known to him and they are a great firm. He asked a rhetorical question as to why they are so cheap. He believes that MCG is trying to impress WA. MCG is giving WA ideas, not locking WA into a campaign; effectively MCG is taking all of the risk on their part and are looking to establish a relationship with WA.
  - All of the board members are looking to increase Ms. Burke’s working hours to full-time, 40 hours per week. Ms. Burke stated that if the marketing plan is accepted and if more

time would be necessary to facilitate it, she would be willing to contract out to WA for additional hours for social media marketing as needed.

- Mr. D. Jones motions to contract with MCG with a not to exceed limit. Mr. Essen amends the motions to include the not to exceed \$7,750 without written authorization. Mr. Boyd seconds the motion. Vote is taken, motion passed unanimously.

A TEN MINUTE RECESS WAS TAKEN AT THIS POINT OF THE MEETING.

- **WA Financial Status and Assets**

- Spreadsheets were provided reporting Year-end Assets and Income & Expenses for comparison of the years 2011-2016. This revealed an increase of liquid assets of approximately \$25,000 each year.
  - Mr. Boyd had questions regarding the amount of money spent in 2015 on marketing products. WA had approved a \$20,000 per year budget on marketing supplies in 2013. \$31,303.10 were spent in 2015. Ms. Burke explained that the marketing product company that WA is utilizing does not charge for any product until all of the products have been ordered. Product was ordered at the end of 2014 for ~\$10K, but all of the product did not arrive until after the new year of 2015. This accounted for the seeming discrepancy. Mr. Boyd was satisfied with this explanation and motioned to accept the financials for 2016. Mr. B. Jones seconded. Motion passed.
- Bank Assessment – Ms. Brock suggested moving to a new bank that was more user friendly. Mr. Boyd wondered about the CDs at SunTrust as they have just been renewed at the beginning of 2017. Mr. B. Jones suggested the Renaissance Bank. Mr. D. Jones would like the bank to be a Florida bank. A consensus was agreed to have Ms. Burke research banks online, nationwide, interest bearing and present at a future meeting.
  - Ms. Brock asked for approval to move the banking duties from Mr. Wimberly to Mr. Boyd. The board all agreed to the adjustment.

- **Reward Amounts vs Fine Structure**

- A comparison was provided of the fines regulated in Florida Statute versus the WA Reward Amounts. WA has not increased its reward amounts since 2013.
  - Mr. Boyd suggested to double the reward amounts for Level 1, 2, and 3 violations, but was not sure what to do about the Level 4 reward amount.
  - Mr. D. Jones is not comfortable giving money to people to turn their friends in. He believes that the bigger the crime, the bigger the reward should be.
  - Mr. B. Jones thinks that WA needs to increase the incentive for people to want to call in by increasing the rewards. Mr. Boyd concurs.
  - Mr. Boyd motions to double Level 1, 2, and 3 reward amounts and increase the Level 4 reward to \$600. Mr. B. Jones seconds. Motion passed.

- After the motion passed, Mr. Essen was concerned that the Level One reward increased to \$100 is not feasible because the fine set in statute is only \$50. The board convinced Mr. Essen that any loss would be minimal.
- **IWC (formerly IANRC)**
  - 2017 Annual Conference – July 16-19, 2017 – North Conway, NH
    - Captain Tubbs asked to attend this year. Mr. D. Jones suggested that Ms. Burke should attend these meetings as it deals directly with what she does on a regular basis for WA.
    - Ms. Flynt motions to send Captain Tubbs and Ms. Burke. Mr. D. Jones seconded. Mr. Boyd amends the motion to read as to send the Wildlife Law Administrator Captain and Designee. Mr. Essen motions to accept the amended motion. Mr. Boyd seconds. Motion passes.
  - 2017 IWC Annual Report – Contained summaries of what other Crimestoppers programs do for their respective state wildlife agencies.
    - Alabama – provided 20 Moultrie game cameras and 5 cellular based cameras for officers from AWWF.
    - Idaho – 20 billboards and purchased \$30,000 of equipment for officers from IFG.
    - Texas – awarded a \$75,000 grant funding for TPWD for specialized side-scan sonar equipment.
    - 16 of the IWC members have outfitted one or more “Wall of Shame” trailers.
- **Wildlife Alert Trailer**
  - Mr. Boyd believes the trailer will be a valuable educational tool for the field officers. Would like to create one as a prototype and build more over the next few years for all FWC regions.
  - Mr. D. Jones says the trailer will be utilized constantly and WA should spend the money to purchase the trailer and all display components.
  - Mr. Boyd thinks that maybe the trailers could be funded by Safari Club International (SCI) and the Coastal Conservation Association (CCA).
  - Mr. Kennedy would like to see what MCG suggests with marketing.
  - Mr. B. Jones asked what the budget would be for a fully outfitted trailer.
    - Ms. Burke discussed the pricing of constructing the bare bones trailer quoted at \$7,597. The external design and wrap would cost approximately \$3,000 and the internal design, depending on the technology utilized would be \$100-\$400 per square foot.
  - Mr. Kennedy asked who would be liable for the trailer. Mr. Boyd said that the trailer would be donated to FWC and therefore any liability in towing and usage of the trailer would be covered by FWC insurance policies.
  - Some discussion was made about the issue of having advertising on the side of the trailer, for example SCI, CCA, or BassPro. If they donated money to construct the trailer, then they would want their name on it. Does that in any way go against state or FWC policy in regards to advertising on a state vehicle?

- Mr. D. Jones motions to purchase a trailer and outfit it for statewide use.
  - Ms. Flynt would like to wait for MCG to assist in delivering the correct message before a trailer is purchased. Mr. Essen concurs with Ms. Flynt.
  - Mr. Boyd suggests that just the trailer is purchased and to wait for MCG to give ideas in six weeks about the actual displays on and in the trailer.
  - Mr. D. Jones amends his original motion to purchase a trailer from the estimate at Triple Crown Trailers and to pursue outrigging as a separate deal after MCG delivers marketing information. Mr. Boyd seconds the amended motion. Motion passes with 4 aye and 3 opposed votes.
- **Sponsorship Opportunities**
    - National Association of Conservation Law Enforcement Chiefs (NACLEC) – FWC is hosting the annual meeting in January 2018 for the first time. Deputy Chief Boyd is asking for a sponsorship of \$1,500 for support of the meeting.
      - Mr. Boyd motions to sponsor the NACLEC Summit for \$1,500. Mr. Kennedy seconds. Motion passed.
    - Southeast Association of Fish and Wildlife Agencies (SEAFWA) – FWC is hosting a summit for the Investigations and Intelligence communities of the members of SEAFWA. This is a new venture for FWC and an opportunity to confer with other agency specialists from the SE region. Lt. Col. Eason is asking for a sponsorship of \$500 for support of this meeting.
      - Mr. Essen motions to sponsor the SEAFWA Inv/Intl Summit for \$500. Mr. Boyd seconds. Motion passed.
- **Meeting Attendance**
    - Subject came up during discussion of banking changes to have Mr. Boyd as the signer replacing Mr. Wimberly. Mr. Wimberly has been absent consistently from the meetings and therefore in violation of the Wildlife Alert Bylaws. It was determined that a termination letter be issued to Mr. Wimberly for his position on the board.
- **Schedule Next Meeting**
    - October 6, 2017 from 1:00PM – 4:00PM – Video Conference

### **Adjournment**

- Mr. Buddy Boyd motioned to adjourn, Mr. Braxton Jones seconded. Meeting adjourned.

### **Action Items**

- Ms. Burke will organize the contractual documentation for Moore Communications and Ms. Brock will approve the final contract.
- Ms. Burke will speak with Captain Kara Hooker to determine the best route for the field in providing information about Wildlife Alert.
- Ms. Burke will research new banking options.

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- Ms. Burke will look into the WA CDs at SunTrust Bank and see if they can be transferred to a new bank or if there would be costs.
- Ms. Burke will obtain necessary documents to make Mr. Boyd the new designee of WA banking and removal of Mr. Wimberly.
- Ms. Burke will update the member directory.
- Ms. Burke will amend the Reward Schedule to reflect the new amounts and disseminate the information where necessary (i.e. FWC site).
- Ms. Burke will make arrangements for Captain Tubbs and herself to attend the IWC conference.
- Ms. Burke will arrange for the purchase of the trailer from Triple Crown Trailers.
- Ms. Burke will arrange the sponsorships for NACLEC and SEAFWA summits.
- Ms. Burke will draft termination letter.