

**Minutes**  
**Wildlife Resources Committee**  
Brasstown Valley Resort & Lodge  
6321 U. S. Highway 76  
Cedar Knob A & B  
Young Harris, GA 30582

**April 24, 2012**

**Attending**

Committee Members

Rob Leebern, Chairman  
Joe Hatfield, Vice Chairman  
William Bagwell  
Bill Carruth  
Duncan Johnson  
Phyllis Johnson  
Ray Lambert  
Philip Wilheit  
Philip Watt, Board Chairman, ex-officio

Board Members

Dennis Billew  
Walter Hudson  
Mark Smith  
Loyce Turner  
Jim Walters  
Steven Woodruff

Visitors

Mark Woodall, Sierra Club  
Chris Manganiello, Georgia River Network  
Bryan Tolar, Georgia Agribusiness Council  
Charles Griffin, Georgia Pork Producers  
Doug Fulle, Oglethorpe Power  
Daniel Groce, Georgia Agribusiness Council  
Martin Sullivan, Georgia Department of Agriculture  
Lowry Tribble, Hodges Harbin Newberry Tribble  
Mike Giles, Georgia Poultry Federation  
Melony Wilson, University of Georgia  
Mark Risse, University of Georgia  
Jacki Dehart, Georgia Department of Agriculture  
Ronny Just, Georgia Power Company

Staff Members

Mark Williams  
Judson Turner  
Todd Holbrook  
Homer Bryson  
Dan Forster  
Becky Kelley  
Spud Woodward  
Dave Crass  
Lauren Curry  
Steve Friedman  
Linda MacGregor  
Mark Smith  
Elizabeth Starkey  
Jim Ussery  
Kyle Pearson  
Zachary Harris  
Paul Nelson  
Michael Spencer  
Terry West  
Mark Whitney  
Mary Ann Evans

The April 24, 2012 meeting of the Wildlife Resources Committee was called to order by Board Chairman Philip Watt. He expressed appreciation to all those who made it possible to have the Board Meeting at Brasstown Valley Resort.

Chairman Watt called on Rob Leebern, Chairman of the Wildlife Resources Committee, who called on Liz Starkey, Communications and Marketing Manager for the Wildlife Resources Division (WRD).

Ms. Starkey gave a Powerpoint presentation and overview of WRD's website, social media, e-mail marketing, mobile app/mobile site, and licensing system.

Ms. Starkey stated that the primary online customer is sportsmen, and gave statistics on the percentage of usage. She further stated that the WRD website has 1.3 million visitors annually; and that recent improvements include drop down menus, new landing pages, and a streamlined content. She added that in the future, WRD expects to add a visitor experience survey, seasonal messages on the home page, rotating ads, and integrating outside sources such as National Sporting Sports Foundation content.

Ms. Starkey stated that social media includes Facebook, Twitter, Flickr and YouTube. She further stated that for the future, she expects to build audiences, continue marketing and incorporate message integration.

Ms. Starkey stated that WRD's e-mail marketing service launched in February and that they have been able to load approximately 360,000 license holders, and have added 20,000 active subscribers to the service. She further stated that WRD is partnering with other Divisions to target marketing to license holders, boat owners, hunter education graduates, quota hunt applicants, etc. She added that there has been a 36% increase in turkey quota applicants.

Ms. Starkey stated that the mobile app had been launched, and that there have been 8,200 downloads so far. She further stated that this was outsourced to a vendor that WRD has been partnering with State Parks to produce. She added that this gives individuals a solid source of information on how to find and navigate properties on their mobile phones. She handed out a flyer on the mobile app program.

Ms. Starkey stated that the mobile site program is in development and should be launched sometime this summer. She further stated that the mobile app is in development to receive universal formatting.

Discussion ensued with John Martin, Chief Information Officer for the Department of Natural Resources stating some of the issues with electronic communications.

Michael Spencer, Program Manager for the License and Boat Registration Unit, presented information on the License System progression. He stated that prior to 2009, WRD had agent point of sale terminals, no customer accounts, mailed registrations and a limited call center. He further stated

that in 2009, this service was outsourced to Active Outdoors under a contract. He added that many new options were added at that time to enhance the service.

Mr. Spencer stated that there are approximately 130 Wal-Mart locations that sell hunting and fishing licenses. He further stated that there is a 1-800 number to call to obtain licenses over the phone. He added that WRD is in the processing of capturing more e-mail addresses that will help to improve service.

Mr. Spencer stated that other possible enhancements would include adding Lifetime and Disability Licenses, and Special Permits and Commercial Licenses to the system.

Mr. Spencer stated that the Call Center receives approximately 200,000 calls per year with a 1.6 minute average delay. He further stated that the Call Center handles approximately 1.6 million license transactions, with 1 million paid transactions. He added that they send out approximately 360,000 e-mail reminders.

Mr. Spencer stated that there are approximately 140,000 boat registrations per year, with a total of 360,000 registered boats. He further stated that approximately 7,000 special permits and commercial licenses are handled by WRD each year. He added that 3,500 Disability Licenses and 3,500 paid Lifetime Licenses are handled by WRD each year.

Mr. Spencer stated that the current contract with Active Outdoors will expire June 30, 2014. He further stated that WRD is preparing a request for quote that will be let in either July or August, and that they expect to have a contract awarded by December 2012, which will give an 18 month lead time for development of a new system to be operational by July 2014.

Mr. Spencer stated that the next generation system will have improved customer service, with typical web experience, one-stop shopping for quota hunts, hunter education, lifetime licenses and gift cards. He further stated that it will also include the ability to handle all commercial licenses, optimize mobile applications, improved communications, marketing and customer care management. He added that there will be a Georgia Call Center with walk-in boat registration options and the ability to track license or registration status.

Discussion ensued regarding simplifying the procedures.

Director Forster stated that WRD will continue to make strides in the area of electronic communications. He further stated that he appreciates the Board's support and challenge to do more in this area.

Director Forster gave a briefing on legislation, boat registration, field trip opportunities, including the banding of the Peregrine Falcons that are nesting on the Sun Trust Building on May 9; the dedication of the Charlie Elliott Shotgun Range on May 8 at 10:00 a.m.; and the joint meeting of the U.S. Fish and Wildlife Service and the Florida Wildlife Commission on May 14 – 16.

There being no further business, the meeting was adjourned