Meeting Attendees:

Commissioners:
- Dell Murphy, Chair
- Nat Harris, Vice Chairman
- David Hoyle
- Ray White
- Joe Barker
- Wes Seegars
- Ray Clifton
- Dalton Ruffin
- John Coley
- Tom Berry
- Mark Craig
- John Litton Clark
- Richard Edwards

Staff:
- Gordon Myers
- Mallory Martin
- Deet James
- Jenny Harris
- Travis Casper
- Tommy Clark
- Carolyn Rickard
- Melinda Huebner
- Bob Curry
- Margaret Martin
- Dain Palmer
- Kyle Briggs
- Kerry Linehan
- Erik Christofferson
- Dale Caveny
- Tommy Clark
- Todd Kennedy
- Lisa Hocutt
- Brad Gunn
- Janice Underwood
- David Butts
- David Cobb
- Kate Pipkin
- Cecilia Edgar

Guests:
- Commissioner Dell Murphy called the meeting to order at 11 am.

Strategic Recruitment Retention Initiative
Committee members received an overview of SRRI staff accomplishments and the initial program assessment. Four action items were identified from the October, 2012, SRRI Workshop:

- Create a strategic plan;
- Pilot assessments;
  - Hats on campaign - Deet James
  - RBFF Direct marketing Campaign - Lisa Hocutt
  - Birding by Ear - Margaret Martin/Mike Campbell
  - NSSF E-Campaign-based on Florida trial - Travis Casper
- Communicate with staff; and,
- Infrastructure Development
Staff provided an overview of the Recruitment and Retention Adoption Model and Sample Results Chain. Results chain is focused on outcomes, which emphasizes accomplishments rather than outputs, which are focused on numbers. Committee members requested that the staff’s PowerPoint presentation be uploaded to SharePoint. Staff distributed a tentative timeline for the model rollout. Staff noted a strong focus on infrastructure development that uses technology to identify strategic locations, stresses partnerships to provide funding and operations management and is not limited to physical infrastructure. This includes policy infrastructure and legislation, including bills such as the Hunter Education Apprentice Permit (SB 234).

**Action Item:** Committee voted unanimously to affirm SRRI committee work and review of Declarative Statement. Gordon will send email to staff formalizing the charge to the committee.

**License Data Analyses**
Committee members received a presentation on license sales trends from Tommy Clark. He distributed a handout that graphically showed NC license sales in a 10 year period by age of license buyer.

**Action Item:** Tommy Clark will factor in lifetime license holders. Tommy will also assess if we can prepare a similar analysis for vessel registration.

**Social Media Update**
Committee members received an update of agency Social Media initiatives.
- Last year at the Hunter Education State Tournament staff posted updates and pictures throughout the day.
- WRC has 8,800 followers of Facebook; 1,000 on Twitter; 61 videos viewed 175,000 times;
- articles are posted once a week on our Blog;
- Most people are using mobile devices to interact with our social media sites.

Goals of Social Media:
- Help people recognize NCWRC as the source of information for wildlife.
- Develop in followers an appreciation of wildlife.
- Educate constituents.
- Allows us to interact with a broader audience - reaching a younger demographic.

Committee meeting adjourned at 12:15 pm.