

DATE: December 9, 2008

LEGISLATIVE REPORT – Cost of Preparation

NAME OF LEGISLATIVE REPORT – LEGISLATIVE REPORT ON Laws 2008, Chapter 368(SF2651), Article 2, Sec. 71 MASTER ANGLER PROPOSAL; APPROPRIATION

Based on: 368(SF2651), Article 2, Sec. 71 MASTER ANGLER PROPOSAL; APPROPRIATION

Minnesota Statute Reference: Chapter 368(SF2651), Article 2, Sec. 71

Prepared by: Jenifer Matthees, Department of Natural Resources

Phone: 651-259-5217

E-Mail: Jenifer.Matthees@dnr.state.mn.us

Description of Cost	Further explanation if necessary	Amount
Staff Time		\$600.00
Duplication Cost (includes paper)		
Other:		
TOTAL TO PREPARE REPORT <i>(Note: Right click on amount cell and choose update to complete)</i>		\$ 600.00

LEGISLATIVE REPORT ON LAWS 2008, CHAPTER 368(SF2651), ARTICLE 2, SEC. 71
MASTER ANGLER PROPOSAL; APPROPRIATION
PREPARED BY MINNESOTA DEPT. OF NATURAL RESOURCES, JENIFER MATTHEES
DECEMBER 9, 2008

REPORT PREPARATION COST

Pursuant to Minnesota Statutes 3.197, the costs of preparation of this report are estimated at \$600 in staff time for two meetings and staff time to complete this report. The legislation contained a one time appropriation of \$10,000 to the Department from the Game and Fish fund to prepare this report, but that appropriation was not needed because the costs of preparing this report were minimal.

AUTHORITY

Laws 2008, Chapter 368(SF2651), Article 2, Sec. 71 required "by January 15, 2009, the commissioner in consultation with Explore Minnesota Tourism and interested stakeholders shall submit a proposal to improve, expand and promote the master angler program; \$10,000 is appropriated from the game and fish fund in FY2009 for development of the proposal."

PROGRAM

The Master Angler program, started by the Minnesota Fishing Hall of Fame (501(c) non-profit) in 2003, was designed to acknowledge the efforts of responsible anglers. The program recognizes anglers in both adult and youth divisions and in separate qualification categories for catch-and-release or harvest of identified species and its weights/lengths. The current executive director for the Master Angler program is Mr. Jim Gerchy who reports to the Minnesota Fishing Hall of Fame Board of Directors.

HISTORY

In November 2003 the Master Angler program started a partnership with the Department of Natural Resources (DNR), Division of Fish and Wildlife, for help with administrative costs of running the Master Angler program. The partnership served a need for the Division through an opportunity to help promote anglers beyond the Division's Record Fish program. These needs included better youth angling promotion/recognition and also a way to recognize and promote catch and release anglers. The partnership was formed under a State Grant Contract to provide reimbursement of administrative costs incurred for operating the Master Angler program.

The Minnesota Fishing Hall of Fame Master Angler program handles all program design, recognition awards, and administrative process of the program. The state of Minnesota Grant Contract is served through the Grantee's Authorized Representative - Mr. Jim Gerchy and the State's Authorized Representative - Ms. Jenifer Matthees.

The Minnesota DNR Division of Fish and Wildlife has aided the Master Angler program through State Grant Contract's from 2003-2008 and reimbursed \$12,900 in administrative costs. Additionally, the Department helped to promote the Master Angler program through posters and brochures distributed to all Minnesota Electronic License Sale agent's, through DNR web links to the Master Angler web site, and through promotion in the DNR fishing regulations publication.

The Master Angler web site is designed, maintained, and managed by program owner, Minnesota Fishing Hall of Fame. The Master Angler program also handles all aspects of the program including award design and purchase, handling and qualifying of applications, and distribution of awards.

ACTION

To accomplish the legislative mandate for consultation with Explore Minnesota Tourism and stakeholders, the DNR's representative to the Master Angler Program and MinnAqua Supervisor Jenifer Matthees, Outreach Section Chief C.B. Bylander, Explore Minnesota Tourism representative Bob Erler, and Minnesota Fishing Hall of Fame Master Angler Director Jim Gerchy met to discuss opportunities to improve, expand and promote the program. The results of those meetings are summarized in the proposals below.

It should be noted that the Master Angler web site, which is housed on the Minnesota Fishing Hall of Fame site, was down for a period of time due to server problems at about the same time that the legislation mandating this report was being passed. The web site has now been fixed and updated with additional applicant features.

PROPOSAL

Minnesota Department of Natural Resources

The DNR will maintain the current grant agreement with the Minnesota Fishing Hall of Fame Master Angler program. The DNR will also promote the Master Angler Program through website links, information in the annual fishing regulations booklet, information supplied through DNR's Information Center, and approved administrative reimbursement through State Grant Contract. Maintaining this level of support for the Master Angler Program will be an annual cost to the Division of \$3,600. In-kind value of ad in regulation book \$2,123.

Explore Minnesota Tourism

Explore Minnesota Tourism will begin new cross-promotion during May to September of the Master Angler Program through Explore Minnesota Tourism outlets including Minnesota Broadcasters Association radio announcements and Minnesota News Network Travel Minute, Explore MN outdoor blog, mention in 2009 Explore MN Fishing Guide, and quick link on Exploreminnesota.com. This will be an in-kind value of more than \$87,600.

Minnesota Fishing Hall of Fame

The Minnesota Fishing Hall of Fame will improve the Master Angler Program web site and add customer features for submitting applications, loading photos, and recognizing award winners. These additions will be a one-time cost to the Master Angler program of \$1,800 for design and set up of the new site.

SUMMARY

The actions identified above meet the legislative direction to improve, expand, and promote the Master Angler Program. The Master Angler program continues to be a valuable way to acknowledge the efforts of responsible anglers and the DNR will continue to support the program. Further, the addition of Explore Minnesota Tourism will reach new audiences and strengthen program promotion.