



## **OUTDOOR HERITAGE ADVISORY COUNCIL**

**May 3, 2023, 9:30 AM**

**Commission Room – 5<sup>th</sup> Floor**

**1751 Varsity Drive, Raleigh, N.C.**

- 1) Call To Order** – Chairman Dell Murphy
- 2) Pledge Of Allegiance** – Vice Chairman Jim Harrell
- 3) Roll Call** – Megan Law, Communications Manager
- 4) Mandatory Ethics Inquiry** - North Carolina General Statute 138A-15(e) mandates that the Council Chair shall remind all Council members of their duty to avoid conflicts of interest and appearances of conflict under this Chapter, and that the chair also inquire as to whether there is any known conflict of interest or appearance of conflict with respect to any matters coming before the Council at this time. It is the duty of each Council member who is aware of such personal conflict of interest or of an appearance of a conflict, to notify the Chair of the same. – Chairman Dell Murphy
- 5) Approval Of Minutes** – Take action on the March 16, 2023 Outdoor Heritage Advisory Council meeting minutes as written in the exhibit and distributed to members (March 16, 2023 - **EXHIBIT A**)
- 6) N.C. Department of Natural and Cultural Resources Presentation** – D. Reid Wilson, Secretary of the North Carolina Department of Natural and Cultural Resources
- 7) 2023 Legislative Update** – Justin Burr, Executive Director
- 8) Branding** - Alan Pomeroy, Program Director, and Megan Law, Communications Manager

**9) Trailblazers Club** – Alan Pomeroy, Program Director, and Noel Griffin, Outreach and Engagement Manager

**10) GO Grants Program** – Alan Pomeroy, Program Director, and Natalia Almeida, Grants Manager

**11) Patch Program** – Alan Pomeroy, Program Director

**12) Trust Fund** – Layne Randolph, Fundraising and Finance Manager

**13) Council Discussion/Other New Business** – Chairman Dell Murphy

**14) Next Meeting: July 26, 2023 (Remote)** – Chairman Dell Murphy

**15) Closing Remarks** – Chairman Dell Murphy

**16) Adjourn**



## **OUTDOOR HERITAGE ADVISORY COUNCIL**

### **EXHIBIT A Outdoor Heritage Advisory Council Meeting March 16, 2023, 9:00 AM Raleigh, NC MINUTES**

Outdoor Heritage Advisory Council Chairman Dell Murphy called the meeting of the N.C. Outdoor Heritage Advisory Council to order at 9:00 am.

#### **COUNCIL ATTENDANCE**

Dell Murphy – in person  
Jim Harrell – in person  
Austin Barnhill – in person  
Aaron Thomas – in person  
Channing Jones – in person  
Owen Andrews – remote  
Brick Brown – in person  
Gordon Myers – in person  
Mitch St. Clair – in person  
Mikey Fulk – in person  
Kevin Howell – in person

#### **STAFF ATTENDANCE**

Justin Burr, OHAC Executive Director  
Alan Pomeroy, OHAC Program Director  
Megan Law, OHAC Communications Manager  
Layne Randolph, OHAC Fundraising and Finance Manager  
Natalia Almeida, OHAC Grants Manager  
Noel Griffin, OHAC Outreach and Engagement Manager

**MANDATORY ETHICS INQUIRY** – At the request of Chairman Murphy, Megan Law read the mandatory ethics inquiry as stated in GS 138A-15(e).

**APPROVAL OF MINUTES** – Councilmember Gordon Myers made a motion to approve the December 8, 2022 minutes as written and Councilmember Brick Brown seconded the motion. The Council unanimously approved the minutes.

**WILDLIFE RESOURCES COMMISSION PRESENTATION** – Cam Ingram, WRC

Executive Director, Lisa Hocutt, WRC Deputy Director, and Travis Casper, WRC Wildlife Education Division Chief presented to the Council. Following the presentation, Council members and WRC Staff engaged in a discussion over the similarities between the two organizations' missions and target audiences, along with ways in which they could continue to promote each other in the future.

**2023 LEGISLATIVE PRIORITIES** – Executive Director Justin Burr presented the legislative requests for the 2023-2024 fiscal year to the Council. Primary requests included the addition of recurring funds, as well as an overall increase in funding that would impact programming and outreach efforts, such as GO Grants funding.

**REVIEW/UPDATE LOGO** – Program Director Alan Pomeroy presented the new proposed logo for the organization. The motion passed unanimously following first and second motions from Council members Aaron Thomas and Brick Brown, respectively.

**REVIEW/UPDATE MISSION AND VISION** – Program Director Alan Pomeroy presented the new proposed mission and vision for the organization. Council members Mikey Fulk and Austin Barnhill made motions, in that order, to approve the new mission and vision. The motion passed unanimously through the Council.

**COMMUNICATIONS REPORT** – Communications Manager Megan Law summarized advertising efforts that had been made via social media accounts and posts in the previous months. She provided examples of what the new logos and branding would look like on the social media. She elaborated on changes that are being made to update the website and what additional information will be available on there in the upcoming weeks. An announcement was made that the organization is discussing advertising through NC STEM Explorers, a television program that showcases middle school-aged North Carolina students exploring STEM experiments and careers.

**SCHOOL CLUBS REPORT** – Program Director Alan Pomeroy and Outreach and Engagement Manager Noel Griffin presented a report of their application and interview progress so far. A motion to allot specific funding toward first year clubs was introduced. Councilmember Mikey Fulk made the 1<sup>st</sup> motion to approve, with Gordon Myers following with the 2<sup>nd</sup> motion to approve. The inaugural clubs will receive an allotment of \$250,000 of the \$2M that was appropriated in Fiscal Year (FY) 23.

**GO GRANT REPORT** – Grants Manager Natalia Almeida and Program Director Alan Pomeroy presented a PowerPoint with an update on the GO Grants program, funding spent so far in FY 23, and remaining funds. The presentation also showcased the impacts that have been made over the past 4 years of the GO Grants Program, including the number of students impacted in total and the number of North

Carolina counties impacted so far. Executive Director Justin Burr added that staff may, at a later date, introduce a request to increase the funding limits of GO Grants such as overnight trips and structures. Staff will gather more information and circle back to review this with the Council.

**PATCH PROGRAM REPORT** – Program Director Alan Pomeroy presented a PowerPoint with an update on the Patch Program and the increase in applications and recipients in early 2023. A motion was made to change the age limit from 16 to 18 for patch recipients to be able to receive a patch for free. This motion was introduced in an effort to be inclusive to all high school-aged students. The motion passed, with Councilmember Channing Jones providing the first motion to approve, followed by a second motion from Councilmember Kevin Howell.

**OUTREACH REPORT** – Outreach and Engagement Manager Noel Griffin summarized the past 2 events the organization had attended and announced upcoming events. She shared with the Council the success of in-person patch recipients and outreach/networking accomplishments made at each event.

**TRUST FUND REPORT** – Fundraising and Finance Manager Layne Randolph presented a PowerPoint with updates on the trust fund and donations. A recent partnership with a North Carolina winery was presented; the winery is donating \$1 from each sale to the Council's mission. She also reminded Council members of the new ALVIN donation system being implemented by WRC. She made the Council aware of a new sponsorship page that will be published on the website. Staff will work together to promote sponsorship from donors in the future.

**ANNOUNCEMENT OF NEXT MEETING** – Chairman Dell Murphy announced that the next meeting will take place Wednesday, May 3<sup>rd</sup>, 2023 in Raleigh, North Carolina on the fifth floor of the NC Wildlife Resources Commission Headquarters.

**CLOSING REMARKS** – Chairman Dell Murphy reiterated actions items, including requests that members would visit the General Assembly to lobby on behalf of OHAC, and allowed members to speak to staff regarding further requests and actions to be taken. Suggestions were made by Council members Aaron Thomas and Channing Jones that staff put together lobbying summaries to be distributed to legislators during lobbying visits. Suggested information included research to support our cause and mission objectives.

**ADJOURN** – There being no further business, Chairman Murphy adjourned the meeting at 1:00 pm.