



General Membership Meeting Minutes

02-01-2024

Executive Board Members

- President - Doug Saint-Denis - Present
- Vice President - Bob Kratzer - Present
- Secretary – Patric Gaffney - Absent
- Treasurer - Jon Blank - Excused
- Member at Large A - Marc Bush - Present
- Advisory Member - Greg Kain - Excused
- Advisory Member - Cameron Black – Present
- Advisory Member - Camrin Johnson – Present
- Advisory Member - Eric Linde – Present
- Advisory Member - Mark Coleman – Present
- Advisory Member - Cary Hoffman – Present

Called to order: 9:17 AM

Association Members:

Nic Norbeck, Bruce Gipple, Mike Ainswroth, Jared Cady, Mitch Coleman, Neils Humphries, Justin Andrews, John Kaiser, Todd Stoffel, Brent Soule, Mike Horm, Merry Coleman, Ray Vermillion, Trey Carskadon, Keith Bell, Josh Carlton, Duane Inglin, Ian Winder, Gabe Miller, John Kruse, Revae O’Leary (Online)

Treasurer Report: Checking 15,195.69 PayPal 9,205.63

Old Business: No Old Business

2023 Accomplishments:

- Three Eboard members are members of the WDFW Guide Advisory Committee, which WSGA was instrumental in the organization and approval of the WDFW guides Advisory Committee.
- Marked improvement in social media presence
- Buoy 10 Letter to commissioners in regards to WDFW commission interest into possibly limiting guide days at Buoy 10.
- Created a Columbia River Chapter of WSGA.
- Steelhead Mortality Letter was sent by Bob Kratzer, but never received a response.

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- North of Falcon and PFMC - WSGA attended all of the 2023 NOF/PFMC meetings and Doug attended the final PFMC meeting in Foster, CA. WSGA's attendance is noted by PFMC and WDFW. It is clear WSGA should continue with the NOF falcon process and be present at these meetings.
- Hoh Quillayute River System Steelhead - TU flagged the closing in April for steelhead. The literature was deep inside NOF paperwork. Very blindsided rule making that department admitted was not discussed openly at NOF. Biggest complaint amongst anglers is a rule change like this should have the same process on rule changes as everything else. OPGA, WSGA and several other organizations wrote strongly worded letters to this rule making and subsequently, the rule was rescinded.
- Wrote letter of support for Larry Phillips for a seat at PFMC
- Wrote letter to commission asking to deny the proposed petition to close steelhead Dec 1 to February 15th
- Wrote letter to Kelly Susewind, Kelly Cunningham and James Losee about Chehalis river system closing after co-managers meetings. Asked how we are to move forward in the future and what support might look like.

Eboard Elections:

Subsequent to 2 years of service on the board position, each even year, Vice-President, Treasurer, Advisory Member 1, Advisory Member 3, Advisory Member 5 will be nominated by membership during the Annual General Membership Meeting.

The following are up for re-election. Robert Kratzer (Vice-President), Jon Blank (Treasurer), Greg Kain (Advisory Member 1), Cary Hoffman (Advisory Member 3), Eric Linde (Advisory Member 5).

All incumbents ran for their position again. There were no nominations for any of the positions. There was no need to vote and the member positions up for re-election will remain the same.

Social Media Update:

Conclusion and Perspective

The social media metrics for 2023 paint a picture of robust growth and engagement for the Washington State Guides Association (WSGA). The substantial increase in followers, coupled with the dramatic rise in reach and content engagement, highlights the **growing interest and interaction with our content.**

Notably, while some content types, like Member Shoutouts, perform exceptionally well in terms of reach and engagement, it's important to remember that all content, including those with lower performance metrics, contribute significantly to our overarching goals, such as increasing membership.

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The data clearly shows that our social media strategy is resonating with our audience and driving meaningful results.

Detailed Summary: Social Media Performance for WSGA in 2023

Follower Growth: Substantial and Authentic

- Growth: Increased by 214, a 167.5% rise over the previous year.
- Significance: This growth, though seemingly modest, represents a genuine interest in WSGA's mission and values. Each new follower is a real individual who aligns with our goals, not just a number.

Reach: Expansive Increase

- Total Reach: 47,600, marking an impressive 1100% increase from the previous year.
- Importance: This staggering growth in reach is crucial. It means our message is reaching far more people, significantly expanding our influence and visibility.

Content Engagement: Exceptionally High and Growing

- Engagement: 5,100 engagements, a 3400% increase from the previous year.
- Implication: This massive surge in content engagement indicates that our followers are not just viewing our content, but actively liking, commenting, and sharing it. It's a clear sign that our content resonates well with our audience.

Link Clicks: Indicative of Active Interest

- Increase: 346 clicks, up by 145.4% compared to the previous year.
- Relevance: The rise in link clicks shows that followers are engaging with our calls to action, such as signing up to become a member or participating in WDFW meetings. This is a direct measure of the content's effectiveness in prompting action.

Best Performing Content: Member Shoutouts

- Details: The content highlighting Member Shoutouts received the highest reach and engagement. This suggests that personal stories and acknowledgments resonate strongly with our audience, fostering a sense of community and connection.

Lowest Performing Content: 'Become a Member' Campaigns

- Performance: Although these posts had the lowest reach and engagement, their impact is far from negligible.
- Impact on Membership Growth: In 2023, we welcomed [total number of new members for 2023]. Remarkably, at least 35% of this growth can be attributed to our social media efforts. This underscores that even the less engaging posts have a substantial, real-world impact on our organization's growth.

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Fish Hunt NW Duane Inglin – Duane talked about the 4th Annual Kids Trout Derby and getting kids fishing who otherwise would not have an opportunity. He is looking for guides to help facilitate the trout derby.

Robert Kratzer made a motion to donate \$500.00 to the Fish Hunt NW Kids Trout Derby. Doug Saint-Denis second the motion. The motion carried unanimously.

2024 WSGA Scheduled Meetings:

March 11th, April 8th, May 13th, June 10th, July 8th, August 12th, September 9th, October 14th, November 11th, December 9th.

NOF 2024:

WSGA plans on being at all of the NOF meetings. Doug Saint-Denis will attend PFMC in person in Seattle, Cary Hofman has volunteered to also attend PFMC in person, in an effort to ensure WSGA is represented in all aspects and meetings at the PFMC. Robert Kratzer said he will attend as well, depending on his schedule. All members are encouraged to attend the regional NOF meetings.

Limited Entry Discussion:

WSGA has several board members on the Guide Advisory Committee (GAC). We have been updating the membership as the discussion of limited entry has been evolving with the GAC. This is not a process that is set in stone as of yet and discussions about the possibility of limited entry continues. Even if it is decided that limited entry or capping of fishing guide license occur, it may be two to four years in the future before we saw anything. WSGA wants to stay ahead of this issue and not be surprised by anything.

Columbia Salmon Policy Discussion:

Recently, WSGA found out that within the Columbia River Salmon Policy for WA, Limiting or eliminating fishing guides on the Columbia River is part of the policy and has been for several years. Although, no one knew about this. Specifically, the policy states;

4. Limiting the Number of Recreational Guide Licenses in Jointly Managed Waters of the Columbia River. The Commission is aware of public concerns that the lack of a limit on the number of recreational guide licenses issued in Washington and Oregon may have negative effects on the non-guided sector of the recreational fishery, such as overcrowding and a reduction in open fishing days. Further, it is recognized that any effective program to limit the number of recreational guide licenses on jointly managed waters of the Columbia River would need to consider the regulatory frameworks of both Oregon and Washington, that statutory changes

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may be required in one or both States, and that there are many difficulties in designing a concurrent and equitable program. The Department shall initiate discussions with ODFW and consult with representatives of the recreational fishery sectors to develop objectives and options for a workable license limitation program. In a similar manner as the commercial fishing license buyback program, the Department shall convene a policy level joint-State body with appropriate Oregon representatives to develop a report assessing the effects of limiting guide licenses or other measures and evaluating alternatives for an effective concurrent program. The report is to be submitted to the Commission and appropriate Oregon authorities for consideration and, if warranted, possible transmission to statutory authorities.

Commission Calendar:

Any member and more importantly, board members, need to make every effort to attend WDFW Commission meetings. The Commission often discusses issues which affect the fishing in WA State. Aside from this issue, facetime with Commissioners is important to ensure we are abreast of issues affecting sport fishing.

Meeting dates	Location
January 25-27, 2024	Hybrid - Olympia
February 12, 2024 Special Wildlife Committee	Web conference
February 16, 2024	Web conference
March 14-16, 2024	Hybrid - TBD
April 18-20, 2024	Hybrid - Olympia
May 17, 2024	Web conference
June 20-22, 2024	Hybrid - TBD
July 19, 2024	Web conference
August 8-10, 2024	Hybrid - Olympia
September 26-28, 2024	Hybrid - TBD
October 24-26, 2024	Hybrid - Olympia
November 15, 2024	Web conference
December 12-14, 2024	Hybrid - TBD

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Webpage for Important Contacts:

We have created a webpage on the WSGA website which has important contacts such as Senators, Legislators and Department heads and Bio's. We will also create a template for writing letters regarding issues members are concerned with.

Sauk River Access Issue: Cary Hofman –

Hippie Bar is a launch and take out location on the Sauk River. There are issues of littering and parking. Most of the issues are not being caused by anglers. A nearby resident has been loud on the issue and the access point is controlled by the Nature Conservancy. Cary Hofman is going to work with the Nature Conservancy to maintain access for anglers and put up signage to encourage others to maintain the area to allow continued access. Signage will come at a low cost.

Doug Saint-Denis made a motion to pay for the signage cost. Marc Bush Second the motion carried. Non opposed.

Sponsors: WSGA created some flyers for members to share with their sponsors

For the Good of the Order:

Marc Bush - Ben Overmars was injured in a accident on the river and was severely burned.

Ray Vermillion – Grays Harbor Guide Association has dissolved and Ray presented a check to WSGA for 2,200.00, finalizing the closure of the Grays Harbor Guide Association.

Meeting Adjourned: 10:48 am

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