

Meeting Date: March 17, 2017

Agenda Item No. 10

Agenda Item: Idaho Fish & Wildlife Foundation Report

Bureau Chief Approval:

Prepared by: Hilarie Engle

Background:

Commission has requested updates about the Idaho Fish & Wildlife Foundation activities.

Statutory Authority and/or Policy issues:

None

Public Involvement Process:

None

Staff Recommendation:

Present update as follows.

Justification:

Requested by Commission.

1. The Foundation Board of Directors and the Department continue to work together to move forward with the Region 3 property acquisition and building plan development.
2. The Foundation will be participating in Idaho Gives, May 4th (Idaho's Day of Giving). Public engagement through social media channels, and email communication to constituent data base. The Foundation will also host an informational booth at DL Evans Bank in downtown Boise for First Thursday, Idaho Gives Day.
3. The Foundation will be working with Stoltz Marketing Group to conduct a brand awareness research that will help target and align messaging to stakeholders and constituents. The Foundation will receive brand touch points based on each audience. This project will help focus the Foundation on the "Why" for each target audience.
4. The Idaho Fish & Wildlife Foundation volunteer night helped raise \$9268 for Idaho Public Television.
5. The Foundation's competitive grants cycle for 2017 closed on May 1st. The Grants and Distribution Committee will select the grant slate for final Board approval at the August meeting.
6. The next meeting of the Foundation's Board of Directors will be held in Idaho Falls on Saturday, August 19th, 2017.