



# Tennessee Council, Trout Unlimited

Chairman, Mike Bryant, [mjbryant1954@hotmail.com](mailto:mjbryant1954@hotmail.com)  
 Secretary, Jim Herrig, [jimherrig@juno.com](mailto:jimherrig@juno.com)  
 Treasurer, Mark Spangler, [m.spangler@charter.net](mailto:m.spangler@charter.net)  
 National Leadership Council, Steve Brown, [wsbrown08@gmail.com](mailto:wsbrown08@gmail.com)

**Minutes of Tennessee Council of Trout Unlimited and  
 Cooperative Meeting for the Enhancement of Coldwater Fisheries**  
 Saturday, Feb. 10, 2018 (10:30 to 3:00) at the Lawson McGee Library in Knoxville  
**PRESIDING: Mike Bryant, Chairman (LR)**

**TOTAL NUMBER PRESENT: 24**

**COUNCIL OFFICERS PRESENT** (Home Chapters in parentheses)

Mike Bryant, Chairman (LR)	Y	Jim Herrig, Secretary (AP)	Y
Steve Brown, NLC Representative (CR)	Y	Mark Spangler, Treasurer (LR)	

**COUNCIL COMMITTEE CHAIRS PRESENT** (Home Chapters in parentheses)

John Reinhardt, 5 Rivers (GSM)	Y	Steve Fry, Conservation (AP)	Y
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**CHAPTER and AGENCY REPRESENTATIVES**

CHAPTER/AGENCY	NAME	EMAIL ADDRESS
Appalachian Chapter	Steve Fry Jim Herrig Mike May	<a href="mailto:fryfisherman@gmail.com">fryfisherman@gmail.com</a> <a href="mailto:jimherrig@juno.com">jimherrig@juno.com</a> <a href="mailto:mike_may@me.com">mike_may@me.com</a>
Cherokee Chapter		
Clinch River Chapter	Dennis Baxter (TVA) Steve Brown Tony Gregg John Thurman	<a href="mailto:dsbaxter1@live.com">dsbaxter1@live.com</a> <a href="mailto:wsbrown08@gmail.com">wsbrown08@gmail.com</a> <a href="mailto:tgregg@inbox.com">tgregg@inbox.com</a> <a href="mailto:johnthurman12@comcast.net">johnthurman12@comcast.net</a>
Great Smoky Mountains Chapter	John Reinhardt	<a href="mailto:john711111@yahoo.com">john711111@yahoo.com</a>
Hiwassee Chapter		
Little River Chapter	Ernest Frey Mike Bryant Mark Spangler Ian Rutter	<a href="mailto:ernest.frey@comcast.net">ernest.frey@comcast.net</a> <a href="mailto:mjbryant1954@hotmail.com">mjbryant1954@hotmail.com</a> <a href="mailto:m.spangler@charter.net">m.spangler@charter.net</a> <a href="mailto:ian@randrflyfishing.com">ian@randrflyfishing.com</a>
Overmountain Chapter	Jeff Wright	<a href="mailto:overmountaintu@gmail.com">overmountaintu@gmail.com</a>
	Gary Nunley Mark A. Putnam Robert Walker Betsy Mansfield Joe Congleton	<a href="mailto:nclan@comcast.net">nclan@comcast.net</a> <a href="mailto:putnam.lm@gmail.com">putnam.lm@gmail.com</a> <a href="mailto:walker.greenfield@gmail.com">walker.greenfield@gmail.com</a> <a href="mailto:bkq2006@comcast.net">bkq2006@comcast.net</a>
Great Smoky Mountains Nat. Park	Matt Kulp	<a href="mailto:matt_kulp@nps.gov">matt_kulp@nps.gov</a>

CHAPTER/AGENCY	NAME	EMAIL ADDRESS
Tennessee Valley Authority	Dennis Baxter (CR) Daniel Saint Shannon O'Quinn	<a href="mailto:dsbaxter1@live.com">dsbaxter1@live.com</a> <a href="mailto:dpsaint@tva.gov">dpsaint@tva.gov</a> <a href="mailto:tsoquinn@hotmail.com">tsoquinn@hotmail.com</a>
Tennessee Wildlife Resources Agency	Jim Habera Travis Scott Brandon Simcox	<a href="mailto:jim.habera@tn.gov">jim.habera@tn.gov</a> <a href="mailto:travis.scott@tn.gov">travis.scott@tn.gov</a> <a href="mailto:brandon.simcox@tn.gov">brandon.simcox@tn.gov</a>

## Agency Presentations

### Travis Scott - TWRA Region 3

Several Creel Surveys using roving recorders and cameras are underway

Recently had a meeting with the Corps of Engineers to discuss sustaining flows in the Caney Fork River

A new gauging station will be installed on the Hiwassee River at the Hwy 315 bridge

A public meeting will held (March 10) following the Tellico River Clean-up (approximately 3 or 3:30) to discuss summer stocking in the Tellico River – Temperature concerns and moving the Put-and-Take starting date back from March 15 to March 1 each year will be discussed

An intern has been hired for the summer and will focus on boot disinfecting stations and angler education; there are wash stations at Little River Outfitters and Reliance Outfitters;

TWRA would like to expand the number of wash stations if partners can be found

Received a \$6000 grant from TVA to remodel the Brook Trout Hatchery Building; key components to be added include a chiller and a recirculating system

The Hiwassee River Clean-up is scheduled for March 24

Backpack electrofishing surveys will be conducted this summer on the North Fork of Citico Creek and TU is invited to assist; date will be coordinated with Steve Fry as the annual brook trout monitoring day

Stocking updates are available on the TWRA website (TNwildlife.org)

### Jim Habera - TWRA Region 4

Brook trout DNA for all known streams are being reassessed; 110 brook trout populations have been found outside the GSMNP

Screened brook trout for gill lice in 2017 – none found

Brook trout restoration efforts in Little Jacobs Creek and Little Stony Creek will be completed in 2018

Some biomass loss has been detected in many streams associated with the 2016 drought.

The state-wide trout management plan has been finalized, including brook trout.

Tailwaters

TWRA expects to finish management plans for Boone and Cherokee reservoirs this year  
Norris catch per unit effort electrofishing is increasing and is associated with the slot limit regulation implemented in 2008

South Holston has mostly wild brown trout at very high density; need to harvest some of

the smaller browns to reduce competition and increase growth  
Wilber tailwater has mostly brown trout and the trend is similar to the South Holston  
Boone/Patrick Henry and Cherokee surveys will be conducted in 2018  
New Delayed Harvest regulations are proposed for Buffalo Creek and Doe River  
Whirling Disease is present in South Holston and Wilber tailwaters; there is a page on the  
TWRA website to report incidents of whirling disease

### **Matt Kulp - Great Smoky Mountains National Park**

Little Chattahoochee and Anthony Creek restorations are on going  
Brook trout being stocked into these streams are from Bunches Creek in North Carolina  
All three streams are within the Little Tennessee River watershed  
Study funded by TU and conducted by the Tennessee Aquarium shows that brook trout from  
different but adjacent streams tend to spawn with cohorts from the same stream; probably  
related to differences in peak flows which affect water temperature  
Water quality monitoring  
Air quality is improving and resulting in less deposition of acidic chemicals  
It will take decades for the soils to recover  
Full recovery may occur by 2100 if air quality continues to improve  
Abrams Creek is being restored (it was rotenoned in the 1950's by the USFWS to improve  
rainbow trout production); Greenside darters and banded sculpins are being restored; these  
species are hosts for several mussel species that will also be restored  
A mercury study shows that low elevation species, especially smallmouth bass, are concentrating  
mercury in their bodies; a food consumption warning may be necessary  
Trout Unlimited volunteers have contributed more than \$1,000,000 in service to the Park since  
1993; there are several opportunities for volunteers to help in air and water quality  
monitoring

### **Shannon O'Quinn - Tennessee Valley Authority**

Cooperated on a culvert replacement project with Cherokee National Forest, American Rivers,  
TWRA, and TU to facilitate brook trout passage; Two miles of stream were opened up  
for brook trout  
TVA is funding three national fish hatcheries in the amount of \$1million per year

### **Daniel Saint - Tennessee Valley Authority**

Continue to monitor temperature and dissolve oxygen levels in tailwaters  
Current lake levels are moderate to high  
South Holston power system is being renovated – time frame is July 2017 to September 2018  
Boone reservoir is starting to fill after dam restoration work; pending tests, project completion is  
projected for 2022

Norris Dam hydropower repairs

One unit is out until June 2018

The weir dam repairs will begin in February 2018 and last about seven weeks

There was considerable discussion between TU members and Mr. Saint ref. the weir Dam

### **Dennis Baxter Tennessee Valley Authority**

Index of Biological Diversity (IBI) scores are good across the valley

These stable scores show that the reservoir releases improvement measures are working

### **The Cooperative Meeting for the Enhancement of Coldwater Fisheries ended at 12:40**

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### **The Tennessee Council of Trout Unlimited Meeting**

#### **ORDER OF BUSINESS**

The council meeting was called to order at 1:10 a.m. by Mike Bryant, Council Chair.

#### **OLD BUSINESS**

After welcoming everyone and covering the agenda, Mike asked for self-introductions.

A motion was made by Steve Brown to approve the minutes from the previous two meetings (7/29/17 and 11/11/17) was seconded by Tony Gregg

#### **NEW BUSINESS**

#### **FINANCIAL REPORTS: None**

Southeast Rendezvous is May 19-20 and there is \$200 per chapter budgeted to assist members for travel expenses

#### **Discussion around the dechartering of the Cumberland Chapter**

Jeff Yates from TU National had told Mike Bryant that the Cumberland Chapter was dechartered for failure to file its tax exempt forms

Rechartering might involve establishing several new chapters in place of the Cumberland Chapter

A mapping effort is underway to determine logical locales for new chapters

Cumberland Chapter funds be transferred to TN TU Council and put into an escrow account

There may be fines that have to be paid

Mike asked for volunteers to help form a committee to handle the transformation

Dennis Baxter, Mark Spangler, and Steve Brown volunteered to serve on that committee

#### **COMMITTEE REPORTS:**

#### **License Plate Committees' Recommendations**

**Grants committee – Jeff Wright, Ernie Frey, and Steve Fry**

Key calendar dates for applications needed to be set

Chapter contacts need to be identified

Chapters need to review Agency and NGO contact lists; the contact list will be placed on the Council webpage

Jeff will also place it on Google Docs for those with gmail accounts

**Marketing committee – John Rheinhart (see attachment)**

We are getting more money than any other state from license plate sales

The ownership of the artwork on which the TU license plate is based is unknown

8% to 10% of the funds should be used for marketing the first year

Can use license plate funds for marketing

Need to establish how the success of the marketing program is determined

Currently growing by about \$4000/year with no marketing

Growth may be attributed to improving economy or more cars on the road

Committee needs to refine the proposals for the marketing plan

**CHAPTER UPDATES:**

**Great Smoky Mountains Chapter – John Rheinhart**

Ironman fly fishing contest raised enough money to send two campers to Trout Camp

**Overmountain Chapter – Jeff Wright**

Some landowners are trying to restrict access to the South Holston River

Two full scholarships are available for Trout Camp

Cleanup day for Watauga River is March 17

Thirsty Orange Festival is April 7

**Cherokee Chapter – John Thurman**

A fly fishing tournament is being planned

Outing for chapters member to the Tuckaseegee River is scheduled for May 11-13

**Little River Chapter - Ernie Frey**

Little River cleanup scheduled for March 31

There are 11 (4 are girls) applicants for Trout Camp

Steve Young needs someone to coordinate the Trout Camp equipment and materials

Mark Spangler (Council Treasurer) stated that two council members are funded to attend the Southeastern Regional meeting in West Virginia May 19-20; rooms are \$79/night plus \$90 registration

**Appalachian Chapter – Steve Fry**

Held two fund raisers – film festival and Christmas Party

Tellico River cleanup is March 10

Continuing to partner with the Tennessee Aquarium

**Clinch River Chapter – Tony Gregg**

Beginning fly tying class  
 Clinch River cleanup is July 21  
 Kids' Fishing Day will be held in cooperation with Tennessee free fishing day  
 Women on the Water day being planned  
 Four stream cleanup days being planned  
 Sponsoring a girl for Trout Camp

**National Representative – Steve Brown**

Two new TU National people  
 Climate change video produced  
 National Leadership Council handbook is being updated

**SUMMARY OF UNANIMOUSLY APPROVED MOTIONS AND NOMINATIONS**

<b>Description</b>	<b>Made By</b>	<b>Seconded By</b>
Approval of 7/29/17 and 11/11/17 minutes	Steve Brown	Ernie Frey

**ACTION ITEMS INITIATED**

<b>ITEM</b>	<b>RESPONSIBILITY</b>	<b>DUE DATE</b>
Committee formed for transformation of Cumberland Chapter	Dennis Baxter	Summer meeting
Mapping logical locales for new chapters	Mike Bryant	Summer meeting
Key calendar dates for grant applications	Jeff Wright	Summer meeting
Chapter contacts need to identified	Mike Bryant	Summer meeting
Review Agency and NGO contact lists	Chapter Presidents	Summer meeting
Place contacts list on Google Docs	Jeff Wright	Summer meeting
Determine ownership of the TU license plate artwork	Mike Bryant	Summer meeting
Refine the marketing plan proposals	John Reinhardt	Summer meeting

The meeting was adjourned at approximately 3:00

Respectfully submitted by Jim Herrig

Attachments include:

Marketing Plan Proposal

## Attachment 1 - Marketing Plan Proposal



### GOAL

- I. Overview: Define and implement marketing strategies to increase annual Tennessee TU license tag sales.
  - A. Identify current owner's logic/reason for purchasing, example: i.e. current TU member/or simply attracted to design or idea of conservation purpose.
  - B. Once current owner's reasons/choices defined, expand on outreach to those individuals. We will try to acquire statistics and regional demographics on concentration/location of current sales and expand and develop strategies to duplicate in other regions. Street survey (spontaneous as we encounter them in daily activities) current owners; and acquire information of what drove their decision to purchase a TU tag.

### II. Non TU Individual & Groups:

- A. Develop marketing strategies and interaction presentations to non-TU individuals and groups. This could include conservation groups and individuals whose mission is similar to TU in regards to conservation and possibly embrace a tag purchase but more importantly spread the TU tag mission via its members and resources.
- B. Many of these conservation groups have monthly and quarterly meetings and like TU chapters are looking for presenters and fresh ideas to add to their meetings.

**TOTAL ANNUAL REVENUE  
TU LICENSE TAGS**

2014 - \$44,032  
 2015 - \$47,023  
 2016 - \$50,796  
 2017 - \$55,826

**TU PLATE SALES BY COUNTY- TOTAL TAGS SOLD 2017- 4,812**



DATA PROVIDED TN DEPT. REVENUE-LICENSE PLATE DIVISION

**III. Marketing & Media:**

- A. Multiple methods of outreach are available at a relatively low cost whether by websites, social media, direct contact, television stories and newspapers. Working with these resources their largest problem is always having new stories, new ideas, new content.
- B. Update and continue to use our own in-house resources such as TU State website, the individual chapter websites and i.e. social media like chapter Facebook and other internet sites.
- C. We have available reasonably priced access thru TU PrintShop for printing high quality 4 color posters or flyers for placement in fly shops, outdoors retailers, and general public outlets.
- D. As previously viewed thru the video example filmed by Tennessee local TU 5Rivers chapter we also have access; again at a reasonable cost the ability to produce, edit and develop a quality marketing video to use in all media contacts or presentations.



### Research Outside States marketing programs

A. Initial research shows the following states with TU tags-Pennsylvania, Georgia, Montana, North Carolina, Colorado-follow up for additional states.

B. Assign committee members to research assigned state(s) current or past marketing plans by accessing TU chapters in that state for information. Both success or failure with other states license plate marketing plans have value.

### II. Develop a marketing budget

A. As a general rule of thumb corporations spend about 5% of their total revenue just to maintain their existing position. Those trying to reach a bigger market share average 10%. Depending on type of industry it can go as high as 20-50% of net revenue in a competitive field.

B. TU of course is a non-profit and those percentages shift in that demographic. Approximately only 1 in 4 non-profits have a firm marketing budget plan, having a marketing budget that is inadequate is just as inefficient as having no budget at all. Lack of funding to support your goals will just have a marketing group spinning its wheels accomplishing little but daily frustration.

C. The average percentage of non-profits marketing budget is 3-5 per cent of revenue. These are again averages and vary from group to group and marketing campaign goals.

D. Our license tag campaign is about attempting to revitalize a product that drives our core funding for conservation projects. We are actually updating a product that has not been focused on in years so it is similar to starting over.

*From an outside source:*

“All things being equal, I will always give my donation to an organization that I trust.”

Brand quality is associated with trust. An organization that looks more professional through its image alone will be trusted more than one that does not. Quality in design matters.

Awareness is associated with trust. When all things are equal, I will give to the organization I have heard more about since I associate having heard of them with success in their mission and notoriety. It takes approximately 7 times on average for someone to be exposed to the brand, then to internalize or remember something. This is especially true when they plan to make a financial commitment.

- TU LICENSE TAG BUSINESS CARDS
- FRONT OF CARD JEPG OF LICENSE WITH TAGLINE
- BACK OF CARD LINK TO ORDER & TU LINKS
- HAND-OUTS AND RETAIL LOCATIONS
- PRICE ESTIMATE-\$100



MARKETING POSTER COST ESTIMATE

- 4 COLOR LITHOGRAPH
- GLOSS FINISH
- LICENSE TAG JPEG [EDGE 2 EDGE]
- "BACK THE TAG" LOGO
- ESTIMATE 1000 ct.- \$225\_500 ct.-\$150  
250 ct.-\$120
- ADDITIONAL INFO-LINK TO ORDERING
- TU LOGO

## SAMPLE PREVIEW

