



# MATANUSKA-SUSITNA BOROUGH

## Fish and Wildlife Commission


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## MEMORANDUM

TO: Matanuska-Susitna Borough Mayor Vern Halter ✓  
Matanuska-Susitna Borough Manager John Moosey  
Matanuska-Susitna Borough Assembly Members

FROM: MSB Fish and Wildlife Commission 

DATE: January 18, 2018

SUBJECT: Patty Sullivan and Stefan Hinman's contributions to the Mat-Su Borough Fish and Wildlife Commission.

Good Day,

The Mat-Su Borough Fish and Wildlife Commission has been relatively successful over the past several years in attempts to protect and start rebuilding several salmon runs returning to the Northern District through interactions with both the Alaska Department of Fish and Game and the Alaska Board of Fisheries. Much of this success is directly attributable to the efforts of Patty Sullivan and Stefan Hinman of the Mat-Su Borough's Public Affairs department.

On numerous occasions, both Patty and Stefan have worked literally through the night preparing verbal and PowerPoint presentations, based on information provided by commission members, so that various commissioners could explain to the public, to legislators, and to the Governor what the problems are regarding Northern District salmon returns and how these returns could be improved.

One example of their work over time would include two separate booklets for two consecutive BOF Upper Cook Inlet meetings (2014 and 2017) explaining our concerns about salmon return numbers and how to increase those number while minimizing the impact to the commercial fisheries in the Central District. This combination of their professional public relations work and expertise from the Commission resulted in a major overhaul of commercial fishing regulations at the 2014 board meeting.

Another example was the development of six PowerPoint presentations, presented essentially as one discussion, by six different commissioners, at the 2017 UCI board meeting. This approach is rarely done and was the only one of its kind at this board meeting. This project involved major efforts of time and expertise on Patty and Stefan's parts to coordinate the topics in working with the six presenters.

Over the years, Patty and Stefan have utilized their public relations skills and expertise in supporting the FWC through the creation of videos, keynote presentations/PowerPoint slides, photos, social media posts, press releases, newspaper front page news articles, statewide news columns, the BOF booklets, and an innovative fisheries Stock of Concern map, among other products.

The Commission felt strongly enough about the contributions both Patty and Stefan have made toward bringing the plight of our Northern District salmon stocks into public awareness that we decided to write this memorandum telling you how important and vital their efforts have been in this endeavor.

We cannot state strongly enough how critical Patty and Stefan's support of Commission efforts to change the management approach to Cook Inlet salmon have been. These efforts will need to be continued into the future because fisheries management is a fluid and politically influenced process.

The Commission asks that you, the officials of the Mat-Su Borough, formally recognize the efforts of your Public Relations Department, Patty Sullivan and Stefan Hinman, in their support of our Commission and the salmon resources of the Northern District.

Thank you for your time and consideration of this matter.