

## Sport Fishing Roundtable app discussion

**Date:** Tuesday, April 22nd, 2014, 2pm - 5pm (BCWF offices in Surrey)

### Attendees

- Dave Moore
- IQMI: Jesse, Arnold
- Dave Barrett
- SFI: Owen Bird
- Leigh
- BCWF: Ed George
- Rod Clapton
- Vic
- Rod Hsu (fishingwithrod.com)
- Tony

Refer to the PPT that Dave M has supplied prior to the meeting.

### Notes

- Dave M
  - Leads introductions
  - This is "your" product to group
  - Have been stonewalled by Colin Matheson in the past regarding funding; since then he's identified \$10k for the group project to see if it can work; Colin however is interested in seeing things succeed, but only with small amounts of starting cash
- Rod
  - To try to sum up, remove some of the mistrust between groups
- Ed
  - If we could go out and have something to defend not just their own number, but other peoples
  - A huge fishery for BCWF is 130000 from 2010 Sockeye
  - DFO counted against them it was 200k
- Dave Barrett
  - This needs to taken by Sue Farlinger
  - Have identified to date that there is \$10k available for this project
- Dave M
  - Owen call's out slide on "fisher-dependent" title of slide deck
  - Answers Owen question about a "fisher-dependent" program
  - At the surface it is fisher-dependent, but down further it is validating the industry
- Rod
  - Do we have a budget allocated for the project
  - Is the \$10k all that has been identified?

- How about buy in on the river?
- Dave M
  - These are the big questions
- Leigh
  - How do we figure out the liars for those who are reporting?
- Dave M
  - He's figured out a way to handle this... look at the outliers of the larger data set
  - Dave starts in on slides...
- Owen
  - Still has issues with the "Fisher-Dependent" name
- Tony made a point that this is really just about having more time to fish, getting the right data out so that DFO would leave the season open longer, all seemed to be in agreement with this new point
  - Tony also mentioned that not many people are interested in this "Facebook" sharing etc
- Dave M
  - Showing slides of IQMI tool sets
  - Agreed that we don't want to reshape the fishery
- Rod
  - On "Basic Survey" page, there may be issues with capturing angler number; user name, first name etc would have been better
- Arnold
  - There is a need to make the Angler Number
- Everyone seems to want to use a PIN
  - Concerns around security, rotating PINs over 5 days, not being able to associate those PINs together, how do you retrieve your PIN
- Suggestion to have a section for guides for reporting for the day
- Discussion about data mining and the 80,000 data points, will need many years of this to really make it count and trustworthy...
- Rod
  - One word that we haven't seen yet is "confidentiality"
- Dave M
  - For sure, and it's all included
- Leigh
  - Concerned about who holds the keys to the data
  - Ensuring that the data won't be sold, marketed, (sent to DFO he said?)
  - How do we get anglers to use the system and the "trust" factor
- Dave M
  - This all needs to be taken into account
- Dave B
  - Angler: who the hell are you, what are you going to do with my data
- Arnold

- As long as you have the value statement correct, the angler will decide if it's worth it to click the Yes button on the disclaimer
- Another question about value proposition of this project for the user?
  - Why would I want to see my data again? I know how much I caught
  - Gotta be careful about giving data back to the after you've entered it; the perspective of having so much data and where is maybe it going?
  - Example of previous experience about supplying data to tagging program, they had said that the data would not be sent on, but low and behold the next season there were more people there wanting to collect additional data - the sector was exposed, and how did they know about the original data that they had supplied when they said that it wasn't going to be sent on
- Dave M
  - Starts in on his mock up for Salmon Angler Log
- Rod
  - I think that the dashboard will be pre-screened by anglers, see what they want, and would they use it
- Leigh
  - Would the dashboard (Angler Profile) view be a gateway screen to other areas?
- Rod
  - We're a little behind for this AGM
- Dave M
  - Only have one shot for usage of the money (\$10k)
- Dave B
  - Could also use a sub-group of people to test this
- Dave M
  - Before we turn this on, we need to decide if there's a select group, or a specific group, etc
    - Mortality is really important to anglers; they need to know that if they touch a fish, they understand and appreciate that they are affecting that fish
- Ed
  - What might be interesting as well, is the total number of days that are spent out on the water
    - Ed gave an example of 190 days within one year for himself
- Rod
  - Re: Mortality, to most fisherman, a dead fish is one that's on the floor of their boat
    - Flagging this point that it's something that could be abused
    - Dave M counters with the fact that DFO estimates mortality based on by catch
- Vic (?)

- Sure we should capture it the data, but maybe not display it on the screen; and that average joe angler doesn't know what it means
- Leigh
  - You don't want PETA seeing at this screen (BAD, you'll end up with an article in the Vancouver Sun)
- Dave M
  - Presents the catch zone page of PPT
- Seems like everyone is good agreement with choosing by zones over using GPS coordinates
  - It was raised that DFO has fishing zones defined, but they're different between creel survey and first nations
  - Seems like there may be collision with Owen's app that he's been working on which covers area further down river
  - Leigh
    - The more candies that we give them leading up to the wicked witches castle the better?
  - Now onto Dave's record salmon data screen
  - Ed
    - Doesn't like the pictures that are being used - sockeye for instance don't look like that where they're fishing, it's more representative of salmon on the Adams river
  - Rod
    - Remember human nature regarding surveys; when presented you're more likely to participate in a 30 second survey when you're at home vs a 10 minute survey
  - Leigh
    - Compares and contrasts between people who are now fishing vs the old timers
  - Rod
    - KISS
    - Also being able to enter this data at a little later at night, once they're away from the river; or being able to check on conditions
  - Vic
    - Catch vs Kept terminology (use Kept)
    - We want to know how many they kept, not caught
  - Dave shows the screen for catch rates
  - Not sure who uses this screen?
  - Big graph would represent "Catch Rate" (combined kept and released)
  - Owen
    - While we find that this graph is interesting to us in the room, will other people outside of this room be interested in it?
    - Is this a carrot?
  - Rod
    - How do we prevent people from logging in to this website to just get the information?

- Dave M
  - Has addressed this with a recent meeting
  - People will log in from one day to the next
- Rod
  - 80% of the people want to know what the fishing was like on the Fraser River yesterday
- Rod Hsu
  - Still stuck on "real time" data, would like to see the data is available at the end of the day
  - Experience with running his website
  - Anglers don't want to share their data while they're out on the river
- Vic
  - Talks about the low hanging fruit (carrots) that people would want to see, why would they continue to log in
- Dave M now onto Harvest Profile screen
- Member speaks about just forgetting about where traffic is, they'll go where they want to
- Leigh
  - Doesn't want to see this as much as other people don't want to see this
  - They are all going to go where the red zone is
- Rod Hsu
  - Being able to go back over previous years and seeing data would be useful
  - <agreement from others>
- Ed
  - This map is what DFO used specifically 3 years ago to kick them off the river
- People are suggesting not to show the map in season
- Dave M
  - Now think about this slide after you remove the colouring, and think about the crowding
  - Uploading pictures from the site
- Consensus is that this is not our concern, nor are we managing anglers
- Dave B
  - But priority is to reduce conflict
- Arnold
  - To Rod's point you do need to focus really hard on what data you're going to get and how you're going to get it - then you can do interesting things with it, year after year
- Leigh
  - Look who is buying the fishing licenses, they don't know where to fish
  - These people also deserve to know where to fish

- Dave is on Gallery page
- Rod Hsu
  - We know that we're facing time and funding constraints, we need to keep this simple
- Dave M
  - Explore mentoring other people
- Arnold
  - Get's a chance to speak that unless Dave M jumps ship from fisheries management to full time software development, this will be a no go
  - To Rod: Need to go back to KISS principles
  - At the beginning we were really good at identifying and calling out
  - All these points have been really good
- Ed
  - We need to get back to beta release, the original point of this meeting
- Owen
  - How would this be done, would Dave M build something and IQMI build something and then hand it over to the management group?
- Arnold
  - To address Owen's question, we are a service company, not a software development company which hands over the keys one the project is done
- Leigh
  - Coming back to trying to understand if this meeting is really a meeting about coming up with the concept, taking it out there and trying to sell it, or if it's just about using the 10c that we have and trying to build what we can within the 3 months
- Vic
  - Has there been a meeting with just the sport rec groups?
  - Thinks that there are questions that need to be answered within the sport rec groups
  - This would be sport fishing reps
  - Rod: We've lost the opportunity for this year as they've
- Dave M
  - This is just the kickoff
- Tony
  - Industry might want to know how the data is going to be used
- Vic
  - There are some questions that he wants to ask, and he can't to that with these people in the room
- Owen
  - We've started building their own fishing app,

- He's hearing a little that everyone is getting too far ahead of themselves
- As the SFI working with DFO to develop a catch monitor app, maybe he should not be here, although he is quite interested in the concepts and topics discussed
- Maybe there's a very nice mesh here with IQMI and what they can do and what they've been able to do
- Speaks about making sure that data is captured to DFO spec, so that there may be a better integration and better uptake (more chance for success)
- Arnold
  - He doesn't see a client here
- Ed
  - Just need for this pilot, hours fished, catch, and catch effort
  - This would allow us to compare it to the current creel survey
- Rod
  - May 10th, AGM, invites everyone
  - The "Who" will be figured out at the AGM
- More discussion follows, nearing 5pm