

**Environment and Natural Resources Trust Fund  
2010 Request for Proposals (RFP)**

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**LCCMR ID: 228-G**

**Project Title:**

Asian Outdoor Heritage Initiative

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**LCCMR 2010 Funding Priority:**

G. Creative Ideas

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**Total Project Budget: \$** \$281,900

**Proposed Project Time Period for the Funding Requested:** 2 years, 2010 - 2012

**Other Non-State Funds: \$** \$0

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**Summary:**

Asian anglers and hunters will be educated on lawful land use; understand health advisories on fish, and become stewards of Minnesota natural resources in the area of small game management.

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**Sponsoring Organization:** Asian Outdoor Heritage, Inc

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**Location:**

**Region:** Regional

**County Name:** Statewide

**City / Township:**

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_____ Knowledge Base	_____ Broad App.	_____ Innovation
_____ Leverage	_____ Outcomes	
_____ Partnerships	_____ Urgency	_____ TOTAL

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## MAIN PROPOSAL

### PROJECT TITLE: Asian Outdoor Heritage Initiative

#### I. PROJECT STATEMENT

Asian Outdoor Heritage, Inc seeks support from the LCCMR to create a three pronged initiative designed to provide education to Asian anglers and hunters regarding the Fish Consumption Advisory; education on public and private land use; and to establish a small game management effort. Asian Outdoor Heritage, Inc (AOH) has organized to: *“Protect and preserve the natural resources in the State of Minnesota and the traditions of hunting, archery, and fishing. We provide education on the lawful use of private and public lands. We promote safety and respect for all outdoors sportsmen, all wildlife and the environment, in order to prevent culture and communication difficulties and to promote enjoyment of the outdoors.”*

AOH goals are that large numbers of Asian outdoor enthusiasts will be better educated on lawful use of public and private lands; understand health advisory’s that affect the food they bring home, and become effective stewards of our natural resources specifically in the area of small game management. Specific goals and activities include:

**Goal 1:** Fish Consumption- Mercury has been identified as a serious health risk and exposure is typically through fish consumption. Many Hmong people fish in lakes and rivers in the metro area that are polluted and lack knowledge of the fish consumption advisories. There are signs posted that say you should not consume the fish from these areas. It is apparent that there is a language barrier with the sign strategy and that the families fishing there lack an understanding of the seriousness of the message.

**Goal 2:** Land Use Education – High profile incidents such as the Chai Vang shootings emphasize the importance that all hunters understand the laws around land use and understand each other. It is estimated that are over 40,000 Hmong and Asian hunters and anglers. AOH will work to educate the Hmong hunters on land use laws. We will also work with other outdoors organizations to help them learn about the Hmong hunters and to promote better understanding and communication for all outdoorsmen.

**Goal 3:** Small Game Management – AOH will work with the DNR and habitat experts to identify suitable small game habitats that can be targeted for restoration. We will work to identify land with savannah oak and restore these lands so they will be suitable to small game for the long term. We are currently working with the DNR to study the shortage of small game on public hunting land and to learn small game management strategies from other areas of the country to address this.

#### II. DESCRIPTION OF PROJECT RESULTS

**Result 1:** Fish Consumption Advisory Education      **Budget:** \$60,000

##### Deliverable

1. Mapping of Asian Sportsman Population by home county
2. Develop detailed outreach and education plan
3. Execute all aspects of outreach/education plan

##### Completion Date

September 2010  
September 2010  
June 2011

**Result 2:** Land Use Education

**Budget:** \$74,200

**Deliverable**

1. *Mapping of Asian Sportsman Population by home county*
2. *Develop detailed outreach and education plan*
3. *Execute all aspects of outreach/education plan*

**Completion Date**

*September 2010*  
*September 2010*  
*June 2011*

**Result 3:** *Small Game Management*

**Budget:** \$147,700

**Deliverable**

1. *Mapping of State Park areas with sufficient small game/Mapping private lands for habitat management and preparation*
2. *Research and investigation report completed habitat management and preparation for small game*
2. *purchase cages and equipment needed for transfer of small game*
3. *Initial trap and transfer efforts*

**Completion Date**

*June 2011*  
*June 2011*  
*June 2011*  
*June 2011*

**III. PROJECT STRATEGY**

**A. Project Team/Partners**

The project team will be members of the Asian Outdoor Heritage, Inc and qualified staff and consultants hired by the organization. The success of our efforts will be built on the strong and invested partnerships we have built. We will continue our work with the DNR S.E. Asian Outreach Project and the Minnesota Department of Health, as well as local Hmong agencies, Lao Family Center and Hmong American Mutual Assistance Association for outreach support and space. Our education and outreach will be conducted through partnership with Hmong Minnesota Radio and KFTN along with the newspapers, Hmong Times and Hmong Today. For connection to other hunters and outdoorsmen we will build on our partnerships with the Minnesota Deer Hunters Association and The Big Woods Club. We will look to build relationships with the Minnesota Department of Wildlife and Forestry for our conservation efforts.

**B. Timeline Requirements**

It is understood that the education needs of the community will reach a peak around 2-3 years of implementation. Concentrated efforts in the next few years will allow the education learning curve in the community to be largely addressed and a great deal of wisdom and practice will, at that time, be passed in natural channels in the community.

Year 1 of the AOH Small Game Management plan will focus on development of a land restoration plan and savannah oak land identification. This research will guide us in a more full understanding of a timetable necessary to restore these lands to support habitat management and conservation and a course of action developed for years 2-5

**C. Long-Term Strategy**

Both community outreach and education and small game management are seen as multiple year efforts. AOH will use the information gathered to come back to the legislature to request additional money from the Heritage Outdoor Council to implement the small game restoration plan while at the same time pursuing local foundation support for all our efforts.

## Project Budget

### IV. TOTAL PROJECT REQUEST BUDGET ([Insert # of years for project] years)

<b>BUDGET ITEM</b> <i>(See list of Eligible &amp; Non-Eligible Costs, p. 13)</i>	<b>AMOUNT</b>
<b>Personnel:</b>	\$ 210,000
.5 FTE Education and Outreach Specialist at \$35,000 per year salary	
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2 FTE Small Game Management Coodinators at \$55,000 per year salary = 110,000	
FICA and employee benefits @ .24 salary = 50,400	
<b>Contracts:</b>	\$ 50,400
planning and adminsitration @\$35,000	
<b>Equipment/Tools/Supplies:</b> <i>In this column, list out general descriptions of item(s) or item type(s) and their purpose - one line per item/item type.</i>	\$ 3,300
Cages and small game transfer equipment @ \$3,300	
<b>Acquisition (Fee Title or Permanent Easements):</b> <i>In this column, indicate the proposed # of acres and who will hold title (e.g. DNR, Non-profit).</i>	\$ -
<b>Travel:</b> <i>In State travel for educational forums and Small Game management for up to 3000 miles @ .40 per mile = \$1,200 + \$175 per day lodging and per diem for 30 trips = \$3,500</i>	\$ 4,700
<b>Additional Budget Items:</b> <i>Publication and Printing of Educational Materials @ \$10,000; computer for record management; \$3,500</i>	\$ 13,500
<b>TOTAL PROJECT BUDGET REQUEST TO LCCMR</b>	<b>\$ 281,900</b>

### V. OTHER FUNDS

<b>SOURCE OF FUNDS</b>	<b>AMOUNT</b>	<b>Status</b>
<b>Other Non-State \$ Being Applied to Project During Project Period:</b> <i>Indicate any additional non-state cash \$ to be spent on the project during the funding period. For each individual sum, list out the source of the funds, the amount, and indicate whether the funds are secured or pending approval.</i>	\$ -	<i>Indicate: Secured or Pending</i>
<b>Other State \$ Being Applied to Project During Project Period:</b> <i>Indicate any additional state cash \$ (e.g. bonding, other grants) to be spent on the project during the funding period. For each individual sum, list out the source of the funds, the amount, and indicate whether the funds are secured or pending approval.</i>	\$ -	<i>Indicate: Secured or Pending</i>
<b>In-kind Services During Project Period:</b> <i>Indicate any in-kind services to be provided during the funding period. List type of service(s) and estimated value. In-kind services listed must be specific to the project.</i>	\$ 30,000	secured volunteer commitment
<b>Remaining \$ from Current Trust Fund Appropriation (if applicable):</b> <i>Specify \$ and year of appropriation from any current Trust fund appropriation for any directly related project of the project manager or organization that remains unspect or not yet legally obligated at the time of proposal submission. Be as specific as possible. Describe the status of \$ in the right-most column.</i>		<i>Indicate: Unspent? Not Legally Obligated? Other?</i>
<b>Funding History:</b> <i>Indicate funding secured prior to July 1, 2010 for activities directly relevant to this specific funding request. State specific source(s) of funds.</i>	\$ -	

**Asian Outdoor Heritage Initiative**  
**Organization Description and Project Manager Qualifications**

**Asian Outdoor Heritage, Inc** (AOH) is a non-profit 501(c)3 organized to: “Protect and preserve the natural resources in the State of Minnesota and the traditions of hunting, archery, and fishing. We provide education on the lawful use of private and public lands to Minnesota’s Asian community. We promote safety and respect for all outdoors sportsmen, all wildlife and the environment, in order to prevent culture and communication difficulties and to promote enjoyment of the outdoors.”

**Strategic Planning** – With the board of Directors oversee the strategic planning efforts of Asian Outdoor Heritage, review strategic plan annually to check progress on measurable goals.

**Financial Oversight** – Develop annual budget and any address significant changes to the budget during the year. Monitor cash flow and contract for a financial audit annually as required by law.

**Legal Issues** – Maintain all activities in compliance with all relevant laws and regulations. Put in place adequate risk management procedures, including the purchase of necessary liability insurance.

**Personnel issues** – Hire, supervise and evaluate all agency staff and contractors.

**Communications and Promotions** – Design and implement a communications plan. Promote Asian Outdoor Heritage wherever possible through business and personal contacts.

**Resource Development** – Identify and secure adequate resources for all agency operations including fundraising, in-kind resources, volunteer recruitment and management.

**Program Services and Evaluation**– Actively involved in the development, design, delivery and evaluation of all program services or oversee quality of service delivery as delivered by staff, consultants and volunteers.

**Project Specific Qualifications:**

Knowledgeable about community interests and needs around hunting and fishing;

Knowledgeable about applicable Minnesota laws governing outdoor use and activities;

Knowledgeable about appropriate contacts with media outlets and resources for Asian community education;

Widespread connections and relationships in the Asian community; and

Established credibility and relationships with key partners, DNR, MDH, Minnesota Deer Hunters Association and Big Woods Club.

