

2012 Salmon Run Health/Fishing Restrictions Sandwich Board Sign

23-COM-12-N

**Prepared for: Yukon River Panel
Restoration and Enhancement Fund**

**Prepared By: Teslin Tlingit Council
Department of Lands and Resources**

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Acknowledgements:

The Teslin Tlingit Council (TTC) Department of Lands and Resources would like to thank; Yukon River Panel for funding this project and TTC for agreeing to absorb extra costs.

William Callaghan For the Salmon design, Tayna Handley (Bear Bait designs) for re-designing the sign. Inkspiration Graphics for printing the sign.

Lance Saligo for constructing the frame, and DFO for relaying the run strength estimate information from the sonar stations at Eagle, Teslin river and Big Salmon River.

Final Report: Salmon Run Health/Fishing Restrictions Sandwich Board

Fund for this project was approved on the 26th of April, 2012.

Overview

TTC received funding to construct two Salmon Run Health / Fishing Restrictions signs that are intended to be a communications tool for Teslin Tlingit Council (TTC) to inform its Citizens of the current seasons voluntary harvest restrictions and the in-season strength of the Chinook salmon run. The signs were constructed to be large enough to be viewed by local traffic (both vehicle and pedestrian) and strategic placed for maximum viewing opportunity. One sign was

placed within the Village of Teslin and the second sign was intended to be mounted where the Alaska Highway crosses the Teslin River at Johnson's Crossing.

Introduction

The Salmon Run Health / Fishing Restrictions signs were designed to inform the public of the ongoing salmon crisis, and to educate TTC Citizens about the most current salmon harvest regulations put in place by TTC. Attaching signage to significant traffic areas will inform TTC citizens of the strength of the current salmon run and allow citizens to take an interest in salmon management. The signs will also serve to inform TTC Citizens of any changes to their fishing regulations made by TTC. The signs will highlight the current in-season status of the salmon run, indicating the number of fish that have passed the sonar enumeration stations at Eagle, Alaska. The signs will have Plexiglas coverings that will create a space to post public notices to inform citizens as regulations and resolutions change. These notices will advise the public of TTC's current salmon harvest restrictions. The signs will be constructed to be durable and weather resistant with large visual cues that will draw attention to the signs.

Methods

Stage 1: Conceptual/Artistic (May 9-June 6)

TTC hired a local Tlingit artist to begin work on the salmon indicator design for the sign. This was done to take advantage of the local talent and to use traditional Tlingit artwork in order to give the community a sense of pride in the sign.

Initially the sign's design was structural only and due to this TTC required the use of a graphic artist. Tanya Handley (Bear Bait designs) was hired to redesign the sign from an artistic point of view. TTC absorbed the cost of the graphic artist, the final design was completed in 4 hours by the graphic artist.

Stage 2: Structural/Printing (May 28-June 6)

The printing of the sign required more changes to the structural layout of the sign. The graphic artist worked closely with the printing shop (Inkspirations Graphix) to create a template of the sign. Unfortunately, in order to mount to the metal framework required by the sandwich board design the size of the sign would have to be limited. TTC decided to increase the dimensions of the final sign to 4ft x 6ft so that the sign will be visible to traffic. This changed the cost of the printing and resulted in the requirement for the sign to be printed on a single sheet of treated wood. This option changed the design of the sign from a standard sandwich board to a double sided freestanding sign that would be upright and visible from both sides. The printing costs for this type of sign increased the cost of the sign significantly but TTC agreed to absorb the extra

cost. The signs were printed on Crezone panels that also had Plexiglas holders for information from TTC. The salmon health indicator was printed on an aluminum base and was cut out to match the shape of the salmon art.

Stage 3: Mounting/Display

One Sign was placed in a strategic location in Teslin in front of the TTC main administration building and adjacent to the Alaska Highway. The location was selected as it is a high traffic area within the village of Teslin that is highly visible to both vehicle and pedestrian traffic from the Alaska Hwy and Nisutlin drive.

The signs were maintained throughout the Chinook Salmon run and Salmon Harvest season by TTC Game Guardian Roger Smarch and TTC Fish and Wildlife Officer Mike Dunn.



Photo #1: Shows the front side of the Salmon Run Health / Fishing Restrictions sign, showing the harvest openings and the sliding scale that displays the in-season strength of the salmon run using the color gradient scale and the salmon indicator.

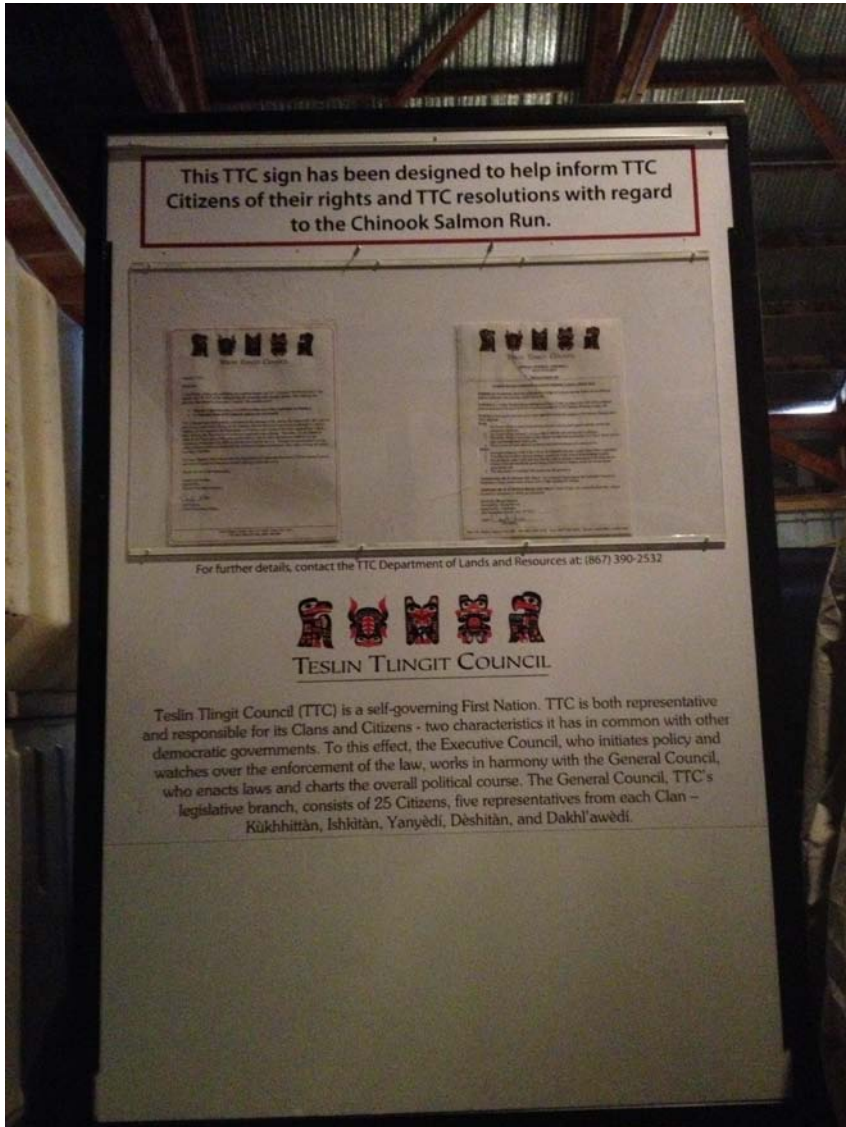


Photo #2: Shows the back side of the Salmon Run Health / Fishing Restrictions sign and the Plexiglas covering where Public notices and TTC resolutions are displayed.

Results

One sign was displayed from the week of July 30, 2012 to the week of Sept 24th. The Sign was maintained by Game Guardian Roger Smarch and Fish and Wildlife Officer Mike Dunn.

The sign effectively displayed the in-season strength of the current salmon run using the colour gradient scale and kept TTC citizens informed of the current fishing restrictions for this season.

The effectiveness of the signs can be measured through looking at this season's current reported harvest. The reported harvest records show that TTC citizens restricted their harvest this season by either not fishing or limiting their harvest to follow the restrictions set by TTC. TTC Citizens only reported a harvest of 33 Chinook salmon for the 2012 season. These low harvest numbers prove that TTC Citizens were well informed of the current Yukon River Chinook salmon crisis here in the Upper Yukon River and that they were also well informed of this seasons voluntary harvest restrictions.