

**Conference Call**  
**August 6, 2015 ~ 11:00am – 12:00pm**  
**Colorado Parks & Wildlife**  
**6060 Broadway, Denver, CO 80216**  
**Fish Bowl**

**Members Present:** Burke, Padia, Emery, and Neinas

**Members Absent:** Shettel

**Also in Attendance:** Chris Clemens (Pilgrim Advertising President), Erica Granger (Pilgrim Advertising), and Ginny Sednek (CPW Education)

**Discuss Brand Ignition Point (BIP) Benefit Boards:**

The goal is to discuss and review the Benefit Boards. The council had some concerns regarding the accuracy of the boards (factual errors, numerical errors, wording). This could upset sportsmen. Padia had recommended Pilgrim to review the financial sustainability link on the CPW website which shows all of the different types of funding CPW receives.

The council discussed the benefit board called ‘Changing Stereotypes’ and wanted to make sure the information was correct. They decided that Pilgrim could use a hunting or fishing image for this board. Emery had suggested Pilgrim to review the research on the ‘Take me fishing.org’ website.

The ‘Over-population’ board did not rate so well and Pilgrim would like to cut it, but the council thought that the message was important. It was recommended to change the photo from a bear to a coyote.

The council also decided to cut some of the boards that did not fit:

- The ‘Original Organic’ board was cut.
- The ‘Ski Industry’ board rated well so should be kept.
- What about the ‘Healthy Habitat’ board regarding clean water? The public is very supportive of clean water, but there is a difference between clean water and drinking water. Maybe change the photo to a habitat where cattails are filtering the water.
- What about the ‘Endangered Species’ board? It ranked well. It will be kept, but we need to be careful with our image and wording because this is such a multi-faceted topic.
- Why do we need two benefit boards about kids being outdoors and experiencing outdoors? This is an important slant, may be good to have both.
- It was agreed to remove one of the ‘Behind the Scenes’ boards and leave both of the kid boards.

Any other photos need changed?

- The North American Conservation Model. It was suggested that this model started with hunting, so maybe a photo of an elk or deer would be more accurate for this statement.
- Don’t like the Behind the Scenes photo; there are better images of CPW in the field.
- Creating jobs in Colorado photo.