

Minutes
August 25th - 26th, 2016
Blue Valley Ranch
Kremmling, CO

Members Present: Burke, Gurzick, Emery, Hewson, Melcher, and Neinas

Members Absent: Justman, Shettel, and Bohrer

Also in Attendance: Dan Zimmerer (CPW Wildlife Council Staff Liaison), Ginny Sednek (CPW Education), Gary Thorson (CPW Assistant Director), Sean Tonner (R&R Partners - President), Jordan Alvillar (R&R Partners - Brand Manager), Trisha Stecker (R&R Partners - Digital Associate Media Director), and Kyle Curtis (R&R Partners - Creative Director)

Call to Order/Welcome/Introductions - Burke

Introductions were made around the room. The Wildlife Council thanks Blue Valley Ranch for their outstanding hospitality and for their diligent conservation work for fisheries and wildlife. Jen Anderson is the new Education, Partnerships, and Volunteer Manager and will be the CPW Staff Liaison for the Wildlife Council.

R&R Presentation

Colorado is changing demographically; becoming younger and more urban. With these changes there are opportunities and challenges on the horizon. R&R Partners is eager to work with the Wildlife Council and help educate the public about the benefits of wildlife, wildlife management, hunting, and fishing in Colorado.

Scope & Budget (FY2016/2017)

Total Budget: \$850,000

Basic Compensation/Monthly Fee: 16.74% of budget

Creative Production: 15.76% of budget

Research and Planning: 6.32% of budget

Media Placements: 61.18% of budget

Website Audit Update

R&R wants to make the website more timely and efficient. R&R will create design mock-ups of what the website will look like and will present these at the 10/7 meeting. After the Council approves, R&R will present the finalized website at 12/2 meeting when it will 'go live'.

'Fishing With Your Dad' Microsite

The Council agreed to transfer the 'Fishing with Your Dad' microsite to CPW.

Research

Qualitative (Focus Groups): September 7th - 8th, will present findings at 10/7 meeting.

Quantitative: Online surveys sent out 10/24-10/31 (1st wave), 5/2017 (2nd wave), will present 1st wave findings at 12/2 meeting.

Council Discussion

The Council was concerned about the public being polled too much this election season and that surveys will not have enough representation. R&R Partners assured the Council that the surveys will receive good results. Even though it is an election year, Colorado will not be a swing state; therefore the public will not be as over-stimulated by polling. The Council would like to ensure that research remains consistent with previous years' research. R&R has a good relationship with Corona Research and has been conversing about the research strategy. R&R is building upon past research in order to track education and awareness of the public. The 2015 focus groups tested messages; R&R is taking this year's research one step further and testing concepts (developed from the top messages) to fine tune the campaign. After the focus group research, R&R will be able to tweak the concepts to develop them further. The Council also saw value in asking questions differently and having a different approach. The Council stressed that messages resonating with the public last year are still valid today.

Creative Concepts

The concepts, Masterpiece and Tubes, were developed from the 2011 research. The concepts, Endangered Species/Spokes-Animals and Back to the Tag, were developed from the 2015 research. The goal is for the Council to choose 2 main concepts for the focus group research. It is important for education campaigns to stay positive, make people feel included, and educate them more on what they don't know. R&R also wants the Council to know that these concepts can change and evolve overtime.

Masterpiece: Emphasize Colorado Pride, portrays sportsmen as Colorado's masterpiece curators. Frames will be held by a hunter/angler. Experiential products: Place real frames at scenic lookouts, live camera feeds of wildlife within a picture frame.

Council Discussion

The Masterpiece concept seems familiar and has been reproduced in other places. This concept is very broad and the council would like to see a stronger message.

Tubes: A hunter/angler buys license, money goes through a tube and becomes an element that can be followed. This concept will use a lot of visual elements, showing money from hunting and fishing licenses going back to nature. Experiential products: Place tubes in stores; make sculptures out of 'money' with a plaque about how license fees support wildlife/fish.

Council Discussion

The Council likes the simplicity of Tubes which can help the audience make the connection of where the money comes from and introduces the value of sportsmen's contributions. Burke would like to see fish and wildlife as the primary visuals because it is more tangible than dollars turning into grass and trees. R&R expressed that making beautiful graphics can engage the public and can be very exciting. Additionally having the experiential products (i.e. origami dollar fish) can increase the number of impressions and people remember seeing them. These physical experiential products can earn media, press, and talk value. The Council expressed concerns about potential partners who may want to represent the experiential products; they don't want strings attached to contributions. Gurzick mentioned that Tubes may have a little overlap with CPW's creative.

Endangered Species/Spokes-Animals - Black footed ferret thanking hunter and cutthroat trout thanking an angler. Nature is saying thank you for Coloradoans funding conservation. Will purchase puppets for these concepts; can be beneficial to use puppets for online videos.

Council Discussion

Endangered species are important to the general public, as seen in the 2015 message testing, and the public wants to know who will be protecting these species. This concept has a lot of flexibility and there are many different animals to work with. It would be important to use animals that the public can relate to. Lynx and boreal toads would be good species to use that hunting/angling dollars have helped support their recovery. Since funding isn't 100% from sportsman's dollars, it will be important to make sure the language is correct (i.e. hunters and anglers are leaders in funding).

Back to the Tag- A zoomed in camera, starts with an elk, then an elk herd, then researchers monitoring wildlife, then the hunter who purchased a license. This concept is like Tubes, but in reverse. It includes the science behind the dollars.

Council Discussion

The Council preferred the Tubes concept because it showed where the money came from at the beginning rather than at the end.

Council Decision

The Wildlife Council would like for the Tubes and Spokes-Animal concepts to be tested at the focus groups. The Council stressed that although the money from sportsman's dollars is important, they would like for the general public to understand and appreciate what sportsmen do. Coloradoans appreciate the outdoors and the Council would like to find a common bond for the message. The Council likes doing something 'outside of the box' to get the audiences' attention and to continue to take risks. Hug A Hunter is still the Council's main campaign theme. They want to see the new concepts tied back to Hug A Hunter and have an emotional connection with the general public. If it fits within the context of the piece, the Council would like the concepts to end with a hug to tie in the appreciation of sportsmen.

The Council wants to see an emotional connection at the beginning and the end of the Tubes ads, end with the same hunter/angler who bought a license. Another idea for Tubes is to have a script in an urban/metropolitan area, the public's backyard (i.e. Confluence Park in Denver). Many people fish in warm water urban lakes and another Tubes script can show how fishing dollars affect Denver. The Council would like to see two Tubes concepts; urban and scenic.

The emotional connection in the Spokes-Animals scripts can literally be the animal hugging the hunter. R&R will ask the focus groups how they feel about the Spokes-Animals being game animals. The Council would like to see 4 Spokes-Animal scripts; black footed ferret, cutthroat trout, lynx, and Shiras moose.

Focus Group Process:

The focus groups begin with an introduction; the concepts will be facilitated through speaking and/or visuals. After reviewing the concepts, the moderator will ask the focus group questions (i.e. Is this believable? Do you have more appreciation for hunters and anglers?). The focus groups will discuss why they like one concept over the other and R&R will gather data on what concepts resonate with the group. Focus groups will be general population (blend of hunters/anglers and non-hunters/non-anglers), non-hunters/anglers, and hunters/anglers. Even though hunters and anglers are not the target audience, R&R wants to research their perceptions. The Council cautioned R&R about just focusing on sportsmen's feedback, because some did not like Hug A Hunter, although it was a successful campaign. The Council would like to see more non-sportsmen in the focus groups because

we need to focus on the general public. The Council would not like to test experiential elements at the focus groups due to time limits.

Next Steps

R&R will send out scripts for the Tubes (Urban/Outdoor) and Spokes-Animal (Ferret, Trout, Lynx, and Shiras Moose) concepts for the Council members to vote (yes/no) on all 6 scripts on 8/30. The Council needs to respond and provide feedback by 9/1. R&R partners will move forward with the majority votes from the Council. R&R will build visuals for the focus groups.

After the focus groups, the Council will need to make decisions at the 10/7 meeting so R&R can move forward with creative production. The timeline depends on the concepts that come through, taking roughly 6 weeks. R&R will present the creative by the 12/2 meeting. Chairman Burke would like to have another partnership event when the new creative is complete, probably at the 2/3/2017 meeting. R&R can set up a dedicated YouTube channel so partners statewide can view the meeting. The Council serves as ambassadors in a continuing effort to keep stakeholders aware and to receive feedback.

Meeting Adjourned- Motioned by Emery.

2nd - Hewson

Motion carries by Council vote.

Action Items

Action: Vote on all 6 concepts by 9/1/16. (Council Members)

Action: Prepare speaking points for PWC meeting on Sept 8th (Burke/Tonner)

Action: Contact sportsmen about the upcoming East Slope Council vacancy. (Zimmerer/Sednek).

Action: Receive input from Area Managers for recommendations for the vacancy. (Thorson)

Action: Create a 5 year plan. (R&R)

2016 Meeting Dates

Conference call dates will be cancelled if no agenda items

2016 Meeting Dates	Type
<i>January 21</i>	<i>Conference call</i>
February 5	Council Meeting - Denver
<i>March 4</i>	<i>Conference call</i>
March 31-April 1	Budget Retreat - Keystone
<i>May 6</i>	<i>Conference call</i>
June 3	Council Meeting - Denver
<i>July 1</i>	<i>Conference call</i>
August 5	Council Meeting - Denver
August 25-26	Council Retreat - Kremmling
<i>September 2</i>	<i>Conference call</i>
October 7	Council Meeting - Denver
<i>November 4</i>	<i>Conference call</i>
December 2	Council Meeting - Denver