



Conference Call Minutes
January 21, 2016 ~ 3:30pm - 4:30pm
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216

Members Present: Burke, Shettel, Bohrer, Gurzick, Melcher, Neinas, Emery, Justman

Also in Attendance: Gary Thorson (CPW- Assistant Director), Windi Padia (CPW-Council Liaison), Ginny Sednek (CPW-Council Secretary), Debbie Lininger (CPW- Marketing), Elaine Wizzard (Assistant Attorney General), Ron Velarde (CPW- NW Regional Manager), Pat Dorsey (CPW- SW Regional Manager), Chris Clemens (Pilgrim Advertising President), Michelle Roche (Pilgrim Advertising), Janine Tafoya-Manning (Pilgrim Advertising), Patty Welch (Pilgrim Advertising), and Denny Behrens (Public-Big Game Forever).

Purpose: Discuss new developments with the Council's advertising campaign and Operational Plan draft amendments

Burke- We may potentially change the message of the Wildlife Council and need to amend the Council's Operational Plan. We will vote on this at the February meeting.

Padia- If there is a shift in direction with the campaign we need to follow the correct process. Council members need to review the amended Operational Plan.

Review budget options A / B and timeline - Pilgrim/Burke

Roche-

There are 3 budget options:

- 1.) Use existing budget with basic TV production; \$347,175.
Would use less of the budget on production and more on media (3 weeks of TV). Would have minimal exposure in online banners in April. TV would start in June.
- 2.) Use existing budget with higher TV production; \$347,175.
Same amount as budget option 1, but more of the budget would go towards production and less on media (1-1.5 weeks of TV). TV would not start before June.
- 3.) Use existing funds and reserve funds; \$526,562.
Would have good production for commercials and a little extra money for media. Could have extra for online and outdoor banners (starting in April) and TV starting early June.

We feel like 'Hug a Hunter' is doing well and we can continue to use this.

Council Discussion

Burke- We want the Council to know how much money we have to spend and what direction the Council will be moving in.

Neinas- It is prudent to go through this exercise. Option 3 seems like where we are headed.

Burke- The Council members should explore all budget options, even though we may be considering option 3.

Padia- The council needs to review the amended operational plan, take a close look at the language, and send me any comments by next week. The shift and language in the operational plan is based on

the focus group research from this fall. The themes Pilgrim suggested from focus groups are impertinent to shift to in the campaign (healthy wildlife populations, concern about human wildlife conflicts, sustainability, and endangered species). The second amended part is only if we choose budget option 3.

Wizzard- Everything discussed is within the statutes.

Public Comment

Denny- We interviewed Director Broscheid and we have raised money to potentially use for focus group research. Is there a possibility to jointly do focus groups with the Wildlife Council to see how public feels about professional wildlife management? We have raised 20k and need 40k for the research.