

Minutes
August 2, 2017 ~ 10:00am - 2:00pm
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216
Bighorn Room

Members Present: Emery, Melcher, Gates, and Bohrer, Gurzick, and Neinas

Members Absent: Burke, Justman, and Shettel

Also in Attendance: Jennifer Anderson (CPW Wildlife Council Staff Liaison), Gary Thorson (CPW Assistant Director), Ginny Sednek (CPW Education), Jordan Alvillar (R&R Partners - Brand Manager), Trisha Stecker (R&R Partners - Digital Associate Media Director), Sean Tonner (R&R Partners - President), Kellie Starr (R&R Partners - Digital Project Supervisor), Justin Morris (R&R Partners - Senior Digital Media Planner/Buyer), Debbie Lininger (CPW Marketing), and Bob Radocy (Public)

Approve June Meeting Minutes - Neinas

Motion- The Council approves the minutes as read from the June Meeting (6/7). - Bohrer 2nd - Melcher

Motion carries by Council vote.

Treasurer Reports - Gurzick

For fiscal year 2017 Council expenditures were less than expected and revenue was higher than expected. At the end of June we have exceeded our reserve of \$400,000. The estimated revenue for fiscal year 2018 is an average of the previous 2 years actual revenue (2016 & 2017).

Council Member Reports - Neinas

Melcher made an update about the Wildlife Council to the Colorado Farm Bureau wildlife committee. Neinas recommended that the Council and R&R Partners listen to a piece from NPR about hunting (<https://www.marketplace.org/2017/08/01/life/amid-urbanization-expense-hunting-declines-as-hobby>). Gates attended the Western Association of Fish and Wildlife Agencies (WAFWA) meeting.

Swag and HAH Website Swag Request - Anderson

Council members received the new Wildlife Council business cards. R&R Partners brought in chapstick that can be handed out at events. The Council would like R&R Partners to work on re-designing/producing new decals and to have sunscreen as an additional swag item. The Council would also like to continue to send out stickers from the HAH website request.

Action: Design, create, and produce new decals. (R&R Partners)

Mock-Up Packets for Wildlife Council Promotion - Anderson

The Council was handed an envelope including a mock-up brochure, business card, and origami frog as an example of a promotional education packet. The Council is encouraged to voice what they want on a brochure to connect the Wildlife Council and their mission. The Council would like clarification from the AG about sending educational packets to specific audiences. In the past, the Council has reached out to legislators. Repetition is a key strategy to get a message across (mailers, days at the Capitol, origami statues, direct communication, etc). A good opportunity for exposure is to have a presence at the Sportsman's Caucus and attend Ag day at the capitol. The Wildlife Council would like to educate people about the upcoming bill, but would still like to be distinct from CPW. The Council would like to invite CPW's Legislative Liaison Doug Vilsack to a meeting.

Action: Invite Doug Vilsack to a Wildlife Meeting. (Anderson)

Financial Sustainability Bill Re-cap - Thorson

DNR has accepted the updated financial sustainability bill and it will be included in the packet to the Governor. The bill was pared-down to: increasing license and park entrance fees, setting application fees, and having the authority to set fees. CPW will be doing a lot of outreach this fall. Letters of support coming from the community to their own legislator are important to help build a coalition of support. Melcher encouraged CPW to reach out to the Ag community to bolster support.

R&R Presentation - R&R Team

Quantitative Research Findings (Wave 2)

- Online survey of 400 Colorado Residents (registered voters).
 - The same survey was used in wave 1(Fall 2016) and wave 2 (Spring 2017).
- Recall of hunting/fishing Advertising: Doubled from W1 to W2. Recall was high in Denver/Aurora district.
- Recall of the Hug A Hunter tagline: Increased slightly from W1.
- Colorado Wildlife Management Funding: There is still a misconception that tax dollars help fund management, but there were less people who selected 'Don't know'.
- From W1 to W2 there was a decrease in support of hunting/fishing.
- Voting to restrict hunting/fishing: There was an increase in supporting restrictions.
 - There was concern about illegal hunting/fishing and outside factors could have swayed the public. May want to consider re-wording questions for future surveys and have open ended.

Key Findings

- Message recall increased from W1 to W2 across alternative media (social, email, online).
- It will be important to keep current on media that may impact the campaign.
- Coloradoans may not associate Hug A Hunter with the campaign, but it is more important for the public to remember the message.
- The public wants to learn more about benefits of hunting/fishing (i.e. wildlife conservation).
- People are more knowledgeable and satisfied with hunting/fishing regulations.
- Diverse messaging is better to reach more Coloradoans.
- Most Coloradoans would not support a ballot initiative restricting hunting/angling, but support for a ballot initiative is on the rise.
- Increased support in urban areas and decreased support in rural areas (may be an anomaly).
- There is an equal opportunity to reach out statewide (not focus on one congressional district).
- The public is concerned about illegal and irresponsible hunting and fishing.

Recommendations

- Show hunters/anglers in messaging to build a positive association and stronger recall.
- Target non-hunters/anglers; show this group that there are responsible hunters/anglers.
- Diversify media spend and compliment TV spots with educational resources to increase recall.
- Provide public with experiential opportunities and ways to get involved in a greater way.
- Get out in the public to spread the Council's name and mission.
- Swag is a good promotion tool.

Council Discussion

The Council was concerned about the confusion between the Wildlife Council and the Parks and Wildlife Commission internally (CPW staff) and externally. The Council would like to see employees, volunteers, and vendors have a better awareness of the Council and their mission. Thorson noted that there is a lot of communication that goes out to the field staff and this issue can be brought to

attention at the annual park managers meeting. Gurzick mentioned that CPW is working on increasing internal communication. Many times the word goes out, but it doesn't get out; this is a challenge for many large organizations/agencies. Public events are a good opportunity to get the Wildlife Council's message out to key audiences. One way to educate staff would be to have a fun poll to learn about the different councils/commissions and their funding source. Again, repetition will be key in educating employees. The Council needs to identify their messaging; what is important for CPW employees to know and how do we educate them?

Action: Add the Wildlife Council to the annual park managers meeting agenda. (Anderson/Thorson)

Qualitative Intercepts

These intercepts are a good supplement to the quantitative survey. Target audiences are non-hunter/anglers focused in congressional district 1 and 6. Will survey 75 people for 10 minutes with \$20 incentive; occurring October 6-7th.

Social Media Strategy

Facebook has shifted to an advertising platform where only 5% of content is seen organically. Therefore, it is important to have paid dollars behind posts and to focus on our target audience, non-hunters/anglers. We want to be mindful and strategic; focusing on quality vs. quantity.

Fall Paid Media Recommendation

- 60% of the media budget will go towards TV for the fall campaign. The campaign will run longer to help increase support for hunting (9/11-11/17). Primary target: CO residents 18+, secondary target: new CO residents.
- Media Tactics: Video (TV and Online), Digital (Rich Media, Custom Content, and Social), and Audio (Streaming Music). Using a good media mix will help reach an audience multiple times.
- Will refresh the audio spots on Pandora and have a fall theme for the rich media.

Council Discussion

The Council was interested to know why we don't have audio spots on NPR. R&R Partners reminded the council that the ad spots on NPR are only 10 seconds, making educational messaging difficult. Additionally, it is expensive and not geared towards our target audience. R&R can look into other radio stations (i.e. Spotify), but Pandora was preferred because of the 30 second ad spot and the added visual element. Emery was curious to know if the Wildlife Council can sponsor stories on NPR. R&R will look into this and see if a partnership can be created to promote stories.

Motion: To move forward with the proposed fall media campaign - Melcher
2nd Bohrer

Motion carries by Council vote.

Origami Statues/PR Strategy - Events

Two large (10') origami statues of an elk and trout are being built by a CO artist. The elk statue will be showcased at the Outdoor Adventure Expo (9/23-24). R&R Partners will coordinate with CPW's Public Information Officer, Jennifer Churchill, for the event. R&R Partners will develop press materials/collateral, media outreach/invites, staffing at the event, and media listening/reporting during the event.

Website Redesign

- Education and engagement are the primary goals of the new website.
- Navigation will be consolidated to: benefits, who we are, and take action.

- 70% of users are on a mobile device, website will be user friendly with less scrolling.
- Website steering committee (Emery, Neinas, and Anderson) will move development forward.
- Website launch date: 10/17/17 (based off of timely approvals).

Council Discussion

Will the fall campaign be impacted by the website changing mid-way through? R&R Partners assured the Council that the website change should not impact the campaign, they will be strategic about funneling people to website after completion, and that a new website may benefit the fall campaign.

Partner Strategy

R&R Partners is creating point of sale tubes, statues, pop-ups, and posters to be showcased at events and with partners. R&R will reach out to the Rockies and Broncos to have the origami statues displayed at a home game. R&R will reach out to Cabela’s and Wal-Mart to have experiential units (tube displays, table toppers, or a poster) in stores. These partnerships will not cost the Council anything; the partnership is an ‘in-kind donation’ of space at their facilities/events. Having the statues at big events/shows is a good place to earn media because they are great visual backdrops.

Public Comment

Bob Radocy would like to see the Wildlife Council have a presence on the website where licenses are purchased and in license brochures. He also would like for the Council to be aware of The Rocky Mountain Wolf Project.

Partner Appreciation - Thorson

Steve Hein, of Steve’s Meat Market in old town Arvada, provided game meat for the Partners in the Outdoors Conference Forever Colorado Social and was presented with an appreciation award from CPW. Everyone was very impressed with the quality of the game and it introduced many to an additional benefit of hunting. Hein’s recommendation to the Council and CPW was to encourage youth to get involved in hunting.

Next meeting: October 4th

Paid Media: September campaign highlights

Creative/Experiential: Origami statue update, CPW event earned media report

Partner Strategy: Update

Website: First look at website

Action Items

Action: Design, create, and produce new decals. (R&R Partners)

Action: Invite Doug Vilsack to Wildlife Meeting. (Anderson)

Action: Add the Wildlife Council to the annual park managers meeting agenda. (Anderson/Thorson)

2017 Meeting Dates

Conference call dates will be cancelled if no agenda items

2017 Meeting Dates	Type
<i>Friday September 1</i>	<i>Conference call</i>
Wednesday October 4	Council Meeting - Denver
<i>Friday November 3</i>	<i>Conference call</i>
Wednesday December 6	Council Meeting - Denver