

Minutes  
December 6, 2017 ~ 10:00am - 2:00pm  
Colorado Parks & Wildlife  
6060 Broadway, Denver, CO 80216  
Bighorn Room

**Members Present:** Emery, Melcher, Gurzick, Neinas, Burke, and Shettel

**Members Absent:** Gates, Bohrer, and Justman

**Also in Attendance:** Jennifer Anderson (CPW Wildlife Council Staff Liaison), Ginny Sednek (CPW Education), Alyssa Gillmore (CPW Education), Jacqueline Meason (R&R Partners Brand Manager), Trisha Stecker (R&R Partners Digital Associate Media Director), Sean Tonner (R&R Partners President), Krista Heiner (CPW Policy and Planning Analyst), Debbie Lininger (CPW Marketing), Mike Quartuch (CPW Human Dimensions), Bob Radochy (Public), Diana Rupp (Sports Afield Editor)

**Approve October Meeting Minutes - Burke**

**Motion-** The Council approves the minutes as read from the October Meeting (10/4). - Shettel  
2<sup>nd</sup> - Melcher

Motion carries by Council vote.

**Treasurer Reports - Gurzick**

Estimated revenue is higher than expected and estimated expenditures are lower than expected. We are on target with our current estimates and projections. At the end of the fiscal year, the estimated remaining balance is \$172,001 (does not include reserve).

**Council Member Reports - Burke**

Gurzick distributed the current Colorado Outdoor photo issue to the Council and the quick guide to the New CPW Purchasing System. Customers will be able to purchase everything CPW offers through one system. Additionally, all license applications will only be accepted online and customers will only be charged for license costs if they draw. Melcher attended a Farm Bureau meeting and gave an update on the Wildlife Council. Burke encouraged Council members to individually show their support of the Reauthorization of the Lottery at [www.keepitco.com](http://www.keepitco.com) and to share this with their constituents.

**Wildlife Council Trailer - Anderson**

The recommended trailer for the Wildlife Council statues and event materials is 7'x16' and will cost \$7,144.80. This will come out of the operating budget and the trailer will be stored at CPW.

**Motion-** The Council approves the purchase of a trailer for the statues and event items. - Neinas  
2<sup>nd</sup> - Shettel

Motion carries by Council vote.

**Council Discussion**

The trailer can be pulled by a state vehicle driven by CPW employees and authorized volunteers. When using a personal vehicle to pull the trailer, the owner would assume the liability. The statues are heavy and will require 2+ people to move them. A plan will be developed to layout logistics.

**Action:** Develop a plan for driving the trailer. (Anderson)

**Action:** Have Council members fill out Volunteer State Vehicle form. (Sednek)

### Election of Officers - Burke

**Motion** - The Council voted in Neinas as Chair and Emery as Vice Chair. The Council will retain Gurzick as Treasurer - Melcher  
2<sup>nd</sup> - Shettel

Motion carries by Council vote.

### Set 2018 Meeting Dates - Burke

The Council set 2018 meeting dates as primarily being the 1<sup>st</sup> Thursday every other month starting in February. Four meetings will be hosted in Denver, one meeting on the west slope, and one meeting on the east plains. Burke was interested in having another meeting hosted at Blue Valley Ranch.

**Motion-** The Council approves the following meeting dates for 2018: Thursday 2/1, Thursday/Friday 4/5-6, Friday 6/1, Wednesday 8/1, Thursday 10/4, Thursday 12/6. - Neinas  
2<sup>nd</sup> - Shettel

Motion carries by Council vote.

**Action:** Find locations and set dates for meetings on west slope and east plains. (Sednek)

**Action:** Send email invites for 2018 Council meetings. (Sednek)

### Council Member Participation - Burke

Some Council members were concerned about the counties member participation. Through past experience this position can be difficult to have regular attendance. Will look into the statutes to see what the qualifications are for the Counties council member. Could a counties designee attend meetings instead?

**Action:** Call AG's office to inquire about counties council position. (Anderson)

### CPW Financial Sustainability Bill update - Krista Heiner

With CPW's current budget, 2025 expenses are projected to outpace revenue by 30 million for wildlife and 9 million for parks. The large contributing factors to these shortfalls are costs for staffing, operations, and capital improvements (hatcheries, dams, and infrastructure). CPW has increased outreach to educate the public and receive input through meetings, Facebook live events, and public comment forms. CPW has received approval from the Governor's office to run this bill and CPW will work with bill sponsors to introduce the bill after the general assembly restarts 1/10/2018. The proposed name is the 'Recruitment, Access, and Maintenance Bill'.

Current ideas for the bill include: adjust resident licenses for inflation, set application fees to recoup costs, charge nominal price for senior and youth fishing licenses to ensure a federal match, improve wildlife habitat and education (increase Wildlife Council surcharge to \$1.50 and waterfowl stamp to \$10), issue outreach licenses for youth and veterans, and allow flexibility to adjust park prices.

Where the money goes: repair high hazard dams, renovate fish hatcheries, develop recruitment, increase public access for fishing/hunting, invest in habitat/conservation to increase big game populations, reduce construction back log in parks/wildlife areas, avoid threatened and endangered species being listed, identify/develop a new state park, and research alternative funding.

For more information, visit CPW's Financial Sustainability page

<http://cpw.state.co.us/aboutus/Pages/FinancialSustainability.aspx>

If you have any questions or comments email Krista at [krista.heiner@state.co.us](mailto:krista.heiner@state.co.us).

## Council Discussion

The Wildlife Council suggested to a name including 'outdoor recreation'. Council members are encouraged to reach out to their individual networks and compile names in support of the Bill.

**Action:** Contact constituents/legislators as individuals regarding the CPW bill. (Council members)

## R&R Presentation - R&R Team

### *Fall paid Media Campaign*

- Key Takeaways: Page grabber drove highest engagement, CTV has the highest VCR, animal article is top performer, and there was over \$37,255 of added value impressions by partners (the average amount of impressions paid for are calculated by a standard as added value).
- Video pre-roll: 58% VCR across all platforms, CTR outperformed for targeted and likely voters, desktop outperformed mobile, average frequency was 4 (the goal was 7).
- Rich Media: Page grabber had 16% engagement (12% benchmark).
- Native: Majestic animals had highest time spent with a strong CTR and CTA (Call to Action).
- Pandora: Ages 18-24 and 50+ were more engaged with ads.
- Facebook: General target audience had highest CTR of 3.31% and was most efficient. Customized ads did not perform as expected (very unusual, maybe audiences overlap). All ads had 'low' negative feedback.
- Website: Mobile visits and traffic from Facebook increased from the spring campaign, received 67,108 visits through paid (97.4%) and organic (2.6%), over 1 minute was spent on each page (this is high, meaning good content), both ads were watched to 78-83% completion.
- Website visits: This changed campaign to campaign, minimal visitation when media is dark.

### *Qualitative Research Findings*

This research is used to find themes about our audience's attitudes, perceptions and opinions to inform us about messaging/content. 37 Colorado residents were surveyed in the Denver metro area.

- Findings: Consistent with prior research; hunting is often associated with violence, fishing is associated with relaxation. People are more supportive of subsistence hunting and have positive views towards hunters/anglers as people. The public is influenced by current events in other states and countries. They are not aware of specific hunting/fishing government websites and will likely do a Google search. Hunting/fishing messaging recall is low. Ones who did recall Hug-A-Hunter remembered the message. Urbanites want details on reasoning for restrictions, are concerned about environmental impact, and are likely to follow their gut reactions on restrictions.
- Strategic Considerations: Focus on current regulations and what license fees have done so far. Cast hunting/fishing in a nonviolent light (separate hunting rights from gun rights). Respond quickly to irresponsible hunting/fishing news stories (taking a position to be part of the conversation). Create and promote sharable social media content for Hug-A-Hunter.

## Council Discussion

We should create more content with positive stories to help bust myths (wounded warriors, catching poachers). Gurzick clarified that Colorado does not have trophy hunting, only subsistence hunting.

### *Additional Funding Recommendation*

With an additional funding of \$200K, R&R suggested allocating 50% for paid media (TV and native articles), 25% for content (use on website and social media), and 25% for events (good interaction). The paid media increase would make the spring 2018 campaign more equivalent to fall 2017.

### **Council Discussion**

The Council has a \$1.1 million spending authority and will have approximately \$177,000 for additional spending if \$25,000 is spent on operations. The Council requested a more detailed budget of where additional funding will go. If spending needs to be scaled back, the Council would like to reduce events attended and creative content.

#### *Events: Creative and Costs*

The origami statues have signs to accompany them: "Fees from hunting and fishing licenses go to conserving Colorado's wildlife and natural habitats." R&R would like to unveil the fish at ISE. R&R proposed four different trailer wrap ideas, two event booth designs, and two pop-up banner ideas. The origami theme was not incorporated in the materials so the focus is the message, not campaign specifics. The total estimated cost for wrap, tent, tablecloth, and banners is \$5,900.

### **Council Discussion**

The Council likes the animal wraps and would like one side for hunting and the other for fishing. The Council liked the hunting message, but would like to re-work the fishing message to show direct impact. The back of the trailer should have both messages/logos. The Council liked the outdoor look for the event materials and the angler/fish pop-up banner. The Council would like a double sided banner (angler/fish on one side and hunter with binoculars/wildlife on other side). The Council also agreed the banners were more important than a tent. Can R&R reallocate the in-store displays to this budget? Can R&R find outdoor/tree photos in the CPW photo library?

**Motion:** To authorize up to \$10,000 to spend on purchasing trailer wrap and event materials. - Emery 2<sup>nd</sup> - Melcher

Motion carries by Council vote.

#### *Events and Locations:*

R&R Partners presented several events and locations to host a booth/statues this winter/spring. Unsecure locations will need to have staff with the statues. A space is secured at the Sportsman's Expo (ISE) with CPW and R&R can staff the booth one day. A booth at the Garden and Home show will cost \$1,600-\$1,850. The National Western Stock Show receives earned media, but it overlaps with ISE and may not be our target audience. The Council will consider Cinco de Mayo (large audience), but we currently do not have any collateral for the Latin community. The Outdoor Retailer show will be July 22<sup>nd</sup> (good way to reach the outdoor community).

### **Council Discussion**

The Council would like to have statues/booth at ISE, Garden and Home show, and the Bighorn Sheep Festival (in CO Springs). The Council would like to see a detailed budget of the costs associated with attending these events/locations. May be able to have the statues at other watchable wildlife events that CPW attends. Melcher, Emery, and Gurzick could staff ISE for a shift/day. Does the Home and Garden need to have a staffed booth?

**Motion:** To adjust operations budget for booth fees at the Garden and Home Show. -Shettel 2<sup>nd</sup> - Emery

Motion carries by Council vote.

**Action:** Create a budget for events and additional spending. (R&R Partners)

*Partner Outreach*

R&R is working with Cabela's for in-store displays and to host statues, and the Denver Broncos to host the statues at a home game.

*Website Redesign*

The website is 90% complete with a goal to launch by end of the year (depends on edits/revisions).

*Quantitative Research*

R&R will send questionnaire to Council for approval. Findings will be presented at February meeting.

\*\*\*Next Conference Call: Friday January 5<sup>th</sup>, 2018\*\*\*

\*\*\*Next meeting: Thursday February 1<sup>st</sup>, 2018\*\*\*

- Paid Media: Spring Recommendation
- Research: Quantitative survey findings
- Partner outreach and events: Update

**Motion:** To adjourn meeting. - Gurzick

2<sup>nd</sup> Neinas

Motion carries by Council vote.

Action Items

**Action:** Develop a plan for driving the trailer. (Anderson)

**Action:** Have Council members fill out Volunteer State Vehicle form. (Sednek)

**Action:** Find locations and set dates for meetings on west slope and east plains. (Sednek)

**Action:** Send email invites for 2018 Council meetings. (Sednek)

**Action:** Call AG's office to inquire about counties council position. (Anderson)

**Action:** Contact constituents/legislators as individuals regarding the CPW bill. (Council members)

**Action:** Create a budget for events and additional spending. (R&R Partners)

2018 Meeting Dates

*Conference call dates will be cancelled if no agenda items*

2018 Meeting Dates	Type
<i>Friday January 5</i>	<i>Conference call</i>
<b>Thursday February 1</b>	<b>Council Meeting - Denver</b>
<i>Friday March 2</i>	<i>Conference call</i>
<b>Thursday-Friday April 5-6</b>	<b>Budget Retreat - TBD</b>
<i>Friday May 4</i>	<i>Conference call</i>
<b>Friday June 1</b>	<b>Council Meeting - Denver</b>
<i>Friday July 6</i>	<i>Conference call</i>
<b>Wednesday August 1</b>	<b>Council Meeting - Denver/TBD</b>
<i>Friday September 7</i>	<i>Conference call</i>
<b>Thursday October 4</b>	<b>Council Meeting - Denver/TBD</b>
<i>Friday November 2</i>	<i>Conference call</i>
<b>Thursday December 6</b>	<b>Council Meeting - Denver/TBD</b>