

Minutes
October 4, 2017 ~ 10:00am - 2:00pm
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216
Bighorn Room

Members Present: Emery, Melcher, Gates, Gurzick, Neinas, Burke, Shettel, and Justman (called in)
Members Absent: Bohrer

Also in Attendance: Jennifer Anderson (CPW Wildlife Council Staff Liaison), Gary Thorson (CPW Assistant Director), Ginny Sednek (CPW Education), Jacqueline Meason (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), Bob Radocy (Public), and Jared Lamb (Public)

Approve August Meeting Minutes - Burke

Motion- The Council approves the minutes as read from the August Meeting (8/2). - Neinas
2nd - Melcher

Motion carries by Council vote.

Treasurer Reports - Gurzick

The large expenditure in September is due to the expected fall media buy. Actual revenues are on target, expenditures are within estimates, and we are expected to have extra funds in the budget at fiscal year-end (over the reserve amount).

Council Discussion

The Council was interested in increasing the contract amount with R&R Partners since there will be extra in the reserve. The Council was also interested in helping CPW internally with education if it remains consistent with their mission. The Council reserve was set at \$400,000 so they could have funds set aside to educate the public if needed. It was advised to not increase the reserve for two reasons: 1.) Large remaining balances can be targeted as underused funds and, 2.) The Council only has an annual spending authority of 1.1 million.

Action: Research increasing the contract amount with R&R Partners. - Anderson

Action: Recommendations on how extra funds will be spent. - R&R Partners

Action: Email Council with recommendations. - Sednek

Council Member Reports - Burke

Emery will be speaking for Orvis on Sunday, 10/8, at Park Meadows about fishing and the Council. Melcher has visited with AG groups and there are positive responses about the Wildlife Council.

Outdoor Adventure Expo Debrief - Anderson

CPW hosted its inaugural Outdoor Adventure Expo 9/23-24 and would like to thank R&R Partners, Gary Thorson, and Tony Gurzick for hosting the Wildlife Council table. In addition to the booth, the Wildlife Council was featured in a press release and was on the Terry Wickstrom show. Thorson thanked Anderson and Jason Trujillo (Cherry Creek State Park Manager) for the great job they did pulling off this event.

Council Discussion

Emery attended the Expo and noted that it has a good foundation for the future by getting people exposed to the outdoors and reaching out to the general public. Emery also encouraged the Council to make their booth better. The Council should consider being an exhibitor/sponsor in future years where they can educate the general public. The elk statue was showcased at the event and the Council needs to decide where to store the statues. The 3 options are: renting a storage unit, purchase a conex for storage at CPW, or purchase a trailer. The Council agreed that a trailer would be the best way to store/transport the statues and booth materials. The trailer can be purchased and licensed by CPW. The Council would like to see the statues featured at different locations (Cabela's, Sportsman's Warehouse, etc.). The Council would like a wrapped trailer so it can be used as part of the display/booth and would like R&R to design/produce the wrap. R&R Partners set aside \$6,000 for the storage of the statue; these funds can be re-allocated to another area in the budget. The Council agreed to purchase a trailer, wrap, canopy, and tablecloths.

Action: Price out some trailers and create a proposal of options. - Anderson/Sednek

Action: Price out tablecloths, pop-up tents, and trailer wrap (including design). - R&R Partners

Financial Sustainability Bill Re-cap - Burke/Thorson

Burke updated the Council that GOCO helped fund some small capital projects only this year for CPW and that this is not a long term solution for CPW's financial sustainability. Thorson reported that CPW is working on simplifying the bill by focusing on the key parts of the fee increase. CPW has been reaching out at meetings for feedback and showing an informative video to have a consistent message. CPW has received a lot of input from these meetings and are reviewing comments.

Gates attended 3 meetings, reporting that there was more participation from stakeholders, a higher turn-out, and that legislators attended. There is still a lack of consistent messaging going back to stakeholders and many individuals are only concerned with the impact to their own activity. How do we get people to understand the overall goals of the fee increase?

Council Discussion

The Council agreed that, while the video has an informative economic argument, it was not very engaging and it still leaves people with unanswered questions. The Council would like to see a more defined and concise message from CPW with a direction. CPW will continue to work on their speaking points and reduce inconsistencies with their messaging.

For the Wildlife Council, Burke would like to have a handout created with facts on what the Council could do with a surcharge increase. R&R Partners recommended a 1 page high quality info-graphic hand out. Gurzick would like to make sure that the handout is coordinated with Doug Vilsack, DNR's Legislative Liaison. Individual Council members are encouraged to contact their legislators.

Action: Create a 1-page hand out about surcharge increase. - R&R Partners

Action: Contact your legislators. - Council Members

R&R Presentation - R&R Team

Creative/Experiential

- The Elk statue was showcased at the Outdoor Adventure Expo. Media was earned on the Terry Wickstrom show (radio) and on the I-70 Scout (news story).

Action: Send the Council a photo of the elk statue - R&R Partners

Fall Paid Media Campaign Update

- The fall campaign will run from 9/11-11/17, using 60% of the media budget for TV, digital, and audio.
- Performance: Overall doing well; connected TV is above average VCR, mobile is below VCR; Page Grabber is performing at benchmark with a 24% engagement rate; “5 Majestic Animals in CO” is the top performing article; and Facebook engagements are driven by reactions.
- Mobile is not meeting benchmark due to low attention spans on mobile devices and, potentially, creative fatigue (seeing ads in the spring). Despite low performance, maintaining a presence on mobile is important because this is where people watch videos. R&R can focus on making ads relevant for viewers and targeting people who will complete watching the ads.
- Website metrics: Facebook is driving the bulk of website interactions. There have been 23,765 visits during from 9/11-9/30. People are driven to the benefits page on the website where time spent on the page is over 1 minute. This indicates that people who have clicked on the ads are interested in the material. The HAH video is performing better than HAA. R&R can compare spring vs. fall performance on the website.

Action: Compare spring and fall fight website performance. - R&R Partners

Website Redesign

R&R compared the current website with the new redesign. The redesign will have a large captivating image on the home page to grab attention. It will be apparent that the website has content that can be scrolled through, this also occurs when the page is reduced in size. Articles and profiles will also collapse/expand to be more mobile friendly. The redesign will have more content about Colorado wildlife, including a map and research (if it exists). All imagery and content will be approved by Anderson, Neinas, and Emery. The website launch will be pushed back from mid-October; a new schedule and timeline will be created.

Council Discussion

The website redesign was well received by the Council and they felt like this was moving the Council to the next level of marketing. This website could be used as an educational tool at schools. If R&R Partners needs video content, contact Gurzick or Anderson.

Public Comment

Radocy thought the wildlife profiles were a good way to educate the public about population growth. He recommended having profiles on coyotes, mountain lions, and wolves (why they are not here).

Partner Strategy

R&R has requested to have the statues at a Rockies game, Broncos game, and Cabela’s. The priority is a Broncos game; afterwards the statue can be moved to other areas. R&R will compile a moving calendar for the next meeting. When the trout statue is complete, would like to display it on the Platte River at Confluence Park or at Cinco de Mayo in the spring.

Council Discussion

The Council wanted to know if a snap-chat feature could be purchased to promote the statues. R&R would have to look at the budget to see if this could be added. Other suggestions for statue placement were: Pro-challenge/cycling tours, DIA (DIA has an art program, but may not be the target audience), The Outdoor Industry Trade Show, Boat Expo, Denver Mint, Sportsman’s Expo, and National Western Stock Show. The statues need a secure indoor location if they are not being staffed. R&R Partners has only budgeted to attend two events, but can plan ahead and coordinate

logistics to see if Council members can step up and staff events. R&R welcomes the Council's suggestions for events and locations where the statues can be showcased. The Council likes the origami trout and would like to know if the size can be reduced and placed in fish tanks at stores/aquariums. The Council was reminded that the creative may change in year 3 depending how the origami creative resonates with the public. We will learn more about this with the surveys.

Action: Create statue moving calendar. - R&R Partners
Action: Reach out for some floor space at NWSS - R&R Partners.

CPW Fishing APP

The Wildlife Council was asked to feature CPW's free and new fishing app on social media. The Council supports posting this content without paid media dollars.

Motion: To adjourn meeting. - Gurzick
 2nd Neinas
 Motion carries by Council vote.

Next meeting: December 6th

Paid Media: Full Fall Campaign Recap Report

Research: Qualitative intercepts review.

Partner Strategy: Update

Action Items

- Action:** Research increasing the contract amount with R&R Partners - Anderson
- Action:** Recommendations on how extra funds will be spent - R&R Partners
- Action:** Email Council with recommendations - Sednek
- Action:** Price out some trailers and create a proposal of options - Anderson/Sednek
- Action:** Price out tablecloths, pop-up tents, and trailer wrap (including design) - R&R Partners
- Action:** Create a 1-page hand out about surcharge increase. R&R Partners
- Action:** Contact your legislators. - Council Members
- Action:** Send the Council a photo of the elk statue - R&R Partners
- Action:** Compare spring and fall fight website performance. - R&R Partners
- Action:** Create statue moving calendar. - R&R Partners
- Action:** Reach out for some floor space at NWSS - R&R Partners.

2017 Meeting Dates

Conference call dates will be cancelled if no agenda items

2017 Meeting Dates	Type
Friday November 3	Conference call
Wednesday December 6	Council Meeting - Denver