



Minutes
August 1, 2018 ~ 9:00am - 2:00pm
Barr Lake State Park
13401 Piccadilly Rd, Brighton, CO 80603
Nature Center

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

Members Absent: Gates

Also in Attendance: Jennifer Anderson (CPW Wildlife Council Staff Liaison), Gary Thorson (CPW Assistant Director), Bob Broscheid (CPW Director), Madeleine West (DNR Assistant Director), Ginny Sednek (CPW Education), Debbie Lininger (CPW Marketing), Doug Skinner (CPW Marketing), Mike Delliveneri (CPW Marketing), Crystal Egli (CPW Marketing), Jacqueline Meason (R&R Partners Brand Manager), Katie Fischer (R&R Partners - Digital Media Planner & Buyer), Sara Macfarlane (R&R Partners - Director of Strategy), Sean Tonner (Group Fulcrum), Shane Mahoney (Conservation Visions), Bob Radocy (Public)

Call to Order/Welcome/Introductions - Neinas

Chairman Neinas welcomed members of the public and guests.

Approve Minutes - Neinas

Motion- The Council approves the minutes as read from the June Meeting (6/1). - Burke
2nd - Melcher

Motion carries by Council vote.

Motion- The Council approves the minutes as read from the July Call (7/6). - Melcher
2nd - Emery

Motion carries by Council vote.

Treasurer Reports - Gurzick

For the end of fiscal year 17/18 we had additional funds in our reserve. The estimates for fiscal year 18/19 show that we may be dipping into our reserves; this is due to the decision to increase our budget to one million with R&R Partners. Director Broscheid informed the Council that he has received the request to increase the surcharge and CPW is in the process of requesting an increase in spending authority and will keep the Council informed.

Council Member Reports - Neinas

Gurzick attended the outdoor retailer show. Colorado will now be hosting 3 annually (2 summer, 1 winter), which could provide opportunities since retailers are shifting their focus towards conservation. Bohrer attended the Partners Conference and was impressed with the collaboration. Justman toured the new Cameo shooting center and praised its location. Melcher updated the Farm Bureau about the Council. The trailer is complete and is waiting to be wrapped. Anderson sent out 15,000 stickers to CPW fish hatcheries and the Council will revisit doing this next spring. At 6060 Broadway, we will provide stickers and display the elk statue for leftover license day (8/7).

CPW Alternative Funding Study - Madeleine West

West informed the Council about the CPW alternative funding study to identify potential viable funding mechanisms for non-consumptive users. There is a lot of value in this exercise since it provides opportunities to engage with different user groups and identify their interests/needs/cares.

The study began with a literature review of how parks and wildlife agencies are funded in this country. So far 16-17 different options, with pros and cons, have been identified. The study will further focus on 6-7 options that would be viable through a 'Colorado filter'. Additionally focus groups will be conducted, including stakeholder outreach with different user groups to discover their values. The final report will be completed by the end of September and will provide information for CPW to analyze where to invest their time. There are commonalities with the Wildlife Council's mission and we should see if there are opportunities to combine forces to promote common goals.

Council Discussion

The Council pointed out that this type of request for different funding mechanisms has happened before. How is this different? West informed the Council that there is more energy and momentum around this subject now, so it is a good time to have this conversation. Some of the user groups are more organized and politically connected than in the past. There are demands and expectations for recreational opportunities and now users are running into roadblocks. In order for them to get what they want something needs to change. How do we balance sportsmen's input and control of how money is spent? This is a longstanding dynamic that is going to exist and will have areas for sportsmen to have a say. The Council would like to learn more once the study is complete.

Wild Harvest Initiative - Shane Mahoney

Director Broscheid introduced Shane Mahoney, the CEO of Conservation Visions, from Newfoundland. Mahoney is a leading expert in the North American Model, has worked with a variety of state fish and wildlife agencies, and also works internationally. Wild Harvest is one of the key messages about the relevancy and acceptance of hunting and fishing. This effort is looking for support in Colorado and is aligned with the mission of the Wildlife Council.

Wild Harvest has garnered support from diverse partners and will have a fully funded research institute through direct financial contributions. This initiative works in the field of conservation, has invested in graduate research, and promotes that we are all engaged in the ecosystem. Mahoney emphasized that fishing is hunting and that there are many values around wildlife that have nothing to do with hunting.

Wild Harvest comes in because we need to do something differently. We need to create an alliance since institutions will never drive this process, it is the individuals. Wild Harvest will demonstrate that the hunting community cares about the food they consume, their health, and the environment. We need a bigger reason for people to care about wildlife. A broad theme of Wild Harvest is about sharing harvested wild game within the community. Mahoney believes that these are powerful narratives that a modern society can understand and will resonate with.

Question: If hunting and angling were to end tomorrow... what would be the consequences?

3 problems surrounding hunting/fishing:

1. Too few people care.
2. Those who do care are divided.
3. We are running out of money.

Detriments to Hunting:

- Making hunting 'special' has disenfranchised the sport since we all harvest.
- The recent phenomenon that 'making the kill' became the definition of the hunt.

- The general decline in participation (will lose 2.2 million in the next 5 years). There are some efforts with recruitment, retention, and reactivation (R3), but there is no way to turn this problem around. This problem is not only about the impact economically, but political activations, affect on volunteerism and non-governmental organizations, also the environmental impact on wildlife and conservation. What other group is bringing these assets to the floor? Hunting/angling has been running for a century and has been contributing. In Colorado Hunters and anglers help fund more than 70% of CPW's wildlife management programs.

Other Concerns

- The consumption of meat is rising worldwide.
- With modern conveniences we have moved away from the harvest to get our food.

Motivation of the Wild Harvest Initiative:

1. Give wildlife value as a food source.
 - a. Decisions are driven by economic power.
 - b. Wildlife have economic benefits (jobs/food/health).
2. Normalize hunting and angling since all are involved in the consumption of wildlife (directly/indirectly).
 - a. Harvesting brings value to societies.
 - b. Through sharing the wild, people will begin to realize what these activities are worthwhile, normal, good, and they should be supportive of them.
 - c. Wild harvest is ingrained in humans, occurs over many cultures and dimensions, is a worldwide phenomenon, and is important to hundreds of millions of people.
 - d. There are 50 million people in Canada and the US who hunt and fish for their food.
 - e. Only 4% of people in US hunt and this activity has a lot of attention around it. Surveys show that 70-80% of the American public support sustainable hunting.

What is the Wild Harvest Initiative?

- A comprehensive assessment to synthesize and evaluate the combined economic, conservation, and social benefits of wildlife and fish harvesting in the US and Canada.
- Will explore the benefits in terms of:
 - ✧ Food security
 - Affects more than 48 million Americans.
 - ✧ Human health and fitness
 - Benefits of being in the outdoors, hunting as a health activity, and collaboration with the medical community.
 - ✧ Wildlife, fish, and habitat conservation
 - ✧ Animal health and welfare
 - The hunting community should talk about defense of animal health and welfare because it pertains to wildlife and all animals.
 - ✧ The economy
 - The estimated biomass and consumption of harvest. Hunter sharing index survey, have evidence that 1 in 3 people consume venison in Michigan (33% of the population are affected by hunting).
 - ✧ The environment
 - The number of species harvested and food biomass of the harvest. What are the costs to replace that food biomass (i.e. wildlife habitat degradation, domestic livestock production, environmental concerns)?

Wild Harvest components:

- Social Sharing Index of the wild (social circles and charitable organizations).
- Hunter/angler recruitment, retention, and reactivation.
- Communication
 - ✧ Build a partnership base and alliance to facilitate mobilization.
 - ✧ Linkages with natural allies (locavores/homesteaders/organic eaters) and other social connections.
 - ✧ Create social media programs.
 - ✧ Produce videos/articles that tie food security to the idea of being a good citizen.
 - ✧ Have a database and conduct research (design hunter surveys, have short films).
 - ✧ Continue to grow the partnership alliance.
 - ✧ Publications

Mahoney would like for the council to consider the opportunity of a partnership with the Wild Harvest Initiative.

Council Discussion

- When and how would you have access to database? Only the partners will have access and will send quarterly/annual reports. Published data will be more accessible. Wild Harvest will be building papers for the partners and has its own statistical team.
- How are these ideas packaged and how can we integrate this message in today's society? The Wild Harvest message can be refined and targeted; can represent these ideas in 6 minutes. Can have a range of information to appeal to short attention spans and also more in depth information (podcasts and short films). Want to break down the idea that harvesting is relatable.
- What is your goal regarding growing/increasing wild populations? Won't be advocating wild animals in captivity or that wild game harvesting will be what feed America. The argument is that we have another alternative for some people and that we provide access to wild meat.
- What would happen if hunting and fishing did not exist? This is a great question to ask the public and The Wild Harvest team is working on answering this question with the study.
- The Council wanted to know what the 'ask' was and what capacity will CPW be working with Wild Harvest? Wild Harvest would be seeking a cash contribution and a multiyear partnership (5 years). Other state agencies have contributed 100K. The involvement of the Council would be a complementary effort and we can refine it to do something Colorado specific

The Council was concerned about justifying a contribution to Wild Harvest as a best use of our money and also having the money not being spent in Colorado. Mahoney reassured that there will be regional data to offer and that this will be a rich opportunity for outreach and marketing. He encouraged the Council to look at the whole scope and that the entire partnership is mobilizing efforts aligned with the Council's mission (will be bringing 34 partners to the Council). This effort is collaborative and if we decided on a partnership, then we should think about what we would specifically like to do (i.e. support grad student, create films).

Action: Discuss Wild Harvest Initiative at 9/7 Conference Call.

R&R Presentation - R&R Team

Spring 2018 Paid Media Recap

- TV: Delivered over 12.5 million impressions. Had an added value of \$8,986 (less than the last campaign because of the political protection window). Further reason to have only one campaign per year; to increase the added value.

- Digital (banners, Spotify, native ads, rich media): Delivered over 13 million impressions. Focused heavily on retargeting audiences (connect several times using different creative assets). Saw highest performance on retargeting (more expensive) over prospecting. Mobile and tablet were top performing devices. Connected TV had the highest completion. Males and republicans are more likely to click; will investigate which audiences to focus on targeting. How economical is the CTR? R&R let them know that banners are a good digital billboard, because they are reminders.
- Social: Delivered over 5.8 million impressions. The videos/articles about animals performed best. Used the articles for retargeting on social media. The Instagram story was new and had a high completion rate of 40%. The social audiences were 18+ voters, new to CO, outdoor enthusiasts, and In the Wind. Every audience performed really well since we customized the creative to fit each of them.
- Website visitation: We didn't bump people off of their news feed. Traffic increased when articles were posted (i.e. Facebook articles). There isn't much visitation organically (6%); paid media is the main driver (94%). Time on the site is over 2 minutes (this is good). Main drivers were digital media. Mobile device is 80%. Visitation by social segment: #1-Retargeting (highest), #2-Outdoor enthusiasts, #3-18+ voters, #4- In the Wind, #5- New to CO (lowest). What were the visitation percentages by audience? The fall campaign was more focused on website visitation, whereas for this campaign we didn't want to bump people off of their pages. Since we do not have a 'call to action' on the website it may not be as imperative to drive audiences to the website.
- Key Takeaways: Avoid political protection windows on TV. Continue to invest in retargeting. Video and audio placements were the most efficient mediums to drive engagement and effective for digital mass reach. Native was less effective online vs. social (best place to run articles). In the Wind audience responded well to message. Social media continues to be the most efficient and effective platform. Refreshing media partners and the creative is crucial. Attention span is still a challenge and the Council could consider shorter ads. For reference, see the :6 second pre-roll ads below:
<https://blog.hubspot.com/marketing/best-six-second-pre-roll-ads-on-youtube>

Concept Testing - High Level Takeaways

- **Outdoors:** Understood the message; liked the scenery; appealed to a broad audience though not as memorable; caught off by the language used (i.e. restocked); some negativity with Hug a Hunter tagline. This audience is sensitive to the source of information and credibility of the website (not obvious that this was a state organization). Wanted more info since the ad was vague about the impact of license fees.
- **Moose:** Understood the message; liked the tangible numbers; struggled with the credibility with the Hug a Hunter tagline; enjoyed the humor, but felt it was corny, cheesy, silly (we see this with rough concepts); took a long time to deliver the message; and want to see more stories on how other animals have benefitted.

Focus groups are not used to get a 'vote' on concepts; rather they are diagnostic in how to adjust the concepts. When R&R proposes their suggestions they always go back to the research and who the target audience is. The Council wanted to make sure that hunters/anglers are on board. R&R assured them, that this is why they test their constituents in the focus groups.

R&R Partners recommends moving forward with the moose concept since it did a better job communicating the benefits and impact. Would like to fine-tune the concept (get to the point sooner; facts about different animals; recheck the language used).

Council Discussion

There was hesitancy of going with the recommended Moose concept. The Council inquired if R&R could test the sage grouse message or new concepts? R&R informed the Council that there isn't money in the budget for further testing. R&R cautioned against choosing new concepts that would be created without any research (strongly recommend against this). The Outdoors concept is low risk, but also low reward. If we want to make a difference, need to make it memorable; the humor in the Moose concept is memorable.

R&R will re-work both the Moose and Outdoor concepts for the 9/7 conference call to make sure the Council is comfortable with the revisions. R&R does not encourage combining the two campaigns into one (confusing) or continuing to use the current tubes campaign (fatigue). At this call, the Council will need to decide which concept to move forward with to continue to be on schedule with the proposed production timeline. The Council would like to make the right decision and can adjust the production timeline accordingly event if it pushes back the campaign start date. The Council also inquired about the older HAH and HAA creative. Can we purchase these to use for the campaign? R&R thought that this could be a challenge if there were not shot in high definition (HD) and may be difficult to utilize within different media.

Action: Rework the Moose and Outdoor Concepts for 9/7 conference call. (R&R Partners)

Origami Statues - Annual Events Calendar/Long Term Placement

R&R proposed events and locations for long term placement of the statues. The long term locations are seeking sponsorship funds. What events would the Council like to attend this fall/winter? What is the cost for placement of both statues?

Motion: To have the statues attend the following events: Taste of Colorado (9/1-3) and the Stock Show (1/12-27) - Gurzick

2nd Bohrer.

Motion carries by Council vote.

The following agenda items will be tabled for the October meeting: CPW Outreach (Emery) and Council meeting locations (Neinas).

Motion: To adjourn meeting. - Shettel

2nd Emery

Motion carries by Council vote.

Action Items

Action: Discuss Wild Harvest Initiative at 9/7 Conference Call.

Action: Rework the Moose and Outdoor Concepts for 9/7 conference call. (R&R Partners)

2018 Meeting Dates

Conference call dates will be cancelled if no agenda items

2018 Meeting Dates	Type
<i>Friday September 7</i>	<i>Conference call</i>
Thursday October 4	Council Meeting - Denver/TBD
<i>Friday November 2</i>	<i>Conference call</i>
Thursday December 6	Council Meeting - Denver/TBD