



Conference Call Minutes
January 18, 2018 ~ 2:00 pm - 3:00 pm
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216

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

Members Absent: Burke and Shettel

Also in Attendance: Gary Thorson (CPW- Assistant Director), Jennifer Anderson (CPW-Council Liaison), Ginny Sednek (CPW-Council Secretary), Dan Zimmerer (CPW-Partnership Coordinator)

Council Budget - Anderson

The Wildlife Council is confident with their projected reserve and, since they have a spending authority of \$1.1 million, would like to increase R&R Partners' budget. The \$100,000 increase would boost the spring media buy. This request is less than expected since R&R was able to absorb costs in their budget to cover creative expenses and the Council decided to forgo increasing the budget for events. Additionally, it was proposed to increase the operational budget to cover the cost of a trailer, trailer wrap, event tent, tent walls, banners, tablecloth, info flyer, Council nametags, and Council shirts.

Council Discussion:

The Council supports the purchase of a trailer and trailer wrap. R&R Partners is paying for the trailer wrap creative, the operational budget will pay for the hard costs of the trailer and wrap. Additionally, the Council should consider purchasing event materials and a TV to show commercials. Some questions arose as to the staffing and objectives of events. Will R&R Partners be moving these statues? Who will manage the care of these statues/supplies? Who should staff the events; Council members, R&R Partners, stand alone? The Council requested to discuss this at the 2/1 meeting.

Action: Discuss event objectives and event materials at 2/1 meeting.

Motion: The Council supports to increase the advertising budget in the amount of \$100,000 and the operating budget to purchase the trailer and wrap - Melcher
2nd - Justman
Motion carries by Council vote.

The Council agreed to use option 2 for both sides of the trailer wrap artwork; the font is larger, it shows the message first, and includes our logo. The Council would like for the font to be larger on the fish side (consistent with the moose side). The Council liked the second option for the rear of the trailer, but would like to have Colorado added to the message. The top line could say, 'Colorado, Completely breathtaking...' The Council requested for R&R to rework this.

Partners in the Outdoors Conference Sponsorship - Zimmerer

Thank you for the Council's support at the 2017 Conference. The Partners in The Outdoors Conference has grown over the past several years. It continues to bring a diverse audience who are passionate about the outdoors to collaborate and build partnerships. Zimmerer requested for the Council to sponsor the evening keynote speaker, Becky Humphries from the National Wild Turkey Federation, for \$5,000. In turn the Council would be able to speak prior to the evening keynote session (highest attendance), logo exposure, ½ page Ad in the conference program, exhibitor booth with the statues, and 3 council registrations for the conference.

Council Discussion:

Last year the Council sponsored the conference for \$2,500. Continuing to sponsor and participate will be beneficial; increasing exposure with partners and interacting CPW staff. The Council requested for the statues and trailer to be placed strategically in high traffic areas for additional exposure.

Motion: The Council supports the sponsorship of \$5,000 for the Partners Conference - Gurzick
2nd - Emery
Motion carries by Council vote.

Budget Retreat Locations - Sednek

Several options for the budget retreat were proposed to the Council. If the Council would like to travel to Eastern Colorado, they could host their meeting in Wray and view the lekking prairie chickens. The Council could also host their meeting in Keystone or Glenwood Springs so they could potentially attend the Western Colorado Outdoor and Sportsman Expo in Eagle, CO.

Council Discussion

The council would prefer to travel to the mountains for the budget retreat and then travel to Southeastern Colorado for a future meeting. The Council would like more information about who will be attending the expo in Eagle.

Action: Collect more information about and discuss the Western Colorado Outdoor and Sportsman Expo attendance at 2/1 meeting.

Motion: To adjourn Conference Call - Neinas
2nd - Justman

Action Items

Action: Discuss event objectives and event materials at 2/1 meeting.

Action: Collect more information about and discuss the Western Colorado Outdoor and Sportsman Expo attendance at 2/1 meeting.