



Minutes
June 1, 2018 ~ 10:00am - 2:00pm
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216
Bighorn Room

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

Also in Attendance: Jennifer Anderson (CPW Wildlife Council Staff Liaison), Ginny Sednek (CPW Education), Cory Chick (CPW Licensing Manager), Jacqueline Meason (R&R Partners Brand Manager), Sean Tonner (R&R Partners President), Amanda Bergman (R&R Partners Brand Manager), Matt Dunfee (The Wildlife Management Institute), Bob Radocy (Public), Val Robinson (Public)

Call to Order/Welcome/Introductions - Neinas

Chairman Neinas welcomed members of the public and guests.

Approve April Budget Retreat Minutes & May Conference Call Minutes - Neinas

Motion- The Council approves the minutes as read from the April Budget Retreat (4/5-6). - Shettel 2nd - Melcher

Motion carries by Council vote.

Motion- The Council approves the minutes as read from the May Call (5/4). - Gurzick 2nd - Gates

Motion carries by Council vote.

Treasurer Reports - Gurzick

Actual Revenue is on track even though it may not be posted the same month as the estimated revenue. The Council should end the year with extra in their reserve.

License Revenue Report - Cory Chick

The License Section does not have a full license revenue report due to issues with data being migrated over to the new system. Once these issues are resolved, they will be able to pull reports according to demographics without going through OIT. As of now there is nothing statistically significant about sales being up or down. One big difference is the increase in applications, going from 475,795 in 2017 to 693,278 in 2018, including 50,000 new customers. This could be due to CPW having a pay after you draw system. The Wildlife Council was concerned about the preference point creep. Chick assured the Council that the Leadership Team will be looking into this matter.

Council Member Reports - Neinas

Shettel, Gates, Neinas, Gurzick, and Bohrer attended Partners Conference May 9-11. Gates provided wild game for the Forever Colorado Social. Additionally, Gates attended the PWC in May in Grand Junction and shared the NW region tailgate wrap design with the Council. Burke requests that the Council look into his replacement for a West Slope Hunter Representative.

Event Materials Update - Neinas

The trailer was damaged by hail during transport. The extent of the damage is unknown, but the Council has 3 options: accept the damaged trailer with a discount to pay for damage, Hallmark will repair the trailer, or cancel order of the trailer.

Discuss and Vote on 18/19 Operational Plan - Anderson

Anderson and R&R Partners worked to draft the operational plan for 18/19. The Council is encouraged to review the HAH website since changes are made periodically. Accomplishments to include in the plan: the immersion trip; Future Generations Bill (impact on the Council, how revenue will be used, increased visibility and reach, this could go under mission and strategic goals); and the two Addy awards. The Council will need to submit a citizen's petition to the PWC to request the additional 75 cents surcharge be added to license fees. The citizen petition will need to be submitted by the end of July and presented at the September meeting in Glenwood Springs. Burke and Neinas will collaborate on this. CPW has already submitted the request to increase their spending authority and will look into increasing the Council's spending authority to \$2.6 million (which will include the reserve). Under the Mission and Strategic goals section, the Council would like to note on the budget portion that we are anticipating an increase in revenue. The Council will review the final draft at the conference call on Friday July 6th.

Public Comment

Radocy requested to see more clarity in the 18/19 operational plan regarding the increase in revenue in 2019 and how the Council will spend this money. Gurzick pointed out that there may not be a large increase in revenue in 2019 due to the fact that January-April are low revenue months. Therefore the Council probably won't see an increase in funding until fiscal year 19/20. The 18/19 plan should still reflect that revenue will be double for Jan-June, even though it may not be a large increase.

Action: Include the suggested additions into the Operational Plan. (Anderson)

Action: Provide verbiage for Addy Awards. (R&R)

Action: Draft Citizens Petition for PWC. (Neinas, Burke, Anderson)

Review R&R Budget

The budget presented at the April budget retreat was different from the budget presented for the 18/19 operational plan. This was due to R&R's budget increase of \$100,000. Travel doubled from \$5K to \$10K, due to travel costs increasing. Creative assets were estimated at \$180K and then reduced to \$150K since the new creative will be less expensive to produce. Media placements increased by \$70K. Additionally strategic consultation, brand & project management has increased from \$57K to \$110.5K.

Council Discussion

Why did the strategic consultation increase from \$57 to \$110.5K? At the April retreat R&R Partners did not have time built in to this. In the past R&R has gone over the time that they have worked, so they have incorporated more strategy time. The Council requests that R&R needs to be accountable on where these funds are going and to be transparent. The contract states that the Council will need to approve a sub-contractor and would like to have this as a separate line item. R&R is advised to submit a proposal regarding reasons and costs associated with a sub-contractor.

Target Audience Discussion - Matt Dunfee

Hunters and anglers need to find commonalities with new audiences (e.g. the Wildlife Council and the 'In the Wind' audience). We need to look at the language we use and start talking about how to make an impact on these declining numbers. Generational values are tied to hunting/angling and the millennial generation, biggest in American history, are participating less than any other generation. We associate hunting and fishing with certain values, but there are so many other value sets on why others would hunt and fish (people want to do this for their reasons). Values are culturally and generationally tied, just look at different cultures and tribes who hunt and fish around

the world. Our individual values are formed when we are 5-9 years old, after that we can only modify behavior. Instilling your personal values on another will not work.

Zebco Example: Zebco understood that they will lose 30% of customers as the baby boomers phase out. They realized they were not making an impact with their current strategy/culture and humbly saw they were not targeting audiences correctly. They began researching the R3 philosophy, conducted focus groups and market research. They broke down fishing by each generation, finding that millennials had the lowest participation (a marketing dead zone). Previous marketing with heritage and family photos didn't do anything. They changed their strategy and included new images: adventure, inclusivity, and action.

We need a paradigm shift on how we think about these communities and need to come into their world to see what is important to them. Words are important: values, social, easy, adventure, active, inclusive. Cabela's common words: family, tradition, heritage, pass it on, future, way of life.

Why We Hunt: Recreation/sport, be with family/friends, close to nature, for the meat.

Why They Hunt: Meat (self sustainment, part of environment), social/community, "real" outdoors.

This audience may not have played in the outdoors like you, nature is scary/outside the norm/untouchable, and they don't recognize an outdoors with dead things in it. We need help writing their outdoor identity. Tradition/heritage is meaningless if they do not have this as their background. They need someone to invite/encourage their learning and have a social support circle for hunting/fishing/shooting from their existing circles. You are not going to change their values; if you push them, they will reject it since there are so many other activities that are validating. We need to fully support their choices and let them evolve through the process since they want to fully participate. We need to focus on common values: conservation (habitat, ecology), clean kill ethic, ethic of utilization (especially food). Additionally, we need to respect our differences: ideas about what animals to take (not into trophy hunting), perceptions/feelings about death/killing, politics (especially gun politics, let them come to their conclusions). The big picture is that we need to create a ripple effect to attain a new generation of ambassadors, get individuals interested on their terms, not just making a photocopy of the quintessential sportsman/woman. Make hunting and fishing branded as human activities.

Examples: Northwoods Collective (avid outdoors people who are different); Oregon Game and Fish utilized a social media influencer; New Mexico's increase in license sales due to online license purchases, apps, education skills programs for adults, and collecting customer information (targeted marketing for lapsed license); Nature RX: Golf is not Nature.

R&R Presentation - R&R Team

Partners Conference and Immersion Trip

Amanda and Sara attended the Partners in the Outdoors Conference and went to many different panels regarding messaging, conservation vs. recreation, etc.

Jacqueline, Amanda, Kyle, and Tyler (videographer) participated in the immersion trip for 2.5 days. The group went fishing, rafting, and worked with CPW wildlife/aquatic biologists and district wildlife managers. R&R recommends that the Wildlife Council should do this immersion experience to initiate their advertising agency as an on-boarding experience to increase understanding initially. R&R saw the science behind their work and would like to pursue another round of message testing. A future theme to explore could be '5 pieces of technology used in wildlife management'. The footage taken will be shared with the Council and can be used for quick snackable stories/content. R&R really enjoyed this experience,

saw the passion of the staff, had more energy/ideas for the account, and would like for more opportunities like this to continue since there is so much more to learn.

Boulder Creek Festival Re-Cap

Debuted the fish statue at the festival where there was an estimated 450,000 attendees.

Spring 2018 Media Campaign Update

The Spring campaign will wrap up on June 10th. R&R will deliver a full report at the August meeting. They are testing Spotify vs. Pandora with the 'In the Wind' audience, seeing 85% completion rate. R&R created two new articles for the campaign where they are putting money behind them to target the audience. R&R also created 2 videos for social media, targeting the 'In the Wind' audience. These videos have been successful with over 26,000 views on Facebook in just 10 days. R&R would like to create more of these videos.

Quantitative Research Planning

R&R will be testing two concepts at the focus groups, for the 'In the Wind' audience. There will be 6 groups; 4-non-hunter/angler (8 people each) and 2-hunter/angler (8 people each). The audience will be composed of 18+ years old, 'In the Wind', outdoor enthusiasts, new residents, with a mix of age/gender/income/education. The target audience, 'In the Wind', is urban (more in the Denver area) and composes 19% of the Colorado population therefore all focus groups will be conducted on the Front Range; research is costly so we need to be strategic. R&R will look into expanding testing to the west slope/Colorado Springs with the anticipated expanded budget. R&R would not support testing audiences younger than 18 years old since we need to focus on the 'In the Wind' audience. R&R was reminded that the outdoor retailer show will be in Denver at the time of the focus groups. R&R will seek council approval for the focus group screener and discussion the week of July 2-6. Focus group sessions will occur July 23-27th. The Council voted to move forward with testing the moose script for the focus group.

Motion: To adjourn meeting. - Shettel
2nd Emery
Motion carries by Council vote.

Action Items

- Action:** Include the suggested additions into the Operational Plan. (Anderson)
- Action:** Provide verbiage for Addy Awards. (R&R)
- Action:** Draft Citizens Petition for PWC. (Neinas, Burke, Anderson)

2018 Meeting Dates

Conference call dates will be cancelled if no agenda items

2018 Meeting Dates	Type
<i>Friday July 6</i>	<i>Conference call</i>
Wednesday August 1	Council Meeting - Denver/TBD
<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