

Minutes
April 1st - 2nd, 2019
Hotel Colorado
Glenwood Springs, CO

Members Present: Brown, Emery, Gurzick, Justman, Melcher, Neinas, & Shettel

Members Absent: Bohrer & Gates

Also in Attendance: *CPW Staff:* Jennifer Anderson (Council Liaison), Gary Thorson (Assistant Director), Ginny Sednek (Council Secretary), Fletcher Jacobs (Education), & Mary McCormac (Education); *R&R Partners:* Jacqueline Meason (Account Director), Amanda Bergman (Brand Manager), Kyle Curtis (Creative), Kyle Lewis (Strategy), Katie Fisher (Media), & Sara Macfarlane (Strategy); *Group Fulcrum:* Sean Tonner

April 1st 10:00 am - 5:00 pm:

Conference Room: Colorado

Call to Order/Welcome/Introductions - Neinas

Chairperson Neinas welcomed everyone and introductions were made around the room. The Council's new West Slope Hunting representative, Robin Brown, is based in Grand Junction and is passionate about bringing nontraditional groups to hunting.

Focused Conversation - Anderson

Anderson led a session for Council members to review their mission and foster an understanding of how everyone contributes to the Wildlife Council.

Consensus Workshop - Jacobs & McCormac

The Council took some time to focus on a question:

What are the actions we need to take over the next year to achieve the Wildlife Council's Mission?

The actions the Council established were:

- Define and Develop our Council Identity
 - Figure out our identity - 'Wildlife Council (WC) or Hug A Hunter (HAH)?'; past success should not distract from innovation; recruit new Council members that reflect the outdoor community; and be looked at as a national leader.
- Fulfill Our Mission Objectives
 - Inform non-hunters/anglers of Colorado; launch campaign; promote science based wildlife management; effective ad campaign; change license language to include HAH; and clear goals to accomplish mission.
- Create, Strengthen, and Leverage Diverse Relationships
 - Create awareness with Legislators/DNR/CPW; gain support from new administration; more involvement at Partners conference; communicate better with Parks and Wildlife Commission (PWC); better represent Council to CPW (staff/volunteers); dovetail CPW and Council marketing; and share research with constituents.
- Improve Our Council's Effectiveness and Efficiency
 - Online meetings; stay on mission; tap into existing resources within CPW; trust taking risks, they can lead to success; leverage/grow into full spending authority (\$2.2 million); ask Council Members for help - don't do their work for them; and critical/creative thinking.

- Increase Our Engagement as Council Member
 - Be prepared for meetings (do the reading); attend meetings; learn more about social media; be more vocal in meetings; and more personal outreach.

What would successes look like a year from now? The Council and staff wrote down a personal commitment to the Wildlife Council.

R&R Presentation - R&R Team

Brand Workshop Session -

R&R led a workshop with the Council to delve into their brand context, development, and essence. The Wildlife Council has an opportunity to be an un-biased resource to In The Wind (ITW) and emotional stories can have a real impact with this audience.

Questions:

- *What is the vision of the Council?* To gain respect/support for hunters/anglers (H/A); quantifiable increase post measurement; sustainable growth of H/A; Colorado is a national leader; no ballot initiatives.
- *How do we define success?* Support/respect for H/A (normalization, decrease in negative comments on CPW site/social); increased memberships in sportsman's industry partner groups; H/A posts increase.
- *How do we measure success? How far do we move ITW (do we need 100% support of the Council's mission)?* Don't want ITW to move the other way or to just stay neutral. It would be beneficial to have any movement in a positive direction.
- *What does success look like for different groups and what is the percentage of effort?*
 - ITW (85%) - Increased support post read.
 - Legislative and Government (5%) - Have an awareness of the Council. Trust the Council (insider) and seek out as an advisor.
 - Peers/Partners (10%) - Have an awareness and understanding of the campaign. They amplify/leverage our message and are less critical.

Brand from the inside out:

- *Essence (Why/Purpose)* - Stewardship, the responsible protection of something considered worth caring for.
- *Values (How)* - Nature, integrity, conviction, responsibility, understanding, and freedom.

Wildlife Council thoughts:

- *Essence (Why/Purpose)* - The Council thought stewardship was a powerful idea. It gives ITW a reason to trust us as messengers, has the ability to resonate very deeply (emotional connection), and lets the audience know this is worth caring about. ITW feels Colorado is a good steward of the land. Stewardship is in line with CPW's message.
- *Values (How)* - Would like to include respect with freedom (live and let live). These values also work well with CPW being a credible leader.
- *If it's not Coloradan, respectful, enthusiastic, impactful, accurate, open, it's not the Wildlife Council.* This sounds authentic and they would like to add passionate and honest.

Strategic Intersection/Direction:

Need to find alignment with identity, audience and context. Hunting and fishing license fees help keep Colorado... Colorado.

Creative Campaign Concepts:

R&R reiterated the importance of reviewing the communication guidance and the manifesto as we move forward. Reminders about ITW: concerned with trophy hunting; economic impact resonates; like to keep Colorado, Colorado; distinction between hunter vs. act of hunting.

Concept 1: Without Hunting and Fishing: Colorado Wouldn't be Colorado.

- There is a lot of potential with a deprecation strategy (i.e. Got Milk?). There is something to not having hunting/fishing (H/F).

Concept 2: Making Colorado the Place We All Love

- Hunting and fishing are part of the fabric of Colorado.

Concept 3: This is the Wildlife

- Spokesperson is a mix between new/old (aging hipster). Talk about wildlife and the wild life.

Concept 4: Six Degrees of Conservation

- People are more connected to H/F than they thought they were.

R&R shared ideas to go along with these concept: experiential, outdoor concepts, social media, digital ads, and augmented reality.

Council Discussion

H/A partake in other recreational activities, do we always have to distinguish H/A from other outdoor recreationists? R&R responded, yes and no. We only have 30 seconds for our messages, we don't want 'us vs. them', but in reality it is 'this group pays, and this one doesn't'. The Council liked how 'This is the Wildlife' found common ground, bridging both parties being in the same space and sharing common values. The campaign will be more than just a 30 second ad and there is a lot of flexibility. The campaigns will also include 'In Partnership with CPW'. Will we lose momentum moving away from HAH? There is equity with HAH, but it was geared towards the general population, whereas our target audience has shifted to ITW. We have had an emotional shift, are looking more towards a shared value, and this is the right time to transition if we are going to. Our target audience has not recalled HAH (no brand recognition) and does not see HAH as credible. Even looking at the data, aided awareness of HAH has decreased overall. The Council preferred real footage of Colorado over animated. R&R countered that animation can be fun, stands out, and can also showcase Colorado well (i.e. Care for Colorado). Should the spokesperson be a celebrity or ITW? Not necessarily, it may be better to find someone more obscure, someone who makes you say "That's Colorado". R&R would not recommend ITW as a spokesperson, they would not be seen as a credible source to teach ITW about the benefits. We can consider different spokespersons later on.

April 2nd 8:00 am - 12:00 noon:

Conference Room: Colorado

R&R Presentation - R&R Team

Creative Campaign Concept Discussion

Some Council members thought Concept 1 started out on a negative note. That being said, it is very blatant and shocking, an eye-opener about what H/F bring to Colorado, to wildlife, and the economy. Will the audience make that connection? They may not think H/F affects them if it exists or not. Concept 1 will show that benefits from H/F are ubiquitous; the things that are taken for granted. For Concepts 2 and 4 the animation may distract from the message and it is critical that the audience takes something away since our message isn't black and white. There was positive discussion about Concept 3. The Council liked the humor and alignment with other taglines (i.e. CPW - Live life outside, GOCO - Generation Wild, etc.); having this overlap could be beneficial. The Council thought Concept 4 was difficult to envision. Augmented Reality (AR) can be used with any of

the concepts, but is costly, so we need to be thoughtful. What is the efficacy of AR? It gives people a richer experience and the opportunity to really remember our message. What partners would R&R look at for AR? Can seek out potential partners at the Partners conference and look into small businesses in Denver. Most of these concepts can mix and match. Overall the Council liked Concept 1 and 3. R&R thought these two would play really well against each other at the focus groups.

Motion- The Council would like to move forward with concept testing of Concept 1: Without Hunting & Fishing and Concept 3: This is the Wildlife - Gurzick
2nd - Brown
Motion carries by Council vote.

Paid Media & Channel Strategy

Want to have a more digital focus, diversified strategy, and increased frequency (important for ITW). The strategy may change with whichever concept is chosen: TV (target specific spots), Connected TV, Out of Home (OOH), Digital Radio, Website, Facebook, Instagram, YouTube, Web/In-app (digital media as a whole, rich media, follow the audience across the internet).

Social Media Content Strategy

Have five pillars (key truths) that matter to ITW: Wildlife, conservation, economic impact, CO lifestyle, live and let live. Animals also test well with this audience.

Website UX Testing Overview

Website testing will start in May. The approach is a click test study of 40 users with open ended questions to learn more about website functionality, user experience, usability, and to ensure the content makes sense. The goals are to optimize visitor site experience and increase time on the site. The new campaign may change the look and feel on the website (re-skin), but we will optimize what we have. The Council will be updated at June meeting.

FY19/20 Budget & Timeline Recommendations

R&R is recommending two flights instead of one to have more of a presence (August-October 2019 and March-May 2020). R&R has allocated time for creative between flights to create additional assets. Ideally we will have two commercials. Gurzick suggested to not split up H/F like what has been done in the past. R&R agreed it would be better to have H/F together. Fishing may help normalize hunting (R&R would like to test this). R&R built the budget off of the amount of \$1.75 million. This budget includes continued evergreen efforts on Facebook, website content/changes, quantitative research (with the increased pool size of 1,000), and an amplified media spend of \$1.2 million. If revenue isn't as substantial as predicted, then it will be cut out of media. How much is R&R expecting the dial to move? Right now this is unknown since we have been dark and are moving away from HAH. R&R is also looking at different ways to track awareness as we continue to get more granular. We have learned a lot from the research and have more intelligence behind our strategy.

Motion: To approve the FY19/20 budget and timeline. - Shettel
2nd Emery
Motion carries by Council vote.

Qualitative Focus Groups: Next Steps

Focus groups will occur in April. R&R will present their recommendation at the May conference call. Creative production will occur in May and June.

Approve Minutes - Neinas

Motion- The Council approves the minutes as read from the February meeting (2/20) and March conference call (3/11). - Brown

2nd - Gurzick

Motion carries by Council vote.

Treasurer Reports - Gurzick

Due to an altered payment schedule, estimated expenditures were re-projected so the ending balance would not appear over inflated. Overall, the Council is on target with expenditures and revenue. It was proposed to change the name from 'budget retreat' to 'planning meeting/retreat'. Anderson informed the Council that the operating budget will be overspent by about \$5,000 due to the trailer purchase and wrap. For the future campaign, will the cost of stickers be taken out of the advertising budget? Chairperson Neinas thought stickers would be better suited under the advertising budget and would like R&R to factor this in. The Council will consider increasing their operational budget when the operational plan is reviewed at the June meeting.

Leadership Update - Thorson

Governor Polis visited DNR and CPW headquarters downtown where he talked with staff and answered questions. The two goals the Governor gave CPW were to increase new sources of revenue and increase acres of public access easements, leases, and other agreements. Seeking new/diversified funding will be continued by the new administration based on these priorities. The Meridian Study has many potential ideas and there will be a session at the Partners Conference regarding this. DNR Executive Director Gibbs has really made an effort to meet with staff and has been making good connections. Tim Mach, who previously served as the legislative liaison for the Division of Wildlife, was hired as DNR Deputy Director. The CPW Director position was released nationwide and the PWC will have a workgroup to review applications. The four new PWC commissioners are Taishya Adams (Outdoor Recreation and Utilization of Parks Resources), Charles Garcia (Sportsperson), Luke Schafer (Member at large), and Eden Vardy (Production Agriculture). Thorson recommended for Neinas to reach out to Chairperson John Howard in regards to a PWC/Council relationship.

Council Member Reports - Neinas

Gurzick shared that CPW will launch their new tagline, live life outside, with new creative content. Gurzick would like to continue the conversation about the HAH licensing fee. Can we just share this since it helps perpetuate the mission overall and move the needle? Anderson is looking into where these funds would go and how to navigate this. The Council was encouraged to participate at Sportsman's Day at the Capitol on Thursday April 18th. Anderson will forward details to Council members and R&R Partners. CPW was part of the Denver's St. Patrick's Day Parade where the Wildlife Council's trailer was pulled. Anderson is seeking additional placement ideas for the trailer. One option is the Chatfield State park swim beach when it opens.

Approve Council Bylaws - Anderson

This agenda item was tabled for a future meeting. Anderson is in the process of receiving feedback from the AG. Additionally, more questions have arisen regarding the statutes and how these affect the bylaws. The Council mentioned that it would be beneficial to have new member terms overlap with the previous member. Brown thought that the retreat was a good opportunity for her to learn about the Council and get caught up to speed.

FY19/20 Operational Plan - Neinas/Anderson

Anderson will begin to draft the FY19/20 Operational Plan for the Council to review at the June meeting. The Council did not have any changes for their operational plan and will keep their reserve at \$400,000.

The Council wanted to establish when the May conference call would take place. Sednek will send out a Doodle poll with a variety of dates and times.

Tonner expressed the importance of talking with and educating legislatures as we build the brand analysis. His recommendation would be to take some time in the fall (September/October) to have 2-3 meetings with select legislators one-on-one. It would be beneficial to build these relationships, put a face to the name, and be a resource. R&R will arrange these meetings and will attend alongside a Council member. It would also be good to create a one-page document including contact information. This should be seen as a multi-year strategy and a continual process. Chairperson Neinas encourages all Council members to participate. R&R will bring more information about this to the June meeting. Tonner also recommended for the Council to work with GOCO Director Castillian.

Motion: To adjourn meeting. - Gurzick

2nd Brown

Motion carries by Council vote.

Action Items

- Doodle Poll for May Conference call - Sednek
- List of Legislators to contact in the Fall - R&R Partners

<u>2019 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Meeting	Conference Call
<i>Late April - Call</i>	-	<i>Tuesday 4/30</i>
June - Denver	Wednesday 6/5	-
<i>July - Call</i>	-	<i>Wednesday 7/10</i>
August - Denver	Wednesday 8/7	-
<i>September - Call</i>	-	<i>Wednesday 9/11</i>
October - Denver	Wednesday 10/2	-
<i>November - Call</i>	-	<i>Wednesday 11/ 6</i>
December - Denver	Wednesday 12/4	-