



COLORADO WILDLIFE COUNCIL

Minutes

December 4, 2019 ~ 10:00 am - 2:00 pm
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216
Bighorn Room

Members Present: Gates, Gurzick, Melcher, Neinas & Shettel

Members Calling In: Brown & Emery

Members Absent: Bohrer & Justman,

Also in Attendance: *CPW Staff:* Jennifer Anderson (Staff Liaison), Ginny Sednek (Council Secretary), & Dan Zimmerer (Partnership Coordinator); *R&R Partners:* Jacqueline Meason (Account Director), Katie Payne (Media), & Pat Buller (Creative); *The Fulcrum Group:* Sean Tonner; *Public:* Bob Radocy and Luke Wiedel (RMEF)

Call to Order/Welcome/Introductions - Neinas

Chairman Neinas welcomed R&R Partners, the Council, and made introductions.

Approve Minutes - Neinas

Motion: The Council approves the minutes as read from the October meeting (10/2) and November conference call (11/6). - Shettel

2nd - Melcher

Motion carries by Council vote.

Treasurer Reports - Gurzick

The Council's fund is doing well and both revenue/expenditures are tracking as anticipated. Sednek, Anderson, Neinas, and Gurzick review R&R Partner's invoices.

Partner Conference Sponsorship - Dan Zimmerer

Zimmerer thanked the Council for their past three years of support of the Partners in the Outdoors Conference (2017-2019) and requested their continued support at the 2020 conference in Vail. The conference is a good fit and platform for the diverse audience to hear CWC's message. The sponsorship request is \$5,000 for the evening banquet, which includes four registrations, stage time, conference ad, park trailer, logo recognition (on app, program, newsletter), and exhibitor table.

Motion: Sponsor the 2020 Partners Conference for \$5,000. - Brown

2nd - Shettel

Motion carries by Council vote.

Council Discussion

Gates would like to see the conservation message, hunting/angling, and sportspeople incorporated more at the Partners Conference. The Council suggested having more content/panels about hunting/fishing issues. This speaks to why CWC needs to be there, it is important for sportspeople to attend. CWC should encourage their networks/communities to submit sessions. The Partnership Conference has been working towards balancing conservation and recreation. Zimmerer will bring the Council's concerns to the committee (three sportspeople are on the committee). Would CWC/R&R like to have a session? A good opportunity to communicate a complicated issue and educate/equip attendees with a deeper understanding. Need to be engaging to get the recreation audience in the room. Gurzick will be at the conference and can help present.

Action: Submit a session for the Partners Conference - CWC and R&R

Spending Authority Update - Anderson

Anderson spoke with CPW's CFO, Justin Rutter, in regards to increasing the spending authority. The short answer is no. The spending authority was just increased and this was a tough push (original request of \$2.6 million was denied). CWC needs to demonstrate that they can spend their full budget of \$2.2 million dollars and report on the impact. CWC could request a one-time spending authority increase, but this could reduce future spending authority. Rutter is not concerned about the larger reserve amount since the spending authority amount has been doubled.

Action: Work with R&R to increase the contract budget for this year - Neinas and Anderson

Action: Track impressions before and after spending authority increase - R&R

Council Reports - Neinas

Neinas thanked Jacqueline for the assistance with the successful Parks and Wildlife Commission (PWC) presentation. Commissioner Garcia would like to attend CWC meetings. Anderson will work with CPW in regards to inviting PWC. There is some confusion with the PWC distinguishing CWC and CPW marketing. Having a PCW member attend CWC meetings would be beneficial and increase connectivity. Options: Invite one commissioner/meeting, focus on junior members, and rotate PWC members.

Action: Reach out to PWC Chair Zimmerman in regards to PWC attending - Anderson

Action: Reach out to Commissioner Garcia about attending CWC meetings - Neinas

Gates attended the Sportsmen's Caucuses Summit; it was beneficial to see other states' progress, their interest in CWC, and discussions about the 2020 business summit (a regional/national movement to promote the benefits of hunting/fishing under the North American Model of Wildlife Conservation). Melcher discussed how Ag has similar issues about mutual respect like the sportsperson community. Melcher would like to see more sportspeople at Ag day at the Capitol and he shared the communications toolkit with CO Farm Bureau. Brown presented on behalf of CWC at the Habitat Partnership Program meeting and will present at the Backcountry Hunters and Anglers 2020 Rendezvous. Anderson is awaiting a response from Alberta about the license agreement.

Elections - Neinas

Per the bylaws, every two years CWC needs to have elections for Chair and Vice Chair. Emery's term ends June 2020.

Motion: Retain Neinas as Chair, nominate Melcher as Vice Chair, and retain Gurzick as Treasurer. - Shettel

2nd - Gates

Motion carries by Council vote.

Council Discussion

There is concern about non-participating members and how it is a disservice to the Council. How do we hold volunteers accountable? If a Council member cannot commit, then we need to find others. Per the bylaws, a decision to remove a member is determined by the Chair and CPW Director. It is difficult to recruit dedicated individuals, especially if they live far away. Important to have good attendance for good institutional memory.

Action: Discuss council membership - Anderson and Neinas

CWC Web Content - Anderson

Anderson and Sednek reviewed the main pages on the CWC website for edits. What is the purpose of the CWC website (not just copy the CPW website)? To provide information and education to the

public and validate who CWC is. What do we want the audience to think, feel, and do? What is the action? Encourage the audience to talk about these issues and the importance of hunting/fishing. Do we need to simplify into 1-3 short messages? Would it be better to share more information on social media since there is no organic traffic to the website? This is a bigger conversation than just the website. Overall, what do we want people to do? Focus on a clean website, no overwhelming content, and include clear benefits messages. Leave the wildlife information for the CPW website. Would like to look at the impact of the influencers and maybe include some of the testimonials. Do we have a budget to clean up the website?

Public Comment

Radocy would like the website to have more historical record of the Council since it is an important resource for new Council members.

Outreach Proposal - Anderson

Anderson proposed an idea to the Council to have more one-on-one public outreach by hiring temporary employees to attend events where the target audience is present (see Outreach Proposal).

Council Discussion

The outreach employee would attend events to interact with ITW (e.g. festivals). Important for them to be able to communicate with ITW and sportspeople. There were reservations about finding good representatives for CWC's message and the potential to cause damage. Gurzick objected, mentioning how CPW hires over 500 employees annually to represent the agency. Anderson would manage this team and hold them accountable to the high standards of a CPW employee. Are these funds better spent on the ad campaign? This is a good use of funds and a great opportunity for in-person interactions. R&R suggested using the influencers as an option, recommended buying a good camera, and have swag. Important to have authentic engagements, ITW do not want to 'be sold' on something. The influencers could attend events and take photos to share on social (put dollars aside to boost posts). The Council would like pilot this proposal; hire two people and evaluate success.

Motion: Authorize up to \$125,000 (appropriately prorated for remainder of fiscal year) towards the outreach pilot program (subject to regular review). - Gurzick

2nd - Brown

Motion carries by Council vote.

R&R Presentation - R&R Team

2/20 Meeting at the Capitol:

The Fulcrum Group will host the 2/20/20 meeting and CWC will go to the Capitol afterwards (look at legislative calendar once established). To do: coordinate meetings with leadership, create one-page document, build brand awareness (stickers and elk jerky with logo), and bring origami statue. Will break off into teams to talk with legislators and will go by Governor's office. Recommend talking with Andy Treharne with the Sportsman's Caucus since will occur the same day (also Colorado Legislative Animal Welfare (CLAW) caucus). Outline of one-page will include who CWC is, target audience, growth in CO, benefits to CO and wildlife, the number of people we engage with, impact on rural CO (key driver). Will send draft to Anderson for review.

Fall Media Campaign Re-cap:

The campaign ran 8/12-10/31 and most of the budget went towards TV. Media Campaign goal: brand awareness (remember and engage with). Had 43 million impressions over eight channels using 14

tactics and 43 variations of creative. Have a complex method to tell dynamic and holistic story. Important to have different interaction points (high frequency and multiple touch points).

- TV: paid for 339 spots and got 325 added value spots. Football games were the most successful.
- OOH: performed well. Future ideas include ski lift billboards and align more with sports.
- Facebook & Instagram: Focus on Estimated Ad Recall (EAR). Building a good frequency of connection points where the more engagement we have the better. Future recommendation is to have more content (videos) and personalization (how to identify with ITW in the message). Keep viewers in platform and encourage engagement.
 - What about snapchat? R&R will look into this and can discuss on the January call.
- Influencers: Very successful, ad recall and post engagement were high. The dialog and authentic conversation are a unique way to reach ITW. There were some negative posts, but the influencers professionally work through these. R&R recommend the continued use of polls.
 - Who engaged with the polls?
- Promenade Trade Desk: Video was a top performer. Rich media was the most effective tactic. Recommend more dollars towards video and display banners.

Council Discussion

Will have a large spring media budget (spent less this fall), but it will get expensive in July onward due to the election. Do we even want to be up during the election? ITW is a popular target audience and it will be difficult to break through the clutter. Some of the Council was concerned about opposing ad campaigns and if we can target the same venue at the same saturation. Would the audience make the connection between CWC and other ballot initiatives? Probably not, and our ad could bolster an opposing message. CWC needs to be consistent with our message and we will continue to be active on social. Utilizing influencers would be a more significant reach to grow support organically. Could allocate funds just towards influencers during the political window. Are there things we can say during the spring campaign? If we know what the opposition will say, we could get to these points in advance. Will keep a lookout at parallel efforts too.

Creative Presentation:

R&R recommends more video assets. Season 2 of 'This is the Wildlife' will continue to build education with the audience and develop respect. Will add more social media content and shoot in January. When content is personalized, there will be better engagement.

- R&R shared two different creative ideas: Ski Lift and Toast. Will need direction from the Council. Important to have more content to reduce creative fatigue. Will be highlighting fishing during the winter ads to help bolster the message. Economic benefit should be the leading fact.
- R&R introduced another idea like Cribs (from MTV). Could work well with the ITW audience and play off of Colorado's natural assets. Gives an opportunity to make relevant and share message.

Council Discussion

The Council liked both :30 creative ideas. Would like to see hunters and anglers in the toast ad. The ski concept is very Colorado, but they do not want it to come across as competitive. Could we buy the rights to the creative? This could be expensive and we likely will not be utilizing these ads in 2 years. Could we have limited use (just on our website)? The Council thought it would be beneficial to spend more on production now; they have approximately \$325,000 remaining in the budget. The Council was not very keen on the Cribs concept; do not want to stray from 'This is the Wildlife'. The Council preferred the outside :15 ads instead of in the car. R&R was cautioned about using the words like reintroduction right now. R&R reminded the Council that wildlife in creative ads performs well. With the proposed increase, R&R will increase production assets (creative and social) and hours. If needed we can pull funds from media placements.

The Council gave R&R direction to move forward with both :30 second ads and the outside :15 ads. Will have a committee to approve the scripts (Emery, Neinas, and Gurzick).

Motion: Propose to spend up to \$325,000 for production, social, placement, and R&R time (pending contract amendment and operational plan approval). - Gurzick

2nd - Melcher

Motion carries by Council vote.

Trailer:

Showed new copy of what the wrap looks like for signs, including logos and URL. The Council would like to have '80%' removed from the signs.

Next Steps

- December: Submit a session for Partners Conference. Will run proposal by Council and Gates.
- January: Annual tracking study 1/20-1/31.
- February: Post production

CPW Logo Use for New Campaign - Neinas

Director Prenzlou has approved using the CPW logo 'In partnership with' when appropriate.

Thank you to the Council - Anderson

As a CWC volunteer, it is difficult to see the fruits of your labor since it is a 'trail' continuously being built. We appreciate your maintained dedication and continued forward outlook. We want to thank you for the work you do.

Motion: Adjourn the meeting. - Gates

2nd - Shettel

Motion carries by Council vote.

Action Items

- Submit a session for the Partners Conference - CWC and R&R
- Work with R&R to increase the contract budget for this year - Neinas and Anderson
- Track impressions before and after spending authority increase - R&R
- Reach out to PWC Chair Zimmerman in regards to PWC attending - Anderson
- Reach out to Commissioner Garcia about attending CWC meetings - Neinas
- Discuss council membership - Anderson and Neinas

<u>2020 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Meeting	Conference Call
<i>January - Call</i>	-	<i>Thursday 1/9</i>
February - Denver	Thursday 2/20	-
<i>March - Call</i>	-	<i>Thursday 3/12</i>
April - Planning Retreat TBD	Thurs/Fri 4/2-4/3	-
<i>May - Call</i>	-	<i>Thursday 5/14</i>
June - Pueblo	Thursday 6/18	-
<i>July - Call</i>	-	<i>Thursday 7/9</i>
August - Denver	Thursday 8/13	-
<i>September - Call</i>	-	<i>Thursday 9/10</i>
October - Denver	Thursday 10/8	-
<i>November - Call</i>	-	<i>Thursday 11/12</i>
December - Denver	Thursday 12/10	-