

Minutes
June 5, 2019 ~ 9:30am - 1:30pm
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216
Hunter Education Classroom

Members Present: Brown, Emery, Gates, Melcher, Neinas, & Shettel

Members Calling In: Bohrer & Justman **Members Absent:** Gurzick

Also in Attendance: *CPW Staff:* Jennifer Anderson (Council Liaison), Ginny Sednek (Council Secretary), Candice Wiedrick (Licensing), Cory Chick (License Manager), & Lauren Truitt (Public Information & Website Manager); *R&R Partners:* Jacqueline Meason (Account Director), Amanda Bergman (Brand Manager), Katie Fisher (Media); *The Fulcrum Group:* Sean Tonner.

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 April meeting (4/1-4/2) and conference call (4/30). - Brown

2nd - Melcher

Motion carries by Council vote.

Treasurer Reports - Sednek

The Council fund is robust; the estimated ending fund balance is almost three times the reserve amount. This is due to the surcharge increase (effective 1/1/2019) and the mandatory qualifying license purchase for the draw in April. The operating budget is currently over spent, which is partly due to the trailer and wrap expense. These were one-time expenses and the Council should not need to increase their operating budget for FY2020.

License Reports - Cory Chick and Candice Wiedrick

Licensing shared a report comparing 2017, 2018, and 2019 draw application rates during the same period for resident, non-resident, and youth. Annually, CPW normally sees a 4% increase in applications, but there was a large spike in 2018 applications due to payment not being required upfront and the low application fee. Many of the 2018 applicants were current customers applying for multiple tags, not necessarily new customers. This year (2019) is closer to historic numbers because of the required qualifying license, increased application fee, and preference point fee (bighorn sheep, mt. goat, and moose). Despite the new requirements this year, overall there was an increase in applications when compared to 2017 numbers (except for resident deer and elk). In addition, there was better retention with applicants because they could opt out of preference points. Looking at the last decade there has been continual growth in Colorado, but it will take a couple years to determine the current trend. Only 2-3% of non-residents purchase a small game/combo license and are now required to do so. This has caused some frustration since they do not necessarily benefit from an annual license. Moving forward it will be important to educate applicants about how the qualifying license is an investment in the resource.

HAH License Agreement - Council Discussion

The Council discussed license agreements for the Hug a Hunter (HAH) brand since there is current interest from the Alberta Outfitter Society and others. The HAH brand cost money to create and the

Council felt there should be some monetary gain. That stated, the Council is aware of their defined spending authority of \$2.2 million and do not want to bring in additional funds that cannot be spent. Ideas brought up included donations to CPW and/or contributions to like-minded groups. There were concerns about where funds may go; this could be contentious if not used according to the Council's mission. At this time, the Council was advised against seeking an additional increase in spending authority. For the HAH license, there was agreement that the timeframe should be about 3 years with a proposed cost of under \$10,000 and to offer a renewal amount. The Council will discuss this more at a future meeting.

Action: Research donation/contributions for HAH license. - Anderson

Council Reports - Neinas

Shettel visited Steamboat Lake State Park and talked with Staff. Gates attended Sportsman's day at the Capitol, the Parks and Wildlife Commission (PWC) meeting in Grand Junction, and a workshop in Washington D.C. Brown also attended the Grand Junction PWC meeting. Sednek attended the Colorado Women Flyfishers meeting in Denver to introduce the Colorado Wildlife Council (CWC) and notify of the upcoming vacancy (June 2020) for East Slope Angler representative. Council members have been approached by constituents regarding current initiatives and would like direction from CPW leadership and the AG in order to be proactive with these conversations. For initiatives, the Council cannot advocate for or against, they can only provide a balanced perspective.

Debate/Communicate Effectively About Hunting Workshop - Lauren Truitt and Gates

The workshop Gates and Truitt attended provided proactive dialog and key talking points for difficult conversations about hunting. Much of the information parallels R&R's research and America's Wildlife Values reports. CPW and CWC should look at aligning their messaging for consistency when reaching out to the non-hunting public. Messaging needs to connect how they benefit from hunting/fishing (h/f), why it is relevant, and how it relates to their personal activities. There are concerns/misperceptions about guns, so it is also important to include the safety element. Other points to include are the 'live and let live' attitude and how funding provides infrastructure for the Colorado lifestyle. We can capitalize on the trust aspect too; most people know a hunter they trust and trust in CPW is 70% across the board. We need to ground the message in responsible and ethical scientific management; letting the experts do their job. Tailor messages for different communities (land-use, water, recreation, etc.). 93-97% of Americans eat meat or use leather products (consumptive use); therefore, we can underscore how hunting is ethical, humane, and well managed.

Gates would like to connect how we all care about wildlife, habitat, and environment. R&R's recommendation is to narrate both Colorado and the nation, have a consistent message, and focus on the moveable middle. The role of CWC is to lay the foundation with an educational message; partner groups can have a more specific message. The Council would like to communicate better with partner groups, share research, and educate them about their specific role. These relationships could also initiate the amplification of CWC's message.

Action: Send Workshop Research documents to the Council and Partner groups - Sednek

R&R Presentation - R&R Team

19/20 Media Recommendation:

- Planning Parameters: 13-week campaign (8/1/19-10/31/19) utilizing 40% of the annual budget.
- Audience: In the Wind (ITW), 18-35 yo with propensity to vote and neutral towards h/f.
- Strategic Approach: media mix to integrate through multiple platforms. Use traditional and digital approaches. Granular targeting for effective reach and scale. Utilize social influencer partnerships (who ITW trusts and turns to).

- Channel Purpose: TV (targeted shows), Connected TV, Out of Home (OOH, i.e. billboards), Digital Radio (Spotify), Facebook, Instagram, Web/In-App, and website.
 - TV: 4 weeks (9/16-10-14) sports and ITW programming.
 - OOH: 8 weeks (9/2-10/27) 7 static and 5 digital billboards located where ITW travels. Seeking rights to use spokesperson on billboards for a seamless campaign (spokesperson/audio/visual).
 - Digital Media: Audio/companion ads on Spotify, banner ads, and breakaway banners.
 - Social Media: Promote “This is the Wildlife” messaging on Facebook and Instagram to target and reach audience. Utilize vertical video and sequential messaging.
 - Undertone influencers: leverage partnership with 3-5 Colorado based social influencers who authentically amplify a CWC message that we create.

New CWC Logo Options

The Council liked the first and second options (elk/fish and bighorn horn); CWC represents both fish/wildlife and the state mammal is a bighorn sheep. The Council preferred a seal, would like a more realistic logo, and to see different color options. R&R will send Anderson logo updates.

Pre-production Updates

R&R selected Cosmic Pictures (Director Greg Kiefer) as the production company because they will produce both video and photography. Currently working on location, casting, and wardrobe. Attempting to cast from Colorado (spokesperson may be out of state) and keeping diversity in mind. The Council subcommittee will make the final casting approval. The spokesperson will be expensive, so we may only get 2 years on the creative rights for TV spots and will have to renegotiate after this period. Production begins the week of 6/17 and R&R will inform the Council on the location. Postproduction will go into July. The Council would like to see a dog with the waterfowl hunters.

UX Testing Update

Conducted user testing of the website (25 participants). Most got the concept correct with the 5-second homepage test. Want to make sure content is easy to understand. Takeaways: More key facts up front (economy and animals); more information on how hunting is keeping populations under control; adjust navigation (unnecessary navigations, need drop down menus). R&R will work on what can be condensed and brought to the home page.

Motion: To approve fall 2019 media recommendation. - Shettel

2nd Gates

Motion carries by Council vote.

Next Steps

- Creative production shoot - week of June 17th
- Implement UX testing
- Re-brand website w/ new CWC logo

Approve FY19/20 Operational Plan - Anderson

In order to revise the operation plan by the July conference call, Anderson is requesting the Council to email edits/additions by 7/2/19. This is the Council’s operational plan and Anderson is seeking feedback on the Council’s goals. Will update the budget section and keep \$65,000 for potential projects (include examples). Funds will be available for swag under the operating budget.

Action: Review and give feedback on 19/20 Operational Plan. - All Council members

Other Council Comments

Gates requested the Council to become more educated on the North American Model of Wildlife Management to maintain consistent messaging with CPW.

Action: Send North American Model of Wildlife Management information to Council - Gates

Anderson will be meeting with the Director on 6/24 regarding the use of ‘in partnership with Colorado Parks and Wildlife’ and the CWC logo.

The Council would like to welcome and involve their constituency regarding the CWC’s current direction, create an executive summary with key takeaways, and potentially host a partner event.

Action: Include partner/constituent conversation on the August meeting agenda. - Sednek

There was a request for the CWC to have meetings around the state. Current meetings are not well attended by the public, so the Council will continue to operate out of Denver. The August meeting will be held at Staunton State Park.

Sednek had an idea for the ads that correlated with the workshop takeaways; have the recreators acknowledge the hunter by saying their name (‘Thank you Jane!’). This shows a trusting friendly relationship.

Motion: To adjourn meeting. - Melcher

2nd - Gates

Motion carries by Council vote.

Action Items

- Research donation/contributions for HAH license. - Anderson
- Send Workshop Research documents to the Council and Partner groups - Sednek
- Review and give feedback on 19/20 Operational Plan. - All Council members
- Send North American Model of Wildlife Management information to Council - Gates
- Include partner/constituent conversation on the August meeting agenda. - Sednek

<u>2019 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Meeting	Conference Call
<i>July - Call</i>	-	<i>Wednesday 7/ 10</i>
August - Staunton State Park	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	-