



COLORADO WILDLIFE COUNCIL

Minutes

October 2, 2019 ~ 10:00 am - 2:00 pm
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216
NERSC Meeting Room

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

Members Calling In: Justman **Members Absent:** Bohrer, Brown, & Shettel

Also in Attendance: *CPW Staff:* Ginny Sednek (Council Secretary); *R&R Partners:* Jacqueline Meason (Account Director), Katie Payne (Media), Kyle Lewis (Brand Strategist), & Kris Cichoski (Publishing Strategy); *The Fulcrum Group:* Sean Tonner; *Public:* Dave Profit

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 August meeting (8/7) and September conference call (9/11) with the addition of including Melcher as present for the call. - Gurzick
2nd - Emery

Motion carries by Council vote.

Establish 11/6 Conference Call Time - Sednek

Historically, conference calls have started at 10 am. Moving forward, conference calls are scheduled for 10 am, confirming times the meeting prior. The 11/6 call will start at 10:30 am.

Treasurer Reports - Gurzick

The estimated revenue calculation for FY19/20 was modified to mimic the doubled surcharge. The CWC fund is tracking well and the reserve amount will exceed \$400,000. The Council would like to work with Director Prenzlou and Lauren Dobson to seek an increased spending authority.

Action: Conversations with Director Prenzlou & Dobson in regards to increasing CWC's spending authority and update Council at 11/6 call - Neinas, Anderson, & Gurzick

Council Reports - Neinas

Neinas will update the Parks and Wildlife Commission (PWC) about the new campaign at the November meeting in Wray. Neinas will follow-up with CPW in regards to having educational information about predators. Gates attended the September PWC meeting in Rifle and Sportsman's day at the State Fair. In October, he will connect with legislators with the Colorado Outdoor Partnership (CO-OP) and in November will present at the National Assembly of Legislative Sportsmen's Caucuses in Georgia. Gates expressed the need educate legislators and government leaders on the North American Model of Wildlife Management and the difference between preserve vs. conserve. He is also concerned about other organizations' viewpoints on predator management and encourages the CWC to be more involved when and where appropriate. The Council agreed and would like to discuss further. Emery inquired with local bass clubs about replacing the East Slope Angler Representative. Gurzick presented at the CO Governor's Tourism Conference about the similarities between different agencies' marketing efforts. Attendees praised the CWC and CPW campaigns for being inclusive and incorporating diversity. Gurzick will be attending an OREC meeting about conservation and the role the outdoor industry could play. Justman mentioned concerns about the wolf reintroduction and how outdoor recreation impacts wildlife.

Action: Work with CPW to have educational materials about predators - Neinas

Discuss 2020 Meeting Dates - Neinas & Sednek

The Council discussed potential 2020 meeting dates. Wednesdays are busy meeting days for CPW. Second Tuesday's will not work for Neinas. All Tuesdays and first Thursdays will not work for Justman. The Council would like to have their February meeting Downtown and line up meetings with key legislators, potentially the third Thursday, 2/20/20, when the Sportsmen's Caucus meets. Potential meeting locations for February include 1313 Sherman, Group Fulcrum, or the Old Supreme Court Chambers in the Capitol building. Gates will help arrange meetings with Representatives. Additionally, 4/16 is Sportsman's Day at the Capitol.

Action: Create doodle poll for 2020 meeting dates - Sednek

Action: Arrange meetings with Sportsmen's Caucus Representatives for 2/20/20 date - Gates

Colorado Wildlife Company Articles - Sednek

The Colorado Division of Wildlife created education articles called the Colorado Wildlife Company from 1989 - 2004. Sednek had these files digitized and thought they could be useful resources. The Council agreed this is a good opportunity since the content is in existence and relevant to current conversations. Could we reprint and distribute these articles again? Can seek out this information from writers and editors. Another idea was to make one-page handouts with facts and highlights from the articles. Need to go through and make sure the information is solid, coinciding with CPW's goals and management philosophy. Would like to have approval from Director Prenzlou and Dobson. R&R advised that posing all the articles online might not be useful since PDF content is not searchable, but extracted information could be very useful on the website, social media, and other platforms if it is relevant to CWC's mission. Could start by reviewing and updating 10 articles, starting with topics that are not controversial. Also want to tie in how hunting and fishing benefit wildlife conservation. Could hire an independent consultant to work on this project to ensure we are educating about wildlife, wildlife management, and wildlife-related recreational opportunities. Melcher had an idea of creating a deck of cards with wildlife facts to hand out as swag.

Action: Work with Dobson and Director Prenzlou for approval to utilize information from Colorado Wildlife Company articles by 11/6 call - Anderson, Gurzick, & Sednek

R&R Presentation - R&R Team

Strategic Framework (see 10/2/19 presentation, p.3-9):

The strategic framework originated from the April retreat for CWC and R&R to use internally. This includes brand exploration (audit), strategic roadmap (objectives and metrics), and publishing strategy (implementation). Stewardship was the CWC's focus and is something that is actionable with the surrounding values (nature, integrity, conviction, responsibility, understanding, & freedom).

- Primary Messaging Themes
 - Live and Let Live: Research found this is important to ITW audience.
 - Economic Impact: Current campaign includes this in the motel and restaurant ads.
- Secondary Messaging Themes: Wildlife Impact, Responsible Sportsmanship (respect), Personal Investment (sharing what CWC does; i.e. Facebook live event & posting Council photo), and It Takes Everyone (partnership with others and organizations, encourage others to care).

Strategic Roadmap (p. 10-15):

Can use this as a grounding document for new members to CWC and R&R.

- Public awareness (85%), Partnership Support (10%), Legislative Support (5%); are these being met?

Council Discussion

Would like to have regular communication and presence with legislators. Is PWC on the same page as CWC? Could improve by having more in-person meetings with legislators, need to be strategic

since it is a time commitment. Communicate with CPW's Legislative Liaison to inform that CWC is talking with legislators (courtesy). Maintain awareness that CWC is also part of State Government. CPW is also interested in educating legislators about the importance of Parks and Wildlife.

Action: Invite Legislative Liaison to December meeting - Neinas & Anderson

Action: Discuss the logistics of CWC's legislative support - Neinas, Anderson, & Sednek

Content Publishing Strategy (p. 16-33):

This is a pivotal moment with the campaign and want to evolve the approach on social media and digital. Have oversight and guidelines to ensure success. Use this guide to set the framework.

- Planning:
 - Quarterly content recommendations; Monthly content calendar; Weekly social listening and posting; and Daily community management to expand earned reach.
 - Focus on content with more information (macro - longer articles) and break into smaller pieces (micro - facts for social media) to maximize shelf life of the content. This will help the campaign become evergreen vs. flighted. ITW uses social and digital platforms and need to be concerned with ad fatigue (e.g. Tubes). Breaking the content from macro to micro can help grab attention. Utilize more photo and video assets to create a variety of short (6-second) videos to incrementally increase understanding and awareness. CPW photo library can also be limited (may need a strategy to acquire more imagery).
- Approach: Have a variety of content across the channels and incorporate CWC objectives.
- Measurements: Organic (advocates) vs. paid (ITW). Important to differentiate when responding.
- Audiences: ITW, hunters/anglers, & anti-hunting. Important to stay on top of comments section and respond proactively as an educational opportunity. Important to have an awareness of the variety of different audiences who engage with the content.
- Content Pillars: Public Spaces & Environmental Impact; Wildlife; & Economic Impact. Spread content equally over these 3 pillars.
- Chanel & Content Strategy:
 - Paid: Have a mixed combination of branding content (recognition to reinforce content), rotate in new creative (variety), and macro/micro. Paid traditional complements media mix.
 - Owned:
 - Facebook (FB): boost organic content so followers see this (especially with strong calls to action). Cost of boosts are minimal. Currently have four pieces per month and would like to increase frequency with fresh content to break through the clutter.
 - Instagram (IG): currently not posting to the news feed, just running ads. Propose having a functional IG landing page when ads are clicked. Page would archive all current content as an educational resource. Could have stories with sporadic and simple updates (6-10 second).
 - Inform R&R about outside activities and third party content to include on FB and IG.
- Community Management: learning how/when to respond with CPW's social media guide. It is not best practice to delete comments (only when threatening or explicit).

Council Discussion

Can CWC post positive messages when something negative occurs with CPW, News, etc? R&R would lean on CWC/CPW in regards the approved content and approach. This is why weekly monitoring is helpful to maintain a consistent cadence. Need to be aware that CPW has different content and CWC will need to maintain their own angle. Would want to highlight the most compelling pieces/facts to be impactful. The Council could also share these posts on their social media profiles. What about Snapchat? This platform skews young and is not recommended for ITW.

Fall Media Reporting Update:

- Using ad recall lift is a new metric R&R us utilizing (p.37) to see if audience remembers an ad.
- TV: Local sports on Altitude have been paused due to a contractual dispute. Will not proceed with this buy since our audience will not see the ads and have pushed these funds to live sports.
- OOH: Billboards are up across Denver.
- Social Media: FB is rotating new creative weekly and are seeing an increased ad recall. FB's ad recall is higher than IG even though IG has a higher following. Therefore, the algorithm pushes the budget towards what is working best. Influencers had their second posts and ad recall is up 1% from last report.
- Digital: Retargeting with sequential messaging. :15 second videos are performing better.

Website Analytics:

- Paid efforts are performing better and clicks are driving people to the homepage. Economic page has more visits with the new content. Trade Desk and FB are the top drivers, with 1:38 of time on the website. Will keep an eye on the bounce rate.

Next Steps

- November: Discuss next creative rotation (concepting; shooting new material). This campaign has two years to air the ads which includes all platforms. We were not able to have a full ad buyout. This is OK since we are concerned about ad fatigue. The Council saw value for archival purposes.

Council Discussion

Do the trailer and statues need to be re-branded? Can we overlay with the new logos?

Action: Discuss wrapping trailer and statue signs for new campaign - Neinas, Anderson, & Sednek

Public Comment

Profit was concerned about a forced wolf reintroduction, the effect on other wildlife populations, and inquired if the CWC could address this issue?

Council Response

As CWC volunteers we do not always have the ability to speak on these matters since CWC is part of CPW. Due to the State Constitution, CWC cannot have a position on a ballot initiative or spend any state money in regards to a certain position. CPW does not have facts out and this is where CWC takes their direction from. CWC needs to have an unbiased approached with their educational campaigns. The Council created the proactive 'communications toolkit' to show how other organizations can have their own campaign (and point of view) that works in parallel with CWC. The Council is aware of this concern from their constituents and appreciate the comment. The CWC is obligated to their mission and has to work within these confines.

Profit followed up that this could be detrimental to CPW and their funding and that unmanaged species have an impact on managed species. The Council recommended Profit to send comments to CPW Director and PWC requesting more information about wolves. The January PWC meeting in Denver would be a good opportunity during the public comment section.

Motion: To adjourn meeting. - Gates

2nd - Emery

Motion carries by Council vote.

Action Items

- Conversations with Director Prenzlou & Dobson in regards to increasing CWC’s spending authority and update Council at 11/6 call - Neinas, Anderson, & Gurzick
- Work with CPW to have educational materials about predators - Neinas
- Create doodle poll for 2020 meeting dates - Sednek
- Arrange meetings with Sportsmen’s Caucus Representatives for 2/20/20 date - Gates
- Work with Dobson and Director Prenzlou for approval to utilize information from Colorado Wildlife Company articles by 11/6 call - Anderson, Gurzick, & Sednek
- Invite Legislative Liaison to December meeting - Neinas & Anderson
- Discuss the logistics of CWC’s legislative support - Neinas, Anderson, & Sednek
- Discuss wrap of trailer and statues signs for new campaign - Neinas, Anderson, & Sednek

<u>2019 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Meeting	Conference Call
<i>November - Call</i>	-	<i>Wednesday 11/ 6 @ 10:30 am</i>
December - Denver	Wednesday 12/4	-