



COLORADO WILDLIFE COUNCIL

Minutes

April 3, 2020 ~ 9:00 a.m. - 2:35 p.m.
Virtual Planning Retreat

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

Also in Attendance: *CPW:* Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Andrew Ludwig (Outreach), Lauren Dobson (Assistant Director); *R&R Partners:* Jacqueline Meason (Account Director), Katie Payne (Media), Sara Macfarlane (Strategy), Pat Buller (Creative); *Group Fulcrum:* Sean Tonner; *Public:* Allie Killey

Introductions - Neinas

Introductions were made and Neinas reviewed the process for an online conference call.

Approve Minutes - Neinas

Motion- The Council approves the minutes as read from the February meeting (2/20) and March conference call (3/12). - Melcher

2nd - Shettel

Motion carries by Council vote.

Treasurer Reports and Budget Discussion - Gurzick and Neinas

Prior to COVID, revenue was more than expected and expenditures were on target. It is uncertain how COVID-19 will affect incoming revenue and will continue to monitor as the year progresses. Sednek created a simulation projecting zero revenue for April/May/June. The likelihood of this is unrealistic, but wanted to show how the fund would maintain over \$600,000 at years end (including the reserve).

Capitol Meeting Recap - Neinas

Neinas thanked the Council for a job well done at the Capitol and proposed annual Capitol meetings to keep the conversation going. We can begin with supporters and then talk with other key legislators one-on-one. Tonner suggested building the CWC brand at the Capitol to increase awareness and promote future meetings. If CWC wants to send out regular communication, will need to make sure it aligns with CPW. Attending in concert with the Sportsmen's Caucus is also beneficial. The Sportsmen's Caucus is proposing a clay shoot for legislators this summer (TBD), which may be a good opportunity for CWC to reconnect. At future meetings, would like to have both a CWC member and R&R Partners present. Tonner mentioned that some ballot initiatives could be moving towards online petitions for signatures due to COVID-19, so potentially more initiatives on the ballot. Online petitions may be the future of ballot initiatives and CWC should be aware of this. Legislative Liaison Allie Killey is interested in learning more about In the Wind (ITW) and likes how younger people are getting more involved.

Council Reports - Neinas

Due to COVID-19 many events are postponed. Justman is concerned about the overuse of trails in Mesa County. Bohrer is running for County Commissioner in Moffat County. Gurzick mentioned that CPW began a 'Conservation Starts Small' campaign to help build a conservation mindset for recreators. Gates is concerned about the two citizen's petitions the Humane Society of the U.S. (HSUS) is proposing to the Parks and Wildlife Commission (PWC). For future ballot initiatives, can we use technology and be on the offensive with educational materials? Tonner mentioned it is easier to put a petition on the ballot than to defend the right/privilege/need to hunt/trap. Sportsperson's groups could propose their own ballot initiatives, especially if petitions move to a more economical electronic platform.

Outreach Program Vision - Lodwig

Lodwig researched CWC history and comprehensive documents to discover the outreach team's vision. Identified key messaging that is engaging and resonates the ITW audience (economy, wildlife benefits, spirit of freedom) to develop a timeline of events in the following categories:

Outdoor Recreation: Demonstrate how hunting/fishing (H/F) benefit ITW (public land usage)

Craft Beer/Local Breweries: Skews higher socioeconomic status, target benefits to economy

Concerts: 18-33 year olds, target freedom of spirit

Family Fun: Mix of all messaging

Farmers Markets: People are seeking a diverse experience; message H/F benefits to Colorado

Our Booth: Will strategize and work with event coordinators for optimal booth placement; utilizing the trailer and origami statues if space allows. The design of the booth and banners will focus heavily on the logo to increase brand recognition and because CO wildlife is eye-catching. Suggest a purple and tan tent so it stands out. Would like to have free giveaways in the form of fashionable and educational shirts/hats to create a way for ITW to engage with us (also serve as advertisement). Could also have partnership giveaways as incentives to visit the booth (e.g. granola bars).

Boots on the Ground: H/F is not top of mind for the ITW demographic. Having one-on-one conversations gives H/F a face so it becomes more relevant. Having a physical presence at events will help increase awareness and trust of the CWC. Additionally, this will be a good coalition building opportunity to develop relationships and future partnerships.

Council Discussion

Where do these events take place? Denver, I-70 corridor, and North of Denver. Some May events were in Grand Junction, but due to COVID-19 many events have been postponed or canceled. Is the focus attendance numbers? The primary goal is to access the target audience, not necessarily venue size. How many of these events draw in people from out of state? The majority of attendees are in state (e.g. 70% of GoPro attendees are from CO). How will you measure effectiveness? Developing the methodology, could collect data based on an exchange point, impressions, receptiveness, etc. R&R was excited to see this come to life and offered assistance to make these events a cohesive effort.

For merchandise, should we brand the logo or slogan (CWC vs. This is the Wildlife)? Could be beneficial to have both so it ties back to CWC. This is the Wildlife is more popular, but the logo has brand appeal, is inviting, unique, and builds credibility. Should CWC consider using certain phrases in the current landscape (e.g. wildlife need social distancing)? It is risky to associate with the pandemic and branding with current events. For example, R&R pivoted the media campaign by showing lighthearted content and pulled the ski ads (sensitive to the ski industry). CPW should lead with guidance on wildlife and CWC continue to message the benefits of H/F. Melcher advised being cognizant of Ag and not associate CWC to non-GMO/organic. Is the swag budgeted? Lodwig will create a preliminary budget.

FY20/21 Operational Plan - Anderson

Send any topics the Council would like to see in the Operational Plan to Anderson. Will add annual Capitol meetings and include the Outreach team as a pilot program under evaluation. The Council will receive drafts in May and June.

R&R Partners Presentation

FY19/20 Recap

It's been a productive year: launched two media flights of This is the Wildlife campaign, created a new logo, developed a strategic communication toolkit, used new media channels (positive results/interactions with influencers), and conducted quantitative research.

Brand Strategy

The focus of the brand strategy is stewardship, consisting of key values, which is where the messaging originates (see R&R presentation). At the intersection of brand identity, context, and audience is 'Freedom to enjoy all CO has to offer'. The strategic framework reviews what CWC is trying to accomplish in building support and public awareness. Our approach is to move the persuadable neutral audience into a more positive perception.

Target Audience

H/F does not directly impact ITW's personal lives. Dislike: biased/negative/attack messages. Influenced by: facts/statistical data/shared values/impacts to the environment and economy. Media consumed by ITW is very different from a CWC constituent.

Channel and Paid Media

Americans spend 3.5 hours on TV and 6.5 hours on digital daily (8/10 go online daily). YouTube is the #1 platform, 74% of Americans are users. Influencer marketing is quickly growing (80% of marketers say influencer content outperformed campaign creative). YouTube and Influencers are a good way to reach our audience.

COVID-19 updates: Media consumption is trending up (TV/radio/digital). R&R implemented a negative keyword list to not message alongside adverse news/content (COVID-19, negative/fear articles). Skiing/snowboard creative was paused. R&R is researching where people spend their time now (instead of live sports) so funds can be reinvested into these programs and connected TV. The OOH billboard impressions have decreased and the vendor credited us with an additional 4 weeks after 5/26. Ski resort ad dollars will be reserved for next season.

Spring Media Campaign - 3/2 - 5/31/2020: The first two weeks were right before COVID became a larger concern in CO. Right now our message is safe to be in the market and we have not needed to adjust the creative as much as other industries (e.g. travel). Looking at extending the campaign for a couple weeks into June. Facebook and Instagram are seeing good recall rates; ski lift creative was a top performer, but was paused and will use next season. Both YouTube and Snapchat are performing well; will move opportunistic dollars into YouTube since it is performing above benchmark. The Trade Desk (banner/pre-roll ads) have strong viewing and click through rates. Despite COVID-19, R&R is happy with the way they have been able to pivot certain creative and are seeing good engagement with the ads.

Research

R&R received mixed results in the Wave 5 quantitative research. Would like to investigate why support for H/F is decreasing and support for a ballot initiative is increasing. Explore:

- 1.) Changing demographic group in Colorado
- 2.) Where Coloradans are prioritizing this discussion (not top of mind)
- 3.) Alternatives to how the question is worded (confusing with double negatives)

To discover the issue, R&R suggests starting with secondary research, through publicly available data, and then draft a survey or focus group. What does this mean for FY20/21 strategy? Need to focus on what is working: expand messages around identity (so ITW see themselves in the ads), keep what is most relevant/compelling, and listen to the audience through media/social listening tools. Let go of what does not work (solo animals, etc.).

Council Discussion

There is a downward trend in the support for H/F over the past few years, not just this past survey. R&R would like to map the context demographics to understand a holistic picture. Is there a decline in support or is it the survey methodology? Our target audience is ITW and the sample size was small, therefore it will be beneficial to survey a larger sample size to increase confidence in the results. R&R will work with their research partners to have a larger pool of ITW.

Creative

The spokesperson is working well, is relatable/relevant to the audience. We have a two-year contract with the spokesperson on broadcast and negotiated use on social. Want to continue to build a toolbox of assets (owned by CWC). Economy message is still relevant, but need more facts on the economic impact. The stewardship message is also important and would like to show where the money goes to help wildlife (e.g. fish hatchery, tracking). The CPW photo shelter has been very helpful for wildlife images/video, but may need to hire someone for a specific shot/style for new wildlife photography assets. If CPW is able, R&R could provide a wish list of what they are looking for and have a photo crew go out with CPW. CPW and CWC will coordinate these events for more photography/video assets.

Website

Will pursue a website re-design with a content first approach to guide visitors through. The goal is to inform visitors with brief eye-catching content (impactful headlines), resonating messages, specific wildlife imagery, relevant calls to action, and engagement opportunities. Having a purpose on the website will reduce the bounce rate. Additionally, want a mobile friendly website with easy navigation, consolidating information in one page. Important to establish the user's journey and have a constant theme. R&R will define the roles and responsibilities for designing the website and make recommendations to CPW for approval and refinement (all the work will not fall to CPW). Seeking a unified CWC website that can stand on its own so it is not repeating the CPW website.

Council Discussion

Why are we spending so much on a website redesign? Websites become outdated quickly, so R&R recommends moving to a better platform (WordPress) to optimize functionality and accessibility.

20/21 Planning

R&R reviewed the proposed 20/21 budget and calendar.

Council Discussion

Would like to see a more detailed breakdown of the strategic consultation regarding its use and benefits to CWC. R&R will seek Tonner's advisement regarding the campaign going back up in July. COVID-19 is affecting the timeline and 2020 election ads, which could affect media costs.

Motion: To approve the FY20/21 budget and timeline. - Brown
2nd Shettel

Motion carries by Council vote.

Next Steps

Work on the draft Operational Plan with Anderson and Sednek
Create a CWC committee to approve website design

Additional Notes: This Zoom meeting was hacked part way through, requiring it to be shut down and a new Zoom meeting link to be sent out to attendees.

Council Discussion

People are interested in a 'This is the Wildlife' sticker. Would we want to sell this on the CPW retail store? This would be practically free branding. Council was supportive of this idea and will revisit at a future meeting.

Motion: To adjourn the meeting - Bohrer
2nd - Brown

Unanimously passes by Council vote.

| <u>2020 Wildlife Council Meeting/Call Dates</u> | | |
|--|-----------------------|------------------------|
| Month/Location | Meeting | Conference Call |
| <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 | - |