



COLORADO WILDLIFE COUNCIL

Conference Call Minutes
January 9, 2020 ~ 10:00 a.m. - 11:00 a.m.
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216

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

Members Absent: Bohrer & Melcher

Also in Attendance: *CPW:* Jennifer Anderson (Staff Liaison), Ginny Sednek (Council Secretary), Lauren Dobson (Assistant Director); *R&R Partners:* Jacqueline Meason (Account Director), Katie Payne (Media); *The Fulcrum Group:* Sean Tonner; *Public:* Sadie Swieca.

Council Reports - Neinas

Emery attended production casting and was impressed with the line-up and diversity. Brown and Justman are looking forward to the BLM moving to Grand Junction. Anderson noted that the Outreach Team positions close on 1/17/20. Additionally, Director Prenzlow approved the addendum to the operational plan in regards to increasing the budget for R&R Partners and the Outreach Team.

Preparation for 2/20 Meeting at the Capitol - Neinas

R&R will put together a one-page 'leave behind' resource for CWC to review in advance of the meeting at the Capitol. Additionally, the Council will have an internal guidance resource since it will be critical to stay on script in regards to the CWC message. Remember CWC is not CPW, CWC is a volunteer committee who does not represent CPW, even though there is a close working relationship (caution in regards to the wolf debate). Dobson is planning to attend the meeting to field any questions about CPW. The Council agreed to hold the meeting from 8 am - 11 am (hard stop) at The Fulcrum Group and walk over to the Capitol to attend the Sportsmen's Caucus from 11:30 am - 1 pm (includes lunch). CWC should anticipate spending 2 hours at the Capitol; Tonner is arranging meetings with both parties, leadership, committees, policy advisors, and the Governor's staff. The advised dress code is a suitcoat and tie if invited on the floor; jeans are OK. Address Legislators as 'Representative (last name)' or 'Senator (last name)'. Will have stickers and chapstick to hand out. Tonner will work with Andy Treharne regarding a CWC presentation and short Q&A during the Caucus. Emery suggested having nametags.

Action: One-page 'leave behind' and CWC guidance documents - R&R Partners

Action: Make nametags for CWC - Anderson, Sednek, and Emery

R&R Partners Presentation

Spring Media Preview & Budget Approval

The spring campaign will run from 2/10 - 5/31. R&R will be utilizing new tactics (see presentation), including doubling the influencer budget, an opportunistic fund (help support top performing tactics), Snapchat, YouTube, and ski-lift ads. Snapchat ads will geo-fence people visiting outdoor/Colorado locations. R&R needs budget approval from the Council in regards to TV, Out-Of-Home(OOH) ski-lift, and OOH billboards.

Motion: Approve budget to include three new directions for ads (TV, ski-lift, and billboards) - Brown 2nd - Justman

Unanimously passes by Council vote.

Quantitative Survey Update

The survey will run 1/20-1/31. R&R will provide high-level results at the 2/20 meeting.

Production Update

R&R is confident with the talent selected for the cast on 1/7. Production will shoot 1/13-1/16. Locations include Echo Mountain, Sapphire Point, Breckenridge, Lake Dillon (ice fishing), Union Station, and Red Rocks. Postproduction will run 1/17-February, for a launch date of 2/10.

Action: Review the CWC Competitive research document - CWC

Motion: To adjourn conference call - Brown

2nd - Emery

Unanimously passes by Council vote.

Actions

- One-page 'leave behind' and CWC guidance documents - R&R Partners
- Make nametags for CWC - Anderson, Sednek, and Emery
- Review the CWC Competitive research document - CWC

<u>2020 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Meeting	Conference Call
February - Denver Capitol	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	-