



COLORADO WILDLIFE COUNCIL

Minutes

October 8, 2020 ~ 10:00 a.m. - 2:00 p.m.

Virtual Meeting

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

Members Absent: Bohrer, Brown, & Justman

Also in Attendance: CPW: Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Andrew Ludwig (Outreach), Garrett Boudinot (Outreach); R&R Partners: Jacqueline Meason (Account Director), Marsha Boam (Manager), Lindsey Greenwood (Media), Kyle Lewis (Strategy), Paul Smith (Research); *The Fulcrum Group*: Sean Tonner

Introductions - Neinas

Made introductions and called the meeting to order.

Approve Minutes - Neinas

Motion - The Council approves the minutes as read from the August meeting (8/13) and September conference call (9/10). - Melcher. Seconded. Motion carries by Council vote.

Treasurer Reports - Gurzick

Incoming revenue is at or slightly above projections. Increased revenue in August could be due to the leftover secondary draw. At this time, it is uncertain how forest fires and COVID-19 travel restrictions will affect hunting license refunds. More people may be hunting in-state and will be interesting to see how in-state vs. out-of-state license sales affect the CPW budget.

Council Reports - Neinas

Melcher is attending CO Farm Bureau meetings. Shettel is collaborating with others about excise taxes on recreational equipment. Gurzick mentioned that there is a vacancy in the marketing section if anyone was interested. The Recreate Responsibly campaign was successful in early September and appreciated CWC posting material on social media. CPW will collaborate on another campaign in January for winter recreation and safety. Crider participated in the South Platte carp slam fundraiser, will assist with several river cleanup projects and a veteran's fishing day, help pilot a sustainability director with the Trout Unlimited chapter to help keep trash out of the rivers, and construct a women's waterfowl hunt. Gates attended Habitat Stamp, CO-OP, and SWA working group meetings. Need more educational information regarding why CWC is required to remain neutral on ballot initiatives for our constituents since we have receiving inquiries about the wolf initiative. Neinas attended the CO River Outfitters meeting regarding Leave No Trace and funding challenges in CO.

Roles of Council Members, involvement, and Engagement - Gates (combined agenda items)

Would like to see more engagement, participation, and education of current and future CWC members regarding CWC, CPW, and the Parks and Wildlife Commission (PWC).

- Volunteer outside Council duties
 - To be informed of current events, recommend that current Council members attend other meetings (e.g. PWC meetings).
 - Hold other Council members accountable to be informed.
- Council role
 - Are Council members just a recommending party or decision makers?
- Mentoring opportunity
 - Have new members attend in advance of term end dates, and/or have leaving member continue involvement and attend meetings as a member of the public.

Neinas identified two key points:

1. Onboarding Succession Strategy - Educate new members with a full council
2. CWC to participate outside of Council meetings - more integration with CPW/PWC/etc.

Tabled discussion for a future meeting.

Outreach Team Update - Ludwig & Boudinot (see presentation)

The goals of the Outreach Team is to spread the CWC message, build support, and learn what the target audience thinks of CWC. Since many think CWC is a hunting organization, we created new complementary banners. We have continued outreach at State Parks and other events. Will deliver a final report at the November conference call.

Partnerships are good opportunities to reach out to the target audience. For an apparel collaboration with Hunt To Eat we need a reciprocal sales venue. Hunt To Eat offers another opportunity for CWC Outreach to do a YouTube video discussion about hunting/fishing (H/F) license fees at a State Wildlife Area (similar to Terry Wickstrom and Tightline Outdoors interviews). Another partnership opportunity is to attend Stand Up For Sportsmen events (target audience is 18-30 year olds). Council members could participate too.

Council Discussion

Retail sales could be a difficult hurdle for a partnership with Hunt To Eat. Shettel suggested another partnership opportunity with Timber to Table. Tonner mentioned that having a list of all organizations CWC works with builds credibility and shows our reach with other groups, this could be influential for legislators. The Outreach team has been an important element and CWC has a responsibility to continue this work despite the current circumstances of COVID 19.

Strategic Consultation - The Fulcrum Group

There are many ballot initiatives for this election. Tonner will update the Council at the 11/12 call regarding the makeup of the legislature and committee chairs. Currently, the Joint Budget Committee (JBC) and Gov office have been adjusting funds, priorities, and awaiting federal stimulus.

Consulting Proposal - Anderson (see document)

Seeking consultation for casting (inclusive language in the CWC Request For Proposal (RFP)) and Council member recruitment. For casting, we would like authentic representation and not tokenism (will work with R&R as a 3-way partnership). Will be seeking several new Council members due to the high turnover in 2022 and would like to consider the many diverse communities that CWC represents (inclusive language in vacancy announcements).

Council Discussion

Yes, the basic descriptions of Council members is in statute, the consultant will review the entire language in the announcements. Only four positions are required to have purchased H/F licenses, the other five do not have this requirement. Anderson is asking the Council to approve \$5,000, from the operations budget, to address the initial services needed. Crystal Egli is the desired consultant due to extensive knowledge of CPW, familiarity of CWC, and background in media.

CWC has a broad audience, but lacks relationships with many groups/organizations and expertise to reach out. Will start by identifying these groups to build relationships and develop trust, with potential to reach out to individuals.

Gates would like to see if this research is already available through the responsive management study. Are we misrepresenting specific ethnic groups regarding hunting? The CWC needs support to answer all of these questions and we are at a pivotal moment as we draft the RFP.

Motion: To allocate up to \$5,000 to fund initial consultation for casting consult and Council member recruitment - Shettel. Seconded. Motion carries by Council vote.

Action: Provide more information at the November call - Anderson

Action: Research Responsive Management Report and share with CWC - Gates

Review November Call Schedule - Anderson

Request November call to be two hours for the Outreach Team to deliver a final report, to discuss spending authority draft, and set dates for the 2021 calendar year. The Council agreed to set the 11/12 meeting from 10:00 am - 12:00 noon. The PWC schedule is set and Sednek will propose 2021 dates at the 11/12 meeting based off Council feedback.

Action: Consider the 2021 meeting dates. Are 2nd Thursdays still optimal? Preference of four-hour meetings and one-hour conference calls? - Council

Council Discussion

Want to attend Sportsperson day at the Capitol on the 3rd Thursday in February and April. Neinas is booked the 2nd Tuesday of month. For August meeting, Melcher would prefer to meet earlier in the week. Gurzick likes the current time length of meetings alternated with shorter conference calls. Gates suggests maintaining the option to meet virtually due to weather and travel time.

R&R Partners Presentation - (see presentation)

Quantitative Study Recap

The W6 survey ran 9/2-9/13 and surveyed 931 CO residents. Adjusted questions from the W5 survey and used a SMS text-to-web vs online panel. The updated survey is clearer and the results show our ads are working. Overall H/F is not top of mind for ITW or general pop, ITW is more concerned about jobs, healthcare, and environment.

Hunting approval is 76% and fishing approval is 83%, this is good baseline support. There is 90% support for others hunting responsibly. For ad recall, 76% were unsure. Although this is high, it is not surprising and we are confident the messaging is getting through. Most respondents are unclear about current hunting regulations, although if they saw the ads, they were more inclined to support the status quo. Saw a positive response for wildlife management funding, highest response was license fees.

Summer Media Recap

- Media ran 7/1-8/31, served 23.8 million impressions; saw a 5.1-point increase in brands lift from Facebook, and 4.5% absolute lift from YouTube.
- Broadcast: used a flexible buying schedule. Will continue to use this structure due to COVID.
- Facebook: only ran in August (no Instagram due to account issues) and saw good results. The survey tested effectiveness of reach objective vs. brand awareness objective; reach was more effective and ITW drove the most reach. Will optimize towards reach objective. Video was a top performer. Would like to incorporate Oracle for 3rd party data segments.
- YouTube: Positive results with video views and ad recall. View rate is 58% (benchmark 31%). Recommend short video ads, :06s and :15s clips were most effective. Suggest keeping :30s on social media and broadcast.

- Programmatic Digital: All Trade Desk tactics met or exceeded benchmark for click through and completion rates. Video is performing well (pre-roll is a top performer) and this is a mobile centered campaign (>50% delivered impressions). Recommend video, add premium deal opportunities (e.g. live sport events), and partner with high impact ad performers.

Winter Media Recommendation

- Recommend same approach used in summer campaign. The budget is \$650,000 and media will run from 1/4-3/31/2021. Available opportunistic funds of \$150,000.
- Traditional media: Flexible buying plan; target sports and prime time.
- Out-of-home (OOH): have 7 weeks carryover from 2020 at Winter Park and Copper.
- Social Media: Instagram Stories, Newsfeed, and Influencers (3-4). We saw good engagement and consider using same influencers. Will followers be fatigued with messages from current influencers? Most influencers' following is growing; and do not think viewers will be fatigued.
- Digital Media (trade desk): Different targeting techniques, high impact ads. Would promote influencer content outside of social media (high engagement).
- YouTube: :06s and :15s video

Council Discussion

The council agrees with this proposed direction from R&R Partners.

Creative Production Highlights

Cosmic director filmed/directed video and static images to use. Will work with sub committees on approval of the creative and present at the December meeting.

Website: Design

Currently in design phase, filmed content during production, and will launch in January.

Council Discussion

Could current or past Council members participate in the creative (fun/rewarding)? This could be an option, but need to consider the target audience and overall campaign goals.

The final quantitative report will be emailed with the October meeting minutes.

Action: Contact Crider to discuss the CWC (general and treasurer report) - Neinas and Gurzick

Action: Write up description and have a photo. Photo needs to be a jpeg/gif, no busy background, and no hats - Council Members

Motion: To adjourn the meeting - Shettel. Seconded. Unanimously passes by Council vote.

2020 Wildlife Council Meeting/Call Dates		
Month/Location	Meeting	Conference Call
<i>November - Call</i>	-	<i>Thursday 11/12</i>
December - Denver	Thursday 12/10	-