



COLORADO WILDLIFE COUNCIL

Conference Call Minutes

January 21, 2021 ~ 10:00 a.m. - 12:05 p.m.

Zoom Call

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

Members Absent: Shettel

Also in Attendance: *CPW:* Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Lauren Dobson (Assistant Director); *R&R Partners:* Jacqueline Meason (Account Director), Marsha Boam (Project Manager), Lindsey Greenwood (Media), Pat Buller (Creative), Mandy Walsh (Research), Kyle Lewis (Strategy); *The Fulcrum Group:* Sean Tonner

Introductions - Neinas

Made introductions and called the meeting to order.

John Justman Appreciation - Neinas & Anderson

John Justman has brought a lot of value and a western mindset to his 7 years on the Council. Justman was awarded a letter of recognition and a plaque acknowledging his dedication to CWC.

Council Reports - Neinas

Gates informed the Council of the upcoming Sportsmen's Caucus meetings on 1/28 and 2/18 from 12 noon - 1 pm. Brown expressed concerns of BLM headquarters moving back to Washington. Neinas encouraged all to read the articles to understand how others look at things. Anderson thanked sub-committees for reviewing materials.

SWA, Wolf, and CPW Legislation (Keep CO Wild) update - Dobson

SWA Workgroup: Want to create a new pass for recreators/bird watchers (16 years and older) to contribute financially, similar in price to an annual fishing license, since SWAs have seen an increase in use beyond purpose. Proposed the idea to the Parks and Wildlife Commission (PWC) in January and will present final recommendations in March with a goal to go live 5/1. Assessing how SWAs are currently used to decide which activities are allowed or prohibited to coincide with the lands purpose. Will have specific restrictions (e.g. winter, nesting, birthing closures). CWC could help educate the public to understand the value of SWAs; it is conservation of habitat for wildlife. Educate on how SWAs differ from other public lands. Not seeking promotion to sell these passes.

Council Discussion

Good opportunity for Influencers to highlight the value brought to these properties from sportspeople (H/F licenses), how this new pass is not about money, but more about the impacts of recreation on wildlife. There is an opportunity to bridge this work with regional partnerships too.

Action: SWA Pass/Info Bullet Points for R&R to use - Dobson

CPW Legislation: Modeling a new State Park funding structure similar to Montana's (Opt-out license plate fee). Higher participation with an opt-out (70-75%) vs opt-in fee. This will not affect CPW's enterprise status or infringe Tabor. Targeting to bring in \$45 million a year to the State Parks system since it has not been adequately funded for over 20 years (growing demand, increased visitation, maintenance backlog, etc.). Revenue over \$45 million will overflow into other buckets (e.g. species of concern) and partnership efforts (stabilize state structure and assist with municipality/federal structure). State Park and SWA land overlap on the landscape (e.g. Fisher's Peak and Mueller SP). CWC could speak to the value added of these efforts, of conservation and land use, connection to nature, and dollars towards conservation.

Wolves: CPW received direction from PWC to move forward with creating a plan, hiring a facilitator, and creating a stakeholder advisory group. Desire is to expedite the process efficiently (goal of additional wolves by 12/31/2023) while not hindering statewide stakeholder input. CPW will host education sessions and work with the Department of Agriculture to understand how CPW will pay for depredation. CPW will create a newsletter with specific wolf updates.

Sub-Committee Reports - Council

Brown commented that the platform, Tagger, works well for influencer edits/approvals.

Strategic Consultation & Legislative Engagement - The Fulcrum Group

Challenges with COVID and in-person meetings with legislators, suggest virtual opportunities to connect. Propose attending the Joint Committee meeting on 2/11 at 1:30 pm (need to clear with DNR prior to seeking time on the agenda since they are presenting). Have a good clean deck (5-10 min) and present on who we are and what we are doing this year. Summer sessions, in-person could be an option as more people are vaccinated (re-evaluate as summer draws closer). Gates asked if any specific wildlife related issues have been proposed (e.g. prohibit take of mountain lions and bobcats). Tonner has not heard of anything (if so, will be in the conduit before 2/16), but does not anticipate these items becoming bills as the legislative calendar was cut down and focusing on priority items. Could CWC receive follow-up about the wolf legislation? Gates would like CWC to present at a Sportsmen's Caucus meeting in Feb or March. Tonner suggested pursuing the 2/18 day.

Action: Prepare for attending 2/11 meeting, check in with DNR - Anderson, Dobson, Neinas

Action: Work with the Sportsmen's Caucus to get on the 2/18 agenda - Gates

Hunting Conservation/Approval Articles - Gates

Wanted Council to be aware of contrary messages from articles questioning the funding mechanism of the North American Model of Wildlife Management (NAMWM). These articles are speaking about beliefs, which can be much stronger than facts. On the County level, there are adverse actions occurring from anti-hunting/trapping groups who are seeking bans and further restrictions on fur-bearers. CWC needs to continue with consistent messaging and correct information. Could CWC have subliminal messages about detriments if wildlife are not managed through hunting? Could we have counter arguments to the misconceptions in the articles? R&R cautioned against negative messaging, since the concept 'Without Hunting' did not perform well during concept testing and came across as disinformation. Need to be tactful with CWC's messages and understand that the audience may not have a desire to read more in-depth information (need the right channels for this). R&R suggested having more touch points and positive impacts of H/F.

R&R Partners Presentation

Media Update

Media launched on 1/4/21. Flexible broadcast schedule (sports and primetime). Ski lift ads at Winter Park and Copper are up until mid-Feb. The YouTube brand lift study is seeing positive lift across the board. Compared to last year, the current positive lift percentages are higher and showing good recall. Paid media behind Influencer posts is seeing high recall.

Content Request

Council member spotlight: feature one article per month in 2021 about a Council Member.

Action: Email R&R bullet points so they can draft the articles - Council

Website Email Plan

The new website has an opt-in email feature for future efforts (e.g. notify about upcoming outreach team events). Currently we do not have a budget scoped for audience communication, but could do this in future years. Gurzick mentioned that when people sign up for the CPW Newsletter we could also ask if they want to receive CWC emails.

Competitive Report Highlights

Michigan Wildlife Council has a family focus to their messaging through kids' experiences. Michigan DNR website has information about how hunters/anglers make a difference. Maine's 'Keeper of the Maine Outdoors' is in addition to their overarching messaging and highlights how to recreate responsibly. Maine's videos personalize the message (similar to our long-form video), help close the circle, and include a reward mechanism. Encourage council to see what they are doing. There were not a lot of new campaigns to report on.

Review Public Comment - Council

Appreciate Radocy's comment to the Council and that there were good points about CWC's mission and current work. R&R was concerned that Radocy's comment states that CWC is failing, but the mission has always been at the forefront of all the messaging while staying within the guardrails. If you look at the language in the mission, we did exactly what we were charged to do. How could we have made the direct connection of wolves and effects on H/F if it was not in our purview? Many Council Members agreed that we are on the right path by following our messaging and focusing on educating about H/F. CWC was originally created to stop ballot initiatives. In the past, introducing wolves polled high in Colorado (~70-75%), yet Proposition 114 barely passed. Therefore, CWC could very well have had an impact. CWC would like to have a longer discussion on where we are and where we want to go (review Council and mission). Although what we can do and what we want to do are two different things. Since the creation of the Council, the tactics have changed, but the goal has remained consistent. Adapting and changing is what CWC has done, although there is room for improvement. Is there a mechanism we can include to educate from a different perspective about hunters/anglers/furbearers? There is the potential for future ballot initiatives to take things away and concerned about CWC's ground rules (trying to do things politically correct may not be the best way). CWC could be proactive with external groups (for others to amplify messages) since it is not the council's duty to fight ballot initiatives. CWC can look at additional avenues and will need a level of adaptability for future campaigns.

Action: Add CWC Mission and Future Discussion to April Planning Retreat agenda - Sednek

Action: Conduct post mortem on Prop. 114 with factual and anecdotal information (inform Neinas in advance) - Tonner

Motion: To adjourn conference call (Melcher). Seconded. Unanimously passes by Council vote.

2021 Wildlife Council Meeting/Call Dates

Month/Location	Meeting	Conference Call
February - Virtual Meeting	Thursday 2/18	-
March - Call	-	Thursday 3/25
April - Virtual Planning Retreat	Thurs 4/15 - Fri 4/16	-
May - Call	-	Thursday 5/20
June - Meeting TBD	Thursday 6/17	-
July - Call	-	Wednesday 7/7
August - Meeting TBD	Thursday 8/19	-
September - Call	-	Thursday 9/16
October - Meeting TBD	Thursday 10/21	-
November - Call	-	Wednesday 11/10
December - Meeting TBD	Thursday 12/16	-