



COLORADO WILDLIFE COUNCIL

Conference Call Minutes
July 7, 2021 ~ 10:00 am - 12:00 noon
Zoom Call

Members Present: Bohrer, Brown, Crider, Gates, & Shettel

Members Absent: Melcher & Neinas

Also in Attendance: CPW: Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Eeland Stribling & Kaiya Tamlyn (Outreach), Lauren Dobson (Assistant Director); R&R Partners: Jacqueline Meason (Account Director), Marsha Boam (Project Manager), Lindsey Greenwood (Media), Pat Buller (Creative), Erin Mowry (Public Relations)

Introductions - Brown

Made introductions and called the meeting to order.

Council and Subcommittee Reports

Gates is attending the Stakeholder Advisory Group (SAG) meetings about wolf introduction. Crider is organizing happy hours and gatherings on the Front Range. Spending Authority request went through the first review process with DNR, is now in its second review.

CPW Leadership Team Update - Dobson

Dobson will be the CWC Treasurer until the vacancy is filled. CPW is planning the Keep CO Wild pass implementation (will occur in 2023 - 2024). The new Outdoor Equity Fund will establish a board by October 15th, hire a program manager, and will have grants on the ground spring 2022 (\$3 million). Will ensure the Council receives wolf updates. Reminder: if Council members are speaking at wolf open houses, do so in your personal capacity, CWC can only provide general information. Fishing closures from Kremmling to Rifle on the CO River due to water levels and rising temperatures. Keeping an eye on fire forecasts, CPW refunded \$5.2 million in hunting licenses due to fires in 2020. The Parks and Wildlife Commission will have its first full in person meeting July 15/16.

Outreach Team (OT) Update - Stribling & Tamlyn

Stribling viewed the mural (reported that it was very good!) and observed a lot of foot traffic. Updated the event list and will attend some breweries. Strategizing the best events to attend in regards to the target audience. At Stay Wild Market, it was a small event, but had a lot of engagement. At the Glamp AF Market for three days, thought this would be good for the target audience, but did not have much engagement. Used Gates idea to have an info sheet to direct visitor questions to the right resources (via QR code). Notice kids come over and ask questions then parents come over to the booth. Brainstorming events to attend with younger groups of people. Meason suggested coloring books for kids. Let OT know if you have any suggestions.

Strategic Consultation Update - Anderson

The Fulcrum Group was not part of the new RFP or contract (separate business). During the evaluation the dollar amount for strategic consultation was not deemed fair/reasonable therefore it was separated. The Council could seek strategic consultation through a separate RFP process. Will discuss this more at the August meeting.

Action: Actionable discussion about strategic consultation at August meeting - Council

R&R Partners Presentation (see presentation)

FY21/22 Action Plan & Timeline

Will share creative ideas for approval at the August meeting so filming can begin in Sept/Oct and implement assets by Dec 2021. Have 7th wave of the annual tracker study in Sept. 5-year strategic plan by Oct: refined measurement approach, look at all potential touchpoints like ‘purchase funnel’, refine target audience and channel strategy.

Mural/AR Update

Showed the Council the mural and augmented reality (AR) effect. Took 250+ spray paint cans and 15 days of painting. Excited how the mural turned out as the artist painted surrounding buildings to connect to an owl painting (good outcome for the cost). Can interact with the AR filter anywhere. Will promote with dollars to target In the Wind audience and geofence the mural location. Will post to CWC social media and can share with partner organizations. For public relations (e.g. zero dollar impressions and additional audience views) distributed a press release to local broadcast/paper media and will set up specific data groups to monitor these interactions/impressions.

Next Steps

- Re-wrap origami statues
- Council spotlights for social & web
- 8/19 meeting will be in person
 - Present refined channel strategy, paid media recommendation, and refined creative for approval

Council Discussion

Are there mural tours in Denver and can this mural be added to the list? Could we have an advertisement at the Denver Art Museum? We can work with Tourism office and the artist, AJ, already has a following. There are different websites that have murals to see if ours could be included.

Motion: Adjourn the meeting. Shettel. Seconded.

2021 Wildlife Council Meeting/Call Dates

Month/Location	Meeting	Conference Call
August - History Colorado, Denver	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	-