



COLORADO WILDLIFE COUNCIL

Minutes

June 17, 2021 ~ 10:00 am - 2:30 pm
Virtual Meeting

Members Present: Bohrer, Gates, Gurzick, Melcher, & Shettel

Members Absent: Brown, Crider, & Neinas

Also in Attendance: *CPW:* Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Eeland Stribling & Kaiya Tamlyn (Outreach), & Lauren Dobson (Assistant Director); *PWC:* Taishya Adams; *R&R Partners:* Jacqueline Meason (Account Director), Marsha Boam (Manager), Lindsey Greenwood (Media), Katie Payne (Media), Pat Buller (Creative), & Erin Mowry (Public Relations); *The Fulcrum Group:* Sean Tonner; *Contractor:* Crystal Egli; *Public:* Peter Churchbourne (NRA)

Introductions - Melcher

Reviewed attendance and called the meeting to order.

Approve Minutes - Melcher

Motion - The Council approves the minutes as read from the April meeting (4/15) and May conference call (5/20) - Gates. Seconded. Motion carries unanimously.

Treasurer Reports - Gurzick

Actual revenue/expenditures are on target compared to estimates. CPW runs license reports per calendar, license, and fiscal year.

Council & Subcommittee Reports

Gates is a participant on the wolf Stakeholder Advisory Group (SAG), attended the Parks and Wildlife Commission (PWC) meeting in Trinidad, and leads the Sportsmen's Caucus meetings. Gurzick noted that CPW will celebrate 125th anniversary in 2022 and will tell 125 different conservation stories. Encouraged CWC to lead a story to showcase the Council's work. Gurzick is retiring from CPW and today is his last meeting as CPW representative. Anderson noted that R&R will continue to be the ad agency and the Council received approval to start spending authority increase request process.

Outreach Team (OT) Update - Stribling & Tamlyn

Organizing events for the summer includes State Parks, festivals, etc. See more engagement at festivals compared to State Parks (people there for the outdoors). The main goal is to talk with people about CWC's mission, purpose, and answer questions. Ordering swag for events and working with Mike Quartuch (CPW) to make survey more efficient. Encourage Council members to attend events and contact OT with event suggestions (current event list [Link](#)). Sednek had an idea to have the mural on postcards with the QR code to access the AR component. OT will do a site visit at the mural to assess the location and provide information to people passing by.

Upcoming and potential events: Stay Wild Market, Steamboat Air Rodeo (pending), Avery Brewery, Blues and BBQ Festival (Edgewater).

Suggested partners/events: Modern Eater, FIBArk.

R&R would like to geofence areas around the events. Gates would like the OT to provide one-page on hunting/fishing/wolves (direct to CPW website) so interactions are focused on CWC mission. Anderson thanked the outreach team for their efforts and new ideas for CWC outreach.

Action: Email Outreach Event list to the Council - Stribling

CPW Leadership Team Update - Dobson (see attached document)

Strategic Consultation - The Fulcrum Group

Discussed Initiative 16 PAUSE, which has strict regulations and rules around livestock and animals, it will need to collect signatures to get on the ballot. Opposition is very well organized. Concerns about a mountain lion hunting ban. Colorado is redistricting through an independent commission and will have preliminary lines drawn in June for the Congressional District and State House (will have public hearings to discuss). Gates thought it would be important for OT to have a FAQ about Initiative 16 and how it related to hunting (e.g. sport dogs, packing animals) and fisheries (e.g. hatcheries).

Board Succession Planning - Anderson & Crystal Egli

The Subcontractor presented their findings.

R&R Partners Presentation - (see presentation)

Excited to continue the partnership with CWC as the continued advertising agency!

Paid Media - Campaign Recap

Saw over 67 million impressions, most on Centro, YouTube (2nd), Facebook/Instagram (3rd). Broadcast had \$49,696 added value.

Key learnings: Social performed above benchmark with reach, seeing good engagement, and positive comments. YouTube had strong video completion rate (Fox :15 had the greatest reach). DSP is performing over benchmark (Ski lift was top performer).

Recommendations: More first party data with robust targeting. Work with Foursquare for geolocation to target audiences. Focus on cost per view (CPV) to target view rate and have longer engagement. Discover opportunities to reach people in CO outdoors (e.g. ski lifts). Would like Influencer content that is more dynamic to talk about topics (IG reels and IGTV videos). Greater audience segmentation to expand campaign reach.

Paid Media - FY21/22 Planning

Will have presence that is more consistent on paid media throughout the year.

Media Audience: update consistently for targeting to make sure we grow with the audience since it is always changing.

Media Channels: Looking at new channels (e.g. TikTok). Work with OT to geofence events. Brainstorming ads to deliver to outdoor recreation audience during other parts of the year since the ski-lift ads were successful.

Media Efficiencies: brand lift studies (YouTube, Facebook, and Google) help to understand ad recall (after seeing/not seeing ads). Pursuing the addition of DISQO (partner) to discover which channels drove lift to aid in where investments are optimal. Will continue alpha/beta testing to make our media smarter and more efficient. Are we doing anything around the Olympics? We will be where our audience is, but will keep pricing in mind. Gates would like us to be forward thinking in what to do for future years.

Website Analytics

131,801 page views, increased time on page, and good to see bounce rate to drop (80%).

Creative - Mural & AR Project

Mural and AR are progressing (will have teaser on Social). Same building will have an owl painting (independent project). Could CWC ask/pay to have AR with the owl painting too?

Creative - FY21/22 Planning

For land conservation theme could talk about 'What is a State Wildlife Area (SWA) and why can't I play there?' Would like more educational wildlife success stories. Have a hunter's point of view for long-form video (In the field). Another idea is 'This is how we wild', take an

'In the Wind' audience member on their own immersion experience. Will continue to highlight wildlife managers. For nontraditional opportunities: create educational IPAs and experiences at bars with table tents. CPW is looking at breweries for the 125th anniversary (beer label), good to coordinate with CPW.

Motion - Proceed with the proposed creative ideas - Gates. Seconded. Motion carries unanimously.

FY21/22 Action Items

At 7/7 conference call, R&R will share action plan for next fiscal year. For 8/19 meeting hope to meet in person and see the mural. Will present refined channel strategy and paid media recommendation. Will have new creative in fall and ready for December.

Council Discussion

Gurzick sits on a board that is deliberate about the diversity of board representation; he appreciates the work accomplished and feels that they are stronger/better able to meet the mission. For CWC, it will be a lot of work, but the result will help expand educating Coloradans and strengthen what we do.

Melcher wants to make sure the Council is open/inclusive to diversity and have representation.

Gates mentioned that new CWC members are selected by an application process and it is up to us to work together. Additionally CWC members need to become more engaged about all topics and live up to the expectations of this volunteer position.

Public Comment - Peter Churchbourne thanks the Council for their time and letting him learn more about what we do. He would like to see wildlife councils replicated in other states to help protect the cultural acceptance of hunting and fishing.

Motion - To adjourn the meeting - Gurzick. Seconded. Motion carries unanimously.

2021 Wildlife Council Meeting/Call Dates		
Month/Location	Meeting	Conference Call
<i>July - Call</i>	-	<i>Wednesday 7/7</i>
August - Meeting TBD	Thursday 8/19	-
<i>September - Call</i>	-	<i>Thursday 9/16</i>
October - Meeting TBD	Thursday 10/21	-
<i>November - Call</i>	-	<i>Wednesday 11/10</i>
December - Meeting TBD	Thursday 12/16	-