



COLORADO WILDLIFE COUNCIL

Conference Call Minutes
March 25, 2021 ~ 10:00 am - 12:00 noon
Zoom Call

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

Members Absent: Shettel

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

Introductions - Neinas

Made introductions and called the meeting to order.

Outreach Team Introduction - Anderson and Eeland Stribling

Eeland Stribling is the new Outreach Team (OT) lead for 2021. Stribling was born and raised in Colorado and studied wildlife/fisheries biology at CSU. Vision for the OT is to create a diverse culture that understands how important hunting/fishing (H/F) is for conservation. Have 15 events planned for the summer (State Parks and smaller venues). Collaborating with Conservation Colorado for Public Lands Day (5/15). Anderson will recruit an additional OT member.

Council and Subcommittee Reports - Neinas

The Modern Eater, who promotes CO/local foods, interviewed Melcher; would like collaborate on promoting wild game. Gates attended the Parks and Wildlife Commission (PWC) meeting and noted that the HSUS petition was defeated (11-0). Crider is collaborating about spawning trout education and assisting with creating a team of women in conservation. Gurzick is working on weaving a conservation/recreation messaging with a CPW philanthropy plan including tribal affairs and heritage programs. Neinas will work with Tonner on wolf messaging. Anderson noted the CWC RFP was announced and the deadline is 4/19.

CPW Leadership Team Update - Anderson

CPW CWC staff (Anderson, Dobson, Gurzick, and Sednek) will meet to discuss how to better share information from CPW to CWC. The PWC passed the SWA Pass recommendation from the workgroup and on track to produce a pass by 5/1. CPW launched the digital Fishing license in the myColorado app (promote on 4/1). Applications for wolf reintroduction facilitator closed, reviewing applicants. Stakeholder Advisory Group (SAG) applications are open through the end of the month.

*Anderson verified with Jeff VerSteeg after the meeting that CWC members can apply to SAG, and should include CWC involvement in their application.

The Joint Budget Committee (JBC) met to work on budget details to formulate the Long Bill (CPW is monitoring discussions and proposed companion bills). House bill 21-1226 was introduced regarding pilot program for ANS roadside checks (does not change current program). Senate Bill 21-150 (reserve 1/3 of big game licenses for residents) will be up in committee next Thursday. Could reduce licenses sold and reduce revenue by \$3 million (+/-). Anticipate Senate Bill SB 168 (prohibition on PWC to require a h/f license to access SWA) to be postponed indefinitely due to PWC's actions.

Board Succession Planning - Neinas, Anderson, and Crystal Egli

CWC is facing significant turnover in the year to come. Goal is to recruit council members who represent the broad and diverse perspectives of Colorado communities who either engage in h/f, support h/f or want to engage/support. Identified five strategic steps:

1. Gain commitment of council to manage transition intentionally (agreed to do)
2. Develop an internal vision for succession planning
3. Assess potential vacancies
 - a. Position descriptions
 - b. Term review (between 1st and 2nd term)
4. Recruitment strategy for new members
 - a. Build talent pipeline - strong partnerships
 - b. Desired skills and expertise? Do we have any skill weakness?
5. Establish a process for onboarding and transition

In order to be successful at this, it was best for CWC to hire a consultant to assist and mentor through the process. Per the approval of the Council, Anderson hired Crystal Egli, who worked with CPW in Creative Services and Marketing as a videographer. Egli talked about her experience with CPW and highlighted the filming of 'My first big game hunt' (an authentic way to reach audiences). Started a new business called Inclusive Journeys, a platform to rate how inclusive spaces are.

Goal for working with CWC is to provide consultation to diversify the applicant pool, guide/compile data, and facilitate. Want to use network to leverage diverse connections authentically/organically. Will have one-on-one meetings with all CWC members to help facilitate connections/networks and talk about wants/needs. Will present information based on CWC feedback, discuss what it means to diversify an applicant pool, and how to connect with other organizations. Can CWC have staggered seats? Anderson is verifying with AGs office. Can the planning retreat be the first and last meetings for a council member's term?

Strategic Consultation & Legislative Engagement - The Fulcrum Group

Connecting with house/senate legislative committees (e.g. Ag) for CWC presentation, will work with Neinas on this. Working on infographics/creative executions and longform content for the wolf initiative education. Using info from CPW for quick snackable nuggets and pros/cons. Creative content will be in four parts (background on ballot issue, stakeholders, how/where wolves will be introduced, and impacts of introduction). Will drive to the website and have longform content too.

R&R Partners Presentation (see presentation)

Media Update - Feb Reporting

Over 11 million impressions for February and increase in video completion from Jan. Broadcast had added value from a March Madness Basketball sponsorship. Slated to over deliver on impressions for ski-lift ads. YouTube bumper ads have 61% impression delivery; fish ad is a high performer. Social media is seeing 127,000 engagements (likes, clicks, comments, etc.). Continuing optimizations to boost performance by shifting to top performing tactics and pausing lower performing ad groups. Rotated new creative on 3/1 (good to refresh). High engagement with influencers and will include posts about the approved SWA pass.

Web Analytics

Most visited are homepage and 'why we hunt' article. See a little increase in bounce rate from Jan to Feb, but coming down from prior campaigns.

Council Member Spotlight

Encourage remaining members to answer questionnaire and submit a photo.

Qualitative Research

Approved funds to research nuances. Coloradans are rediscovering the outdoors and want to connect with these people to see if they are aware of the connection with h/f. Conduct 1-on-

1 intercepts and will capture video for the interviews to use on social media. Use this research with quantitative research to develop next round of creative.

Creative Mural Production

Identified a wildlife artist, AJ Davis, who does all the negotiations (location, etc.). Budget includes the hard costs (artist/location/materials/etc.) and the augmented reality (AR) triggered by a QR code. Could create mural in FY21 and AR in FY22.

Council Discussion

Council was supportive of pursuing the mural (approved at prior meeting), would like to see it completed before summer (artist pending), and would like the mural and AR to be completed in FY21. R&R did not have enough designated budget for the AR, but could shift dollars from paid media dollars, increase budget, or use opportunity fund. AR cost estimate is \$20,000 but may need additional hours from R&R to create. AR requires many hours to build a mural and bring to life with technology.

Will CWC own the rights to reproduce and use the artwork? What is the longevity of the mural? R&R will negotiate this with the artist. Will provide the artist a summary of what CWC is, a list of animals to potentially use, and will come back to the Council with a sketch.

Motion: To move forward with the mural (hard costs and AR) - Brown. Seconded. Motion carries.

Public Comment

Churchbourne would like to replicate CWC’s success in other states. Neinas and Churchbourne will connect about this. Anderson has copies of the NRA How to Talk About Hunting, Research-based Communications Strategies. The CWC is featured in the book as a case study.

There being no further business, this meeting is adjourned (Chair Neinas).

<u>2021 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Meeting	Conference Call
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	-