



COLORADO WILDLIFE COUNCIL

Minutes

October 21, 2021 ~ 9:00 am - 2:00 pm
Cheyenne Mountain State Park ~ Hybrid Meeting

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

Members Absent: Shettel

Also in Attendance: *CPW:* Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Eeland Stribling & Kaiya Tamlyn (Outreach), Lauren Dobson (Assistant Director, Acting Treasurer), & Brittnei Ehrhart (Digital Marketing & Social Media Coordinator); *R&R Partners:* Jacqueline Meason (Account Director), Marsha Boam (Program Manager), Lindsey Greenwood (Media), Paul Smith (Research); *Public:* Jared Romero (Director of Strategic Partnerships - Theodore Roosevelt Conservation Partnership)

Introductions - Neinas

Reviewed attendance and called the meeting to order. Encourage Council and attendees to speak up when they have thoughts/ideas

R&R Partners Presentation - (see presentation)

Quantitative Research Study (see report)

Messages with conservation/wildlife management have broad appeal and funding messages resonate with younger audiences. Our messaging is starting to align more with electorate priorities (jobs/economy/environment/sustainability).

Question: Where is the geographic distribution of surveyors? It is representative of all geographies and demographic levels and represents Colorado as a whole, including congressional districts (page 37 of report).

5-Year Strategic Plan (see document)

- Objective: build support for hunting/fishing (H/F) in CO.
- Targets: In the Wind and stakeholders
- Current situation: Growing population, new residents, evolving political ideology statewide.
- Campaign Metrics: Awareness >> Education >> Support >> Advocacy
- Strategic Approach & Campaign Toolbox: 360 effort, cohesive, multi-channeled.
 - **Research:** monitor changes, which influence campaign creative and messaging. Exploratory research to see if messages still resonate.
 - **Creative:** Tell our story; create credibility, experiential opportunities, and technology AR and VR (tech savvy audience). Consider merchandise as a funding mechanism for wildlife.
 - **Paid Media:** adapt to changing audience habits (audience 1st approach), emerging platforms (e.g. TikTok), testing (real time feedback and brand favorability), sports partnerships (experiential and Outreach Team (OT) opportunities), and influencers who fit the audience.
 - **Website:** organized, easy to navigate, fresh, and not overwhelming. Continue optimizations, increase time on page (already see this), and test new content (council spotlights). Will work with OT for content too.
 - **Public Relations (PR):** good relations so far. Additional education platform for earned media and draft/distribute press materials. Work with OT to help promote and extend PR.

Will continue to find ways to get in front of target audience. For the 5-year plan, it is important to show the new things we are doing and what we repackage/reinvent to maintain momentum, which is critical for the spending authority request. Read the 5-year Strategic Plan and come to R&R with questions/concerns.

Council Discussion

Can R&R Partners keep an eye on what is going on in other States about perceptions of wildlife management? Yes, R&R will see what other groups are doing with messaging and will work on incorporating this with competitive analysis. There are things that we can/cannot talk about when they become legislative items, but can calculate for the future about successes/failures (proactive). Could be part of the exploratory research to see how the audience feels about this.

Creative Production Update

Spotlighted State Wildlife Areas, appreciated the assistance from CPW staff, & production will be complete by December.

Paid Media Update (see presentation for specific statistics/details)

9/13-10/10/21 - seeing strong results for CWC above benchmark and happy with where media is sitting. The mural AR - 2,847 openings and 959 captures. Moved forward with Rob, Meredith, and Ty as influencers. Potential partnership opportunity with the Rockies (cost will span over FY22 and FY23):

- Option 1: \$145,000
- Option 2: \$375,000

Rockies games will give us interactive opportunities with the audience and R&R will negotiate our needs/details for this sponsorship.

The Council was concerned with the cost. R&R will work with Rockies to see what impressions we get and this option would be part of holistic paid media plan. Hard to compare apples to apples, but overall we are buying impressions. Can we negotiate which games we attend? Why did they drop the :30 spot in option 2? Could we pay actors (e.g. Sam) to be at a game? R&R was cautious about focusing all the attention on Sam, since it will be more beneficial to build the brand (CWC) rather than the campaign. Can we engage with the hiking/camping audience regarding responsible recreation (e.g. Leave No Trace)? CWC would like to see cross collaboration recreation councils. Brittni Ehrhart (CPW - Social Media Strategist) will look into these types of partnerships (e.g. Tourism office - Care for Colorado).

Subcommittee & Action Items

Updated subcommittee roles (see presentation). Will offer the Council more assistance and tutorials with new technologies (e.g. shared documents) so we are receiving everyone's feedback. Will have postproduction assets 11/10 and will launch new assets in December.

Approve Minutes - Neinas

Motion - Edit the 6/17 minutes to include 'the subcontractor presented their findings'. With this revision the Council approves the minutes as read from the June meeting (6/17), July conference call (7/7), and August Meeting (8/19) - Bohrer. Seconded. Motion carries with five votes in favor and one abstention.

Treasurer Report - Dobson

Revenue and expenditures are on target. Will continue to move forward with the spending authority increase request.

Council & Subcommittee Reports - Neinas

Bohrer: Attended Parks and Wildlife Commission (PWC) meeting in Meeker.

Neinas: Will attend the Colorado Governor's Conference, would like to have the CWC message with the responsible recreation conversation.

Gates: Attended PWC and wolf Stakeholder Advisory Group meetings.

Brown: Attended Western CO Summit with development of wolf plan. The BLM headquarters will see a larger footprint in Grand Junction. Will present in Gunnison at SPOR about CWC.

Crider: Led a casting clinic with Stribling. Looking into other indoor venues other than breweries. Will have an event to encourage anglers to be aware of hunters and to wear orange.

Partners in the Outdoors Conference Sponsorship - Gates

Would like to see more active engagement with the hunting/angling (H/A) community at the Partners in the Outdoors conference (PITO), and CWC to encourage participation. Shane Mahoney, an advocate for the North American Model of Wildlife Management, will speak at PITO (speaker fee is \$9,000). Would like to see the Forever Colorado Social continue with using game meat; encourage conversations about hunting/harvest. Working with hunting organizations (e.g. Backcountry Hunters and Anglers) to participate on a larger scale. Would like to see CWC take the lead with a larger sponsorship and have more of a presence at PITO. The Council would like to see more focus on the H/A community. Can CWC have more input with PITO agenda? Romero suggested local speakers who are H/A, last year they were from out of state. Opportunities for engagement include having a booth and being part of the announcement for session proposals.

Motion: To sponsor the Partners in the Outdoors Conference for \$12,000 from the operating budget - Gates. Seconded. Motion carries unanimously.

Theodore Roosevelt Conservation Partnership (TRCP) - Jared Romero (see presentation)

Interested in recruitment, retention, and reactivation (R3). Is hunting too white? Weave DEI into conservation and TRCP. Collaborated with CPW to create a toolkit about building relationships between Latino communities and CPW to create sustainable, innovative, and relevant conservation. The Latino population is growing, currently 1/5 of the CO pop, and will see a shift towards a younger demographic. Latino Ideologies do align with conservation. Hosted Latino Hunter Roundtables, to help CPW identify opportunities to engage with communities.

- Messaging and storytelling: see hunting as a white space. Need to celebrate Latino hunters and amplify that Latinos are welcome and respected in the hunting community.
- Terminology: words and who the messenger is matters. Looked at programs and their terminology (huntsmen, huntmaster). Be cognizant of better terms for interactions (e.g. Chicano, Latinx, etc.).
- Have programs, outreach, and community engagement. Strong interest in family programs and had a successful family field day at Cal-wood.
- Hunting regulations and draw process: need transparency in how this all works and translating brochures. This is a welcoming gesture to let people know they belong in these spaces.
- Data collecting and monitoring is important to have a better understanding in who is participating, but need to be transparent in why we collect this data.
- The report/presentation included 22 overarching recommendations.

Has TRCP considered working with CPW on ranching for wildlife licenses and the Latino community? TRCP saw successes in other states when the marketed events on Instagram, would like to mimic in Colorado. CWC is limited in what they can do with the R3 component, but will communicate with R&R regarding Spanish communications/ads. CWC can also consider access points with disabled communities (e.g. School for the Deaf and Blind). CPW is working on tools such as screen readers.

CPW Leadership Team/Legislative Session Update - Dobson/Gates

Looking into implementation of big game winter range and corridors, since corridors play an important role in wildlife conservation. On phase 2, hatchery modernizations of the Future Generations bill benchmarks. Announced Colorado's 43rd State Park on Sweetwater Lake in partnership with the US Forest Service, 480 acres with USFS lands surrounding. Continuing work on

Fisher's Peak and looking at future opportunities. Looking at wind/solar opportunities. Will announce board members for Outdoor Equity Grant. In process of RFP with habitat Stamp money and how we continue to conserve wildlife/aquatic habitat. Have a record \$27 million of Pittman-Robertson & Dingell-Johnson funding for CO as a direct result of H/A and shooting sports. CPW has not formulated their legislative packet yet, which will occur over the next several months. This likely includes reauthorization of Habitat Partnership Program (HPP) legislation and for wolf reintroduction funding to come out of the general fund for the next 3-5 years (\$1 million/year). The Sportsperson's Caucus is 11/17 (3rd Thursday of the month) and will begin in January 2022 thru May. Would like CWC to participate in February and April at Sportsperson's day at the Capitol. CPW is formulating public involvement and participation on license preference points.

Outreach Team (OT) Update - Stribling/Tamlyn/Anderson

Had eight events since the August meeting. Shettel attended Carbondale block party. At the Boulder Creek Festival saw extremes of both sides. The reasons against hunting are people who like animals; this is why we reframed conversations to focus on how habitat is funded. When someone is in disagreement, we also ask 'what do you mean by that?' People have an interest in participating and we interacted with visitors by asking what their favorite wildlife species is, and then closed the loop with how wildlife is protected. Dobson asked if the OT has the right educational materials to support efforts. Other events attended were the Jazz festival, Metro State, Octoberfest, 4-Mile Historic Park Pumpkin Festival (family focused; kids are interested in the activities and bring their parents over). People have interest in how to donate. Tamlyn presented to the College of Natural Resources, overall had great conversations and interest in CWC. Three quarters of the students had purchased a hunting/fishing license, and planted a seed about CWC and conservation. Neinas liked the idea of talking with college students more. For future engagement opportunities thought about a photo contest where people tag us in photos with CWC swag. OT would like to see a questions/comments/concerns tab on the CWC website, so the OT is aware of what people are asking so they can be prepared to answer these questions.

Anderson encouraged the Council to attend future OT events. Stribling and Tamlyn have a talent for reading and skillfully interacting with the audience. For example, for leftover license day, they asked H/A to pick someone in their contacts who does not hunt/fish and to share the CWC message. This was a great way to carry the message forward (action item). Anderson thanked Tamlyn for initiating conversations with Rockies prior to R&R going into further negotiations.

Does the OT have suggestions for successors to hit the ground running? The OT will give a final report for CWC at the 11/10 conference call and will include a personal checklist for the next OT. Could we have overlap with OT members to onboard the new team (maintain momentum)? Anderson will announce the first position in January and second in March/April.

New Council Member Update - Anderson

Extended application deadline to 10/22, have 18 submissions, and boosted posts on social media.

Feedback on Elections & 2022 Calendar - Anderson

In lieu of electing new officers at the December meeting, Chair Neinas would like these to occur earlier to support the new chair/vice chair prior to new members joining.

Motion: Move that Dan Gates consider a nomination as Chair and Tony Bohrer consider a nomination as Vice Chair, active at the end of the meeting. - Neinas. Seconded. Motion carries unanimously.

For the calendar, alternating months work well and see if third Thursdays still work to align with the Sportsperson’s Caucus. Sednek will have draft calendar for the 11/10 conference call.

Strategic Consultation Discussion - Neinas/Anderson

Would the Council like to continue strategic consultation since we no longer work with The Fulcrum Group? Did we like the support we received? When seeking a new consultant, what would we like the deliverables and budget to be? This information is critical for the route taken with purchasing. There is value to have representation with legislators so they understand what we do and why we are important. CWC would need to go out to bid if we spend over \$25,000 and we can only spend up to \$25,000 with one vendor over 5 years. We were spending \$72,000 with the Fulcrum Group; does it make sense to spend this much when it is only active during legislative session? The Council should reach out to their networks to see who could help fill this role.

Potential deliverables of Strategic Consultation vendor:

- Prep for monthly meetings (6 months or 9 months or 12 months).
- Attend meetings/Provide update (on what?).
- Monitor legislative bills (state and federal) that potentially impact CWC work.
- Connect with government stakeholders (CWC and consultant agree upon the list).
- Set up quarterly or bi-annual meetings/opportunities with government stakeholders.

Action: Add Strategic Consultation to the November Conference Call agenda - Sednek

State, Regional, and National Issue Update - Gates

Gates notified the Council of the following:

- Amendment 13 in Oregon, an attempt to make Oregon an animal sanctuary state.
- A request to have Michigan’s Wildlife council to include non-consumptive users.
- Colorado Beaver Summit starts the conversation about one specific species.
- Banning bear hunts in Missouri.

Important to monitor the many proposed bills on a national level that are part of a larger agenda. The momentum of these groups could continue potential of future ballot initiatives. What do we do with messaging? This is why it is important to have representation within the legislature. Gates will continue to share information that applies to the role of the Council.

Bylaw Review and Council Structure - Dobson/Melcher

Melcher wants to ensure protocol going into meetings, a bylaw review, and a handbook for new members with procedures and policies (e.g. do not reply-all to emails). Would also like the Chair and Vice Chair to communicate more regarding the agenda. Encourage the Council to read the meeting materials sent out prior to meetings and conference calls; these are expertly documented by Sednek in an effort for the Council to function well.

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

| 2021 Wildlife Council Meeting/Call Dates | | |
|---|-----------------------|-------------------------|
| Month/Location | Meeting | Conference Call |
| <i>November - Call</i> | - | <i>Wednesday 11/ 10</i> |
| December - Denver | Thursday 12/16 | - |

