



COLORADO WILDLIFE COUNCIL

Conference Call Minutes
January 20, 2022 ~ 10:00 am - 12:00 noon
Zoom Call

Members Present: Brown, Ehrhart, Gates, Kitching, Melcher, Neinas & Shettel

Members Absent: Bohrer

Also in Attendance: *New Council Members:* Don Anderson, Shyanne Orvis; *CPW:* Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Lauren Dobson (Assistant Director); *R&R Partners:* Jacqueline Meason (Account Director), Marsha Boam (Project Manager), Pat Buller (Creative), Mandy Walsh (Research), Paul Smith (Strategy)

Introductions - Gates

Made introductions and called the meeting to order.

Neinas & Melcher Appreciation - Gates/Anderson

On behalf of CPW, we would like to thank Neinas and Melcher for their commitment and dedication to the CWC. Thank you for your roles of Chair and Vice Chair of the Council. Hope you attend as members of the public and continue to ask questions to help push CWC's mission forward.

R&R Partners Presentation (see presentation)

Competitive Report

The Michigan Wildlife Council had a new campaign in 2021 for how hunting/fishing help benefit the state. MI has an email newsletter with updates, info on wildlife, recipes, etc. Pennsylvania has a program called Wildlife on WiFi, which focuses on wildlife science and fun educational info. Many State's strategic plans included the importance of external communications and educational campaigns.

Legislative updates - Oregon's attempt to create a wildlife council was unsuccessful.

Michigan's attempt to add four more seats to their wildlife council was unsuccessful.

Federally, the Biden administration announced creating a Hunting and Wildlife Conservation Council, a federal advisory committee to the Department of the Interior and Agriculture.

Will continue to monitor all of these efforts and developments.

Council Discussion

There are different perspectives and values associated with wildlife management and our messaging needs to be consistent with the science and facts. CWC has a confusing subject and it can be difficult to get our message across to the public.

Q1 2022 Newsletter

Just released the quarterly newsletter. Encourage your networks to sign up for this.

Council Spotlights & Who We Are Section

Opportunities to provide inside information about CWC members. Can we maintain spotlights for exiting Council members on the website? For new Council members, please respond regarding Council bios and Q&A spotlight questions from R&R Partners.

Rockies Partnerships

Working through final details (e.g. tickets for OT giveaways, statue placement, etc.). Will have six tabling event days at games where Council members could participate (2-5 members/event). If there is overlap, could consider hosting a CWC meeting at then attend an afternoon Rockies game.

PR Updates

Want to find a mutually beneficial partnership (especially with small businesses) with a coffee shop to host a 'wildlife brew'. Looking into industry publications for the new campaign launch.

Next Steps

- February - PR updates, paid media campaign updates, and subcommittee actions

Council and Subcommittee Reports

Kitching mentioned a jurisdictional impact about increased tourism, which will also affect wildlife. Is there any information about how the drought will affect the CWC's mission? Ehrhart asked CPW's internal communication team to include highlights of the CWC quarterly. Gates and R&R presented to the CPW LT team regarding CWC. Would like the CWC to present to the Parks and Wildlife Commission (PWC). At the Partners in the Outdoors Conference (4/18-20), CWC will sponsor Shane Mahoney. Encourage the Council to register for all or part of the conference. J/Anderson led a CWC orientation for new Council members with CPW Staff and R&R Partners. D/Anderson would like to help with the Outreach Team.

Strategic Consultation - Anderson

The Council needs to determine deliverables prior to RFP. Needs include:

- Prepared updates to CWC (frequency/attendance)
- Meetings with government stakeholders
- Other Ideas: Connect with local governments and invitations to Outreach Team events.

Council Discussion

Need consultant who regularly communicates/builds relationships with legislators and to engage with CWC. Want to know what bills are up, who is behind them, and why. Need consultant to attend meetings/calls during the legislative session (Jan - June). After session, can attend October and/or December meeting. Important updates include items that affect CWC, revenue that affects CPW (fees, taxes, etc.), and ancillary tangents (e.g. water, since it affects wildlife, etc.). Do not want to show legislators 'sneak peeks' of ads. Valuable to meet with legislators at least twice during the session. Connect with legislators who are on the middle ground to increase their awareness.

Consultant should be aware of what goes on in the legislative landscape and is responsive to quick changes. Need to provide awareness and connectivity about the CWC mission. For insight, contact a lobbyist to see if they have any additional suggestions for the scope of work and budget. Anderson will contact Sean Tonner and Neinas will reach out to one of his contacts.

~~CPW Leadership Team Update - Dobson~~

CPW Operational Plan Metric - Anderson

We did not have an operational plan for 21/22, notified the CPW director and LT, and will address this at the CWC April planning retreat. There are six main goals in the CPW's operational plan and CWC appears under goal five: increase public awareness about wildlife management. Last plan we met our metrics and working on new metrics which will hopefully align with the increased spending authority.

Motion: Adjourn the meeting. Brown. Seconded.

2022 Wildlife Council Meeting/Call Dates

Month/Location	Date	Day of Month
February - Meeting	2/17	3 rd Thursday
<i>March - Call</i>	<i>3/17</i>	<i>3rd Thursday</i>
April - Planning Retreat	Mon 4/4 - Tues 4/5	1 st Mon/Tues
<i>May - Call</i>	<i>5/19</i>	<i>3rd Thursday</i>
June - Meeting	6/16	3 rd Thursday
<i>July - Call</i>	<i>7/14</i>	<i>2nd Thursday</i>
August - Meeting	8/18	3 rd Thursday
<i>September - Call</i>	<i>9/15</i>	<i>3rd Thursday</i>
October - Meeting	10/20	3 rd Thursday
<i>November - Call</i>	<i>11/10</i>	<i>2nd Thursday</i>
December - Meeting	12/15	3 rd Thursday
