



## June Minutes

June 16, 2022

CPW Headquarters ~ 6060 Broadway, Denver, CO

**Members Present:** Anderson, Bohrer, Ehrhart-Gemmill, Gates, Kitching, Orvis, Stribling, & Twinem

**Members Absent:** Brown

**Also in Attendance:** CPW: Lauren Dobson (Assistant Director); R&R Partners: Jacqueline Meason (Corporate Director), Libby Lewis (Project Manager), Pat Buller (Creative), Paul Smith (Strategy), Dani Schneider (Intern) Public: Wes Mendez, Jenny Burbey; Ex-Council Members: Gary Melcher, Tim Emery

### Call to Order / Introductions - Gates

Reviewed attendance and called the meeting to order.

### R&R Partners Presentation - ([see presentation for details](#))

#### Team Member Introductions

Introduced two new R&R team members working on CWC, Libby Lewis and Dani Schneider.

#### Budget

Reviewed budget options for FY 22/23 and compared the two side by side and outlined the biggest differences. The \$2,750,000 budget has a larger paid media and technology + innovation budget. The \$2,075,000 has a smaller paid media budget. If council members decide to do the smaller budget, we could increase the budget with an amendment after research has been completed.

#### **Council Discussion**

Is there anything that could be found during research that could affect AR/VR components? A lot of answers will be found during research and the message could change. Will the election affect the research or data? Smith doesn't foresee the election impacting the research or data. If we look for an amendment down the road, is there any idea of what could be recommended after research is done? Ultimately, it comes down to what the research says, and we must stay within the max spending authority. Concerns about whether new content is going to be evergreen? Yes, the content will be CWC branded and not specific to the campaign. Council members discussed they didn't want agency expenses to come out of the budget, but the budget was explained in depth how the fees and budget work together to cover R&R agency time. \$90,000 was set aside for this year's outreach team which includes wages, transportation, event registration and other costs occurred and will go unspent.

### Approve Budget - Gates

**Motion** - The council moves to approve the new FY 22/23 budget of \$2,075,000- Kitching. Seconded. Motion carries unanimously.

#### Subcommittees

Review subcommittees and Stribling was not assigned. He requested to be on the PR and Social subcommittees.

### Rockies Partnership

Discuss how the first kiosk went and whether continuing to staff kiosk tables throughout the season makes sense. On 9/25, there needs to be a heavy council presence since it is National Hunting and Fishing Day and the first pitch is going to be thrown by Sam. Our towels will be handed out that day too.

### **Council Discussion**

Does it seem realistic, or should we stop since we don't have an outreach team; travel to Denver for council members is hard. We can scrap kiosks and see what we can do instead that would have the same exposure. Orvis volunteered at the first kiosk and had 36 people come to the table. A lot of positive feedback from the people who went to the booth but once game started, it was empty. 10 out of the 36 people were hunters/anglers and the remaining 26 were new or intermediates getting involved in the outdoors or didn't know what CWC is. Can the mascot come to the game and when will the towels be passed out? We will discuss with the Rockies to see what we are allowed to do and when they will be passed out.

### Nimrod Video

Do we want to revisit and revamp the Nimrod Video? There is a lot of great content there to educate the public with. The revamp of the video depends on whether it is completely redone or if we can use what we already have/ if we have the rights to use content from the original video.

### **Council Discussion**

Council members agree that the content of the video is great but would be more useful in shorter content spurts since it is a lengthy video. Council agree to utilize the production budget to revamp the video. Members want to know the 'why?' prior to video release and what the Nimrod Society is? Gates explained the Nimrod Society is a Hunting Society. Council members discussed sharing the videos on Facebook and including them in the E-Newsletter. Can we explore using TikTok since TikTok has a huge education area? The TikTok budget has been removed so ads will continue to air without a CWC account, but research can show whether we need to have TikTok in the amendment.

### E-Newsletter

Q3 e-mail newsletter was approved prior to the meeting. Will launch on 7/14. R&R presented request to council to draft future content.

### Approve Minutes - Gates

**Motion** - The Council approves the minutes. Meeting minutes were approved unanimously.

### Treasurer Report- Dobson

At the time of this report (6/24/2022) our current fund balance is \$2,579,789. \$3,105,924 was spent on large expenditures; media was bought in four big buckets. The invoices for April and May are being approved and processed.

### Council & Subcommittee Reports - Gates

Bohrer stated sales have been great during draw which can only help our spending increase. Kitching noted that flyfishing season is about to start and there is a significant interest, and we will find out more information on license sales soon. Anderson attended the Colorado Cattlemen's Association Convention last week and was placed on a committee. Anderson said people are having a hard time understating splitting the council from the government and brought up questions about the wolf reintroduction. Dobson in response to wolves said, its

coming down to the last three stakeholder meetings, then a draft plan will be put out and open to public comment. Twinem is excited to get involved in communications and creative. Ehrhart-Gemmill said the best way to stay updated is signing up for the e-newsletter and press e-newsletters that anyone can sign up for. Also mentioned praise for the book, Braiding Sweetgrass; found it profound and suggested people read it. Orvis seconded the book recommendation. Orvis loved being involved in the kiosk and recently attended the Colorado Wildlife Watershed Conference and thought it was great. Stribling works with a non-profit that takes primarily Hispanic kids backpacking and camping, the most recent trip was about wolves. The kids were taught about wolves and the impact they have, he is going to share the papers the kids wrote about the trip with the council. Stribling also works with another organization that provides fishing licenses to people, primarily Hispanic and black who attend 2 classes. Gates attended Sportsman Day at the capitol which has a great turnout; over 300 people, 80 legislatures, Ms. Rodeo Colorado, and Ms. Rodeo America attended. Gates encourages people to pay attention and have a presence at upcoming wolf meetings. The Parks and Wildlife Commission meeting is happening in July. The next CWC meeting is virtual in July and hopes to have research by the next in-person meeting in October or December.

### **CPW Leadership Team Update - Dobson**

Brittini Ehrhart-Gemmill will be the CWC liaison until further notice. Legislation has passed 7 items, including amended legislative. CPW is the housing entity for Backcountry Search and Rescue and will make sure they have the mental health support, financial support, and new tools, and other items they need. Through Keep Colorado Wild, a portion of the fund goes into Search and Rescue starting January 2023. There is now a permanent extension for the wildlife check-off box on tax forms. Recovering America's Wildlife was just passed by the Federal house, it will go to senate and has 35 cosponsors; Colorado will see around \$26,000,000 if it passes. Wolf reintroduction was passed. The agency is celebrating its 125 years. Celebration includes events and proceeds goes back into wildlife. Partnerships with local breweries are a way to connect with the public differently. A \$1,000,000 bear trash ordinance is in the process to lessen human and bear conflict. The CPW is watching closely on the drought impact and what it can mean for the Humpback Chub and other native species that are trying to be restored. There has been great progress on winter game mapping too. The Habitat Program RFP is out and \$10.59 of hunting and fishing dollars goes towards the habitat stamp. For big game applications, there were more this year (709,728) than the previous (685,504) and they have seen a target audience of 19-45 come to the forefront. People are primarily interested in deer and elk, but every category has seen an increase. There are no updates on license allocation currently but doesn't see licensing allocation impacting the council fund negatively.

### **Public Comment**

It was brought up that people asked where to find updates about the meetings and if there was a way to streamline this section on the website. Some people could find the info on CPW and not CWC's website. Ehrhart-Gemmill suggested looking into SEO since CPW page comes up first in the search before CWC. R&R can look into ways of making information about the meetings more prominent and review SEO.

Former council member Emery thanked everyone for being there and noted that the diversity of the council has changed a lot since he was a member. He also noted how previously the council was scraping by on dollars and how that has changed since then; hunter and fisherman's ability to hunt and trapping was being taken away and forward-thinking Colorado knew that they needed to be proactive, hence the formation of the council. The council

started with money out of the council member’s pockets and now has legislative approval and funding. The Hug a Hunter campaign was a great campaign- other states were asking for campaign material it was that great. Bringing in R&R was great, but council members are here to represent their constituents and educate the general public. He also thanked Dan Gates for his time and effort on making hunting and fishing possible and for all he is doing.

Former member Melcher thanked Emery for showing up and ads that the council has a tough job. He noted that it took him a long time to realize that while the council represents hunting and fishing, they are there to educate the general public and it can be hard to find the balance or people find it difficult to understand what the council is doing. He mentioned a previous motion of having a staggering motion to be furthered and offered his help where needed. He also gave his support to Gates and stated we need to be voiceful on hunting and fishing. Gave praise to Dobson’s leadership and keeping people focused.

Bohrer thanks Emery and Melcher for coming and that is important for past council members to be present and make sure the council is still aligning with the original mission of CWC.

Wes Mendez thanks the committee and said the bowhunter side is happy to partner with the council to teach the ‘why’ behind certain conversations and why its important and beneficial.

Jenny Burbey, chair of Colorado Outfitters Association, thanked everyone for their time and contributions. Stated half of their budget goes towards hunters nationally, internationally, and in-state. Looks forward to partnering with the agency and any way they can partner with the council.

**Motion** - To adjourn the meeting - Anderson. Seconded. Motion carries unanimously.

---

**2022 Wildlife Council Meeting/Call Dates**

Month/Location	Date	Day of Month
<i>May - Call</i>	<i>5/19</i>	<i>3<sup>rd</sup> Thursday</i>
June - Meeting	6/16	3 <sup>rd</sup> Thursday
<i>July - Call</i>	<i>7/14</i>	<i>2<sup>nd</sup> Thursday</i>
August - Meeting	8/18	3 <sup>rd</sup> Thursday
<i>September - Call</i>	<i>9/15</i>	<i>3<sup>rd</sup> Thursday</i>
October - Meeting	10/20	3 <sup>rd</sup> Thursday
<i>November - Call</i>	<i>11/10</i>	<i>2<sup>nd</sup> Thursday</i>
December - Meeting	12/15	3 <sup>rd</sup> Thursday