



Minutes

October 20, 2022~ 10:00am - 2:00pm

CPW Headquarters ~ 6060 Broadway, Denver, CO

Members Present: Dan Gates, Brittnei Ehrhart-Gemmill, Lani Kitching, Don Anderson, Eeland Stribling, Tim Twinem, Robin Brown, Shyanne Orvis

Members Absent: Tony Bohrer

Also in Attendance: CPW: Kristin Cannon (CPW LT Liaison), Heather Dugan (Acting Director); R&R Partners: Jacqueline Meason (Corporate Director), Libby Lewis (Project Manager), Pat Buller (Creative), Dani Schneider (Account Coordinator), Paul Smith (Research), Kyle Curtis (President)

Call to Order / Introductions - Gates

Reviewed attendance and introduced Heather Dugan and Kristin Cannon. Director Dugan introduced herself and gave her background. Director Dugan is excited to be here and let the council know who will be taking over Lauren's duties in addition to Cannon. Cannon is excited for this opportunity. Called meeting to order.

R&R Partners Presentation -

Annual Tracker

Reviewed the annual tracker methodology and tracker highlights. We have maintained high levels of support over the last 3 years. Findings show the messaging may have plateaued, we are still holding steady and have strong levels of support. We can create more momentum by reaching newly-identified targets and exploring new creative.

Council Discussion

Council asked if data is collected remotely and what the total population of our target that was reached, what is the 1100. We match the broader voter registration statistics, as recorded by the Secretary of State. Will there be on the ground interactions? We have thought of that in the past, but it is expensive, can have bias, and is not reflective of rural or small population areas, online allows us to reach a broad audience and is cost effective.

Exploratory Research Highlights

Reviewed the research plan phases. Summarized the Phase 1 findings and the changing landscape of Colorado. Phase 1 findings validate the findings of the Annual Tracker. While messaging has been successful, there are very early indications that the messaging may have run its course and plateaued. We have the opportunity to reach new targets with new messaging. It is still important to address animal welfare, economy, and environment in new messaging. Landscape found 5 distinct voter segments, with the previous target of "In the Wind" voters being spread across the 5 segments. Targeting "Hunter Adjacent" and "Adventurous Environmentalist" could help us increase overall support totals, as they have the greatest opportunity to be moved by our message.. Recapped the Phase 2 findings. Summarized the new target segments- who they are as people, what motivates them, their lifestyle, cultures, etc. Findings show we need to educate the target to remove a key barrier to their support of legal hunting. Discussed the similarities and differences of AE & Hunter Adjacent. Reviewed the similarities and differences of new target segments vs gen pop

Colorado voters. Reviewed how to reach our targets and how they consume media and creating new creative. Reviewed aspects of creative concepts that will need to be considered in Phase 3. Reviewed the timing of Phase 3 and Phase 4.

Council Discussion

Council asked about percentage of In the Wind voters vs the general public. R&R will check for the final number but estimates it's around ¼ to 1/3 of the voter population. We have done a great job with the "In the Wind" audience and have seen they are starting to potentially age out of that bracket, and we will continue to follow them. Council mentioned trophy hunting and how we don't want to interfere with CPW's mission nor give the public ammunition based on trophy messaging and that redefining trophy will be important. People's perception of hunting is what they see in Hollywood or the wealthy guy in Africa on a safari hunt; we need to educate them on how Coloradans have high level of respect and abide by the regulations, etc. Hunting is a way to connect with nature. Council mentioned how capitalizing on science has benefited people nationally, will that happen with new messaging? Yes, we can explore reinforcing the science behind CPW in our messaging. We are trying to entertain while educating. Can we utilize the website to educate people on the science portion? Yes, we can explore using the website. Will we be exploring using a different spokesperson because our current one may not resonate with the new target audiences. We will still need to be entertaining to spread the message, so it isn't strictly a biology lesson. What content will be created, and will the creative subcommittee be involved? Ideally early narratives and visuals will be tested since this phase is for testing rough concepts. Since we are testing up to 8 concepts, we will take the learnings, narrow down concepts, and then have the subcommittee involved.

Q3 Web Analytics Recap

Reviewed the Q3 daily site visitation stats. The bounce rate was lower, and we saw higher engagement times on the site. Once paid media launched on 9/12, we saw significant increase in traffic. Reviewed the top 5 traffic sources with direct traffic surpassing trade desk as a top source. Reviewed the top 10 geos of Q3 with Denver accounting for 14% of sessions with Englewood and Aurora following. Discussed the top 5 landing pages of the site with the Pronghorn page being the second most visited page.

Council Discussion

Can we pull new users and incorporate that into future meetings? We had 5,100 new users this quarter and we can incorporate that into future decks.

Paid Media Updates

Reviewed the Broncos Sports Package, Influencer Content, and mentioned the Winter Park Ski Lift ads go live 12/1.

Rockies Partnership Recap

Recapped the partnership with the Rockies.

Council Discussion

Council brought up feedback from some people at CPW- they mentioned having the baseball hat on the ferret was too humanizing and there is a fine line we have to walk with our images. Council said how being at Coors Field was great and how visual everything was.

Earned Media Updates

Discussed the Earned Media efforts.

Partner Outreach

Reviewed the upcoming partnership with MTN KDS as well as discussing Ms. Rodeo Colorado and to revisit the partnership Devil Dog Brew.

Council Discussion

Where is Devil Dog Brew located and what markets do they go to? What about the west slope, that area is creative and where is that representation? We are open to all recommendations. State fair sponsorship? We will need to adjust the budget to accommodate the bigger partnership ideas.

Website Updates

Presented the mural addition to website.

Mural Updates

Presented the name change of the mural from This is the Wildlife to The Colorado Council Mural.

Newsletter

Presented the Q4 Newsletter.

Action Items

Reviewed action items.

Approve Minutes - Gates

Read and changed the minutes. Minutes approved.

Treasurer Report- Cannon

Reviewed wildlife council revenue estimated and actuals. License sales are down but nothing to be alarmed about.

2023 Meeting Dates- Cannon

Reviewed the proposed 2023 meeting dates. Some meetings had to move due to holidays and CPW meetings.

Council Discussion

Retreat will overlap with the Legislative Sportsman Caucus. Should meetings be on the 2nd Thursday of the month so it's consistent? Does the retreat on Monday/Tuesday, April 17th and 18th work?

Update from Chair Gates- Gates

Presented Coloradans For Responsible Wildlife Management videos that will be on the website that other organizations can use. Commercials will be shown on Yellowstone, The Voice, and other popular shows in the Denver DMA. They will be utilizing the target given to council from R&R as well as constituents.

Council & Subcommittee Reports - Gates

Twinem thanked R&R and had a great time at the Rockies Game and noted the success of the kiosk. Stribling was a keynote speaker at the Sustaining Colorado Watersheds Conference. Anderson noted how some people think the council is Colorado Parks and Wildlife, mentioned ag farmers are concerned about wolves and they are frustrated with having no answers on the investigation of the CPW Director. Dugan doesn't have a timeline for the investigation, but CPW is taking it very seriously. Ehrhart-Gemmill has started attending events for Uncharted Outdoorswomen which helps make space for women in outdoors. Kitching attended an event a few weeks back for Novice anglers and mentioned she will be in a film that is being released on the 27th.

CPW Leadership Team Update - Cannon

It's a tumultuous time in the agency but encourages people to keep their head down and keep working. Commission meeting is coming up in November.

Council Discussion

Can the Council get in front of the commission soon? Cannon will work to get council in front of commission. Chairman Gates mentioned to council that there has been limited council participation and we need to make sure we are not delaying action items and efforts and that it is hard to conduct meetings when council is not present. Council asked if meetings could be in other locations besides CPW Headquarters so more council members can be present. We have done that in the past, but weather is a main factor in meeting locations. Regarding the investigation, can CPW let CWC know so we are able to let our people know instead of finding out via news? CPW has a communication plan in place which will inform partners, leadership, and commission members and will ensure the council is on the list.

Public Comment

No public comment.

Motion - To adjourn the meeting -Anderson. Kitching seconded. Motion carries unanimously.