



COLORADO WILDLIFE COUNCIL

Meeting Minutes

August 10, 2023 ~ 10 a.m. - 2 p.m.

Board Members Present In Person: Don Anderson, Lani Kitching, Kelly Weyand, Eeland Stribling

Board Members Attending Virtually: Tony Bohrer, Shyanne Orvis, Brittni Ehrhart-Gemmill,

Members Absent: Dan Gates (attended first 5 minutes virtually), Tim Twinem

Also in Attendance: CPW: Jennifer Anderson (Staff Liaison), Linnea Turner & Mike Weigang (Outreach Team); R&R Partners: Miriam Swofford (Account Director), Dani Schneider (Program Manager), Pat Buller (Creative), Jennifer Harlan (Media), Melissa Erst (Project Manager), Paul Smith (Strategy)

Call to Order / Introductions - Bohrer

Reviewed attendance and called the meeting to order.

Gates opened the meeting virtually, giving an updated overview of the change in the creative process timeline to address concerns and provide feedback to R&R on the new campaign assets. The Creative sub-committee will meet on Mondays to review and provide recommendations to R&R on creative concepts. R&R will provide the sub-committee a new deck with consolidated campaign materials for review. Depending on how the new process goes, we may need to schedule an additional Council phone call before the September Council meeting in order to review new campaign assets. Date TBD

R&R Partners Presentation - (Recording @ 08:36)

Paid Media FY 22/23 Recap (slides 4-25)

Presented the fiscal year recap and OOH specific recommendations. Reviewed campaign objective, measurable goals and key performance indicators . Reviewed planning parameters and showed overall campaign results.

Highlights:

- ✓ 157,600,000 total impressions, 222,310 total clicks
- ✓ Rockies sponsorship took the largest budget share
- ✓ Sports heavy visibility “spots”
- ✓ Ski sponsorships described as “added value”
- ✓ Digital delivery returned a volume of impressions deemed successful
- ✓ 2022 (first year) of Rockies partnership: 32,526,671 impressions for the season
- ✓ Digital media tactics deemed successful - met or exceeded KPIs

Trade Desk Key Learnings (Recording @16:20)(slide 16)

- ✓ Added value: Inferred Brand Intent (IBI) in beta. Themes derived and recommended for upcoming year. Photography enthusiasts, birdwatching and blocking certain words

Social Media Overview (Recording @18:43) (slide 17)

Social Key Learnings (Recording @22:24)(slide18)

Fall '22/Spring '23 Influencer Engagement (Recording @24:39)(slides 19-21)

Council Discussion (Recording @26:38)

Ehrhart-Gemmil - When we evaluate the engagement rate of influencers we should look at if the engagements elevate the mission. For example, Ty had high engagement but comments were just about his photography not amplifying the Council's messages. R&R is open to reviewing/refreshing the Influencer list.

Kitching - Does R&R have direct contact with Influencers? R&R utilizes Undertone as the media partner. Current contracts with Influencers have ended. Kitching - we would like direct contact or intermediate contact to help generate messaging. Influencers are provided specific guidelines that were created by the Influencer Sub-Committee (thank you Shyanne).

ACTION ITEM: Share Influencer guidelines created by sub-committee with the Council. Sednek

Video (ran outside of Trade Desk) (Recording @25:38) (slide 22)

Key Video Learnings (Recording @36:18) (slide 23)

Email/Newsletter (Recording @37:32) (slide 24)

Flowchart (Recording @38:15) (slide 25)

Council Discussion (Recording @38:38)

Kitching - Do you think the Newsletter issue is content related or distribution related? It is wholly distribution-related. Looking at social media posts to increase subscribership and the Outreach Team is pushing sign-ups. Additional Council discussion ideas on how to grow subscribership.

FY 23/24 OOH location recommendation (Recording @44:10)(slide 27-33)

Overview of Out of Home (OOH) Inventory (dates, locations, impressions, costs) and OOH location details.

Council Discussion (Recording @ 49:05)

Kitching - Thought about locations that have less sign/building congestion? Looked at locations with higher impression opportunities. Additional Council comments/discussion regarding additional locations.

Ehrhart-Gemmil - The strategy and thought process for run dates of the billboards? Light rail wrap summer/fall, OOH boards in the winter, pick back up the light rail wrap.

Motion - To approve OOH locations and run time as presented with evaluation in March- D. Anderson. Seconded. Motion carries unanimously.

ACTION ITEM: Kitching requested further discussion in the future regarding potential locations.

Rockies Partnership Update (Recording @ 56:10)(slide 35)

Game Day: Sunday, Sept. 17th @ 1:10PM. Council would like the first pitch to be thrown by D. Anderson on behalf of CWC. 2024 Partnership: Monies have already been allocated for the upcoming 2024 season. Council affirms that they would like to continue with the partnership.

Creative Updates (Recording @1:101:43) (slide 39-41)

Provided overall creative updates, overview of paid media and creative overview. Showed example ads.

Website Updates (Recording @1:03:16) (slide 43)

Annual Quantitative Survey (Recording @1:04:06)(Slide 44-46)

Provided Annual Survey Overview

23/24 Operational Plan - Anderson (Recording @ 1:08:20)

Council Discussion (Recording @ 1:09:15)

Ehrhart-Gemmil- Section in plan is empty “Council’s 2023-2024 Strategic Goals” where did we land? Council discussion. Council members did not recall having addressed that action item. Council decided to omit the section. Make it a focus at next year’s retreat.

Motion - The Council approves the Operating Plan as presented on 8/10/2023 - Don Anderson. Seconded. Motion carries unanimously.

Approve Minutes - Bohrer (Recording @ 1:12:45)

Motion - to approve the minutes as read from the June meeting (6/8) and July call (7/13) - Kitching. Seconded. Motion carried unanimously.

Treasurer Report - J.Anderson (Recording @ 1:14:31)

The treasurer report consists of fiscal year 23 (pages 1-7) and fiscal year 24 (8-11). The report was pulled on 8/2/23, but FY23 officially closed on 8/9/23, therefore any additional changes to the ending fund balance will be factored into the October Treasurer’s report. At the time of this report, CWC ended FY23 with a fund balance of \$2.796 million. The current fund balance for FY24 is \$3.095 million. Page 11 shows the estimated expenditures from R&R Partners, operating, and Outreach Team budgets. These estimates have been included on the FY24 Estimated Amount Available to Spend by Month report (Page 8). With the current projections in place, we anticipate ending FY24 with \$2.373 million.

No questions from Council

Council & Subcommittee Reports - (Recording @1:16:42)

Council shared the work they are doing on the subcommittees, events they are attending, and organizations they are working with. Chair Gates will be presenting at the August Parks and Wildlife Commission meeting. D. Anderson and Bohrer will also be in attendance. September will be Bohrer’s last meeting on the Council.

CPW Leadership Team (LT) Update - J.Anderson (Recording @ 1:29:05)

Kelly Kaemerer, new Assistant Director of Information and Education, will start attending Council meetings on a quarterly basis to provide updates unless specific updates are needed.

Officer Election Process - J.Anderson (Recording @ 1:29:50)

Overview of Board Member roles and the election process. Vice Chair role will be vacant as of October. Recommended that a Council Member take over the responsibilities of the Treasurer.

Council question/discussion (Recording @1:35:41) Bohrer - timing of officer elections.

ACTION ITEM: J. Anderson will review the timing of officer elections with Chair Gates to best align with upcoming vacancies and December officer elections.

Outreach Team Update - Turner & Weigang, J.Anderson (Recording @ 1:41:20)

Review of previous events and upcoming events. Review of sponsorships. Present on the new idea of partnership exploration.

Motion - To adjourn the meeting (Recording @ 1:50:22) - D. Anderson. Seconded. Motion carries unanimously.

2023 Wildlife Council Meeting/Call Dates

Month/Location	Date	Day of Month
<i>September - Call</i>	<i>9/14</i>	<i>2nd Thursday</i>
October - Meeting	10/12	2 nd Thursday
<i>November - Call</i>	<i>11/9</i>	<i>2nd Thursday</i>
December - Meeting	12/14	2 nd Thursday