



COLORADO WILDLIFE COUNCIL

Meeting Minutes

February 9, 2023 ~ 10 a.m. - 2 p.m.

Members Present: D.Anderson, Bohrer, Ehrhart-Gemmill (v), Gates, Kitching, Orvis (v), & Twinem

Members Absent: Stribling

Also in Attendance: CPW: Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary/Acting Treasurer), & Kristin Cannon (Acting Assistant Director); *R&R Partners:* Jacqueline Meason (Account Director), Dani Schneider (Program Manager), Pat Buller (Creative), Libby Lewis (Project Manager), Mandy Walsh (Research); *Public:* Ellary Tucker Williams (Congressional Sportsmen's Foundation), Barb Bowman (CO Tourism Office) (v) = virtual

Introductions - Gates

Reviewed attendance and called the meeting to order.

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

Exploratory Research (slides 3-5)

Research consisted of four phases which helps direct the creative campaign. We are moving into the forth phase (quantitative creative concept testing) which will be an online survey of ~1,300 respondents to general CO voters, Hunter Adjacent, and Adventurous Environmentalist. Will present all three animatics and survey respondents.

Creative (slides 6-9)

Creative sub-committee met twice. Reviewed budget and were able to pursue testing all three concepts. Main edits: the term trophy hunting was tweaked to focus on poaching, changed the taglines for each concept. The current animatics are longer for testing (:40 second spot) and can break into two spots. With new terminology (poaching), we cannot compare the same feedback from prior rounds of research. Will see if there is feedback regarding the law enforcement officer (DWM). Will send creative sub-committee the 101 video for review and share at March conference call. Showed all three animatics (note: not recorded due to usage rights for testing only).

Council Discussion (@ 12:58)

A day in the life of a wildlife biologist:

Discussed the terminology of trophy hunting (not the best to use since it has different meanings), instead used illegal poaching. The Council wanted to change 'illegal poaching' to 'poaching is illegal'. Will see how the audience reacts to this terminology. R&R stressed that it is important to let the audience know that there are rules/regulations with hunting.

Council was conflicted with this concept opening with a negative statement and then explains why regulated hunting is good. R&R stated the first three rounds of research show that the new target audience needs to hear that there are illegal aspects of hunting (poaching) and need to educate that hunting is regulated. To move the needle, we need to clearly explain this so we overcome this barrier, then they will listen to the positive messages. Otherwise there will still be a misconception.

The term trophy hunting was aided and unaided in the first phases of research under open ended questions ('what extent do they support H/F?'). Responses included 'no appreciation for trophy hunters'. In 2018 trophy hunting did come up, we need to find a way to define this since others are defining it for us. Yes, this concept is overt, but the audience needs to see that there are illegal aspects of hunting (poaching). The Council understands that this is a nuanced conversation and the message is difficult to share in :30. The goal is for the audience to be interested so they want to learn/engage more.

The animatics looked choppy to the Council. R&R clarified that animatics are solely used for testing since the budget does not allow for live action filming. The new ads will be live action. Council wants to make sure filming is authentic.

The key message is a little difficult to depict in the animatic. The key messages (e.g. poaching and funding) can be broken up into two ads. Would like to see us talk more about the license fees.

Brought to you by Hunting:

The Council liked the simplicity of this concept and would like to see fishing included too. R&R wanted to focus more on hunting initially since it has less support than fishing. All the concepts can be adjusted after testing, what is shown in the animatic is only one version of the concept. The testing helps us get more information so we have data behind the concepts.

Real Stories:

Real stories feels very produced since we will be hiring talent. It does not feel as authentic.

The Council appreciated the different perspective of seeing/hearing the concepts (rather than reading scripts). It will cost an additional \$500-\$800 to re-record the voiceover to 'poaching is illegal'. R&R will work with the creative sub-committee on any fine tweaking. The Council agreed that the concepts were all in a good spot for testing.

Motion: To spend the funds to make the adjustment to the voiceover - Anderson. Seconded. Motion carries unanimously.

Public Comment

It is important to explain the difference between poaching and regulated hunting. Also important to educate legislators about wildlife management and how conservation works. Explained an example of when they had to distinguish the difference between poaching and trophy hunting. Many do not know that there are agencies with rules to regulate hunting. Feel that the topic between hunting/poaching could be a video on its own. Important to share how hunting plays a part in what people like to do (recreate). Could also talk about how hunters turn-in poachers.

Paid Media (slides 10-20)

Ski lift ads are up at Copper Mountain. Have four Influencers and the social media subcommittee approves material. Influencer Nelson receives a lot of positive feedback with their posts, encourages all people to get outside, and was featured on the news.

Rockies Partnership (slides 21-22)

Need to select a game for CWC promotional day (first pitch, CWC on the field, tickets, etc.), options are: 9/1, 9/17, or 10/1. A fall game allows time to have a good giveaway item.

Action Items (slide 23)

Animatics approval

101 approval

Rockies Promo Day - decide by 2/16 and send preferences to Sednek.

Approve Minutes - Gates

Anderson noticed there was additional content in the minutes and yielded to the vote of the Council. Sednek mentioned that additional material was added (as supplemental information) regarding the

Care for Colorado partnership. This was added so the Council could see all that it entailed even though all the specifics were not presented in full.

Motion - The Council approves the minutes as read from the December meeting (12/15) and January conference call (1/12) - Kitching. Seconded. Motion carries unanimously.

Treasurer Report - Sednek

The budget was updated to reflect the approved incremental budget increase of \$575,000 (pg. 1-2). With these additions, the projected Council fund balance is \$3.113 million. Current projections show the Council could end the fiscal year (6/30/23) with \$3.289 million.

Council & Subcommittee Reports - Gates (@ 48:00)

Anderson: learned about virtual livestock fencing (transmitters for cattle cost \$50/head). Heard about two wolves being collared. Eastern CO Ag are concerned about habitat for game birds. Participated in Larimer County Habitat Partnership and gave a CWC update. Would like to make sure the Outreach Team (OT) has an adequate truck to tow the trailer (if needed).

Bohrer: NW CO has a lot of snow, met with CPW about feeding wildlife (baiting elk away from livestock) to reduce disease transmission to livestock. Attend and spoke at the wolf meeting in Rifle.

Ehrhart-Gemmill: Thanks R&R for taking feedback on to post on Instagram account, seeing good dialogue and posts. Spent a lot of time with creative sub-committee (see Twinem). Going through OT interviews for all three positions.

Gates: Attended January Parks and Wildlife Commission (PWC) meeting. They are in the final process of public input regarding wolves. CPW will then make a final recommendation PWC, who will then have a final decision by May. In January organized hunter outreach event (pheasant hunt) in collaboration with several partners (SCI, CYO, RMEF, etc.) for youth enthusiasts using CPW Partnership Program grant. Will share final report with the Council. Active member with the Colorado Legislative Sportsmen's Caucus and CO wildlife conservation project. Interacted with legislators on 2/7. Good to see sportsperson community come together with a bipartisan standpoint. Important for us to educate legislators too.

Kitching: Appreciate newsletter content. Attended public hearing on wolves.

Orvis: Sednek noted that Orvis created a helpful and user friendly guide for Influencers.

Twinem: Creative sub-committee had a lot of healthy dialogue, good to see the third concept included in testing. R&R showed the hierarchy of messaging so the sub-committee could understand what we want the audience to walk away with. Good perspective on working with CPW on creative.

CPW Leadership Team (LT) Update - Cannon

The LT is focusing on wolves quite a bit. CPW did collar two wolves at the same time (two males), one has already slipped their collar. We collar thousands of animals and some of them fail or slipped off. There will be another opportunity with a draft wolf plan at the April meeting, then another opportunity for public input. There is not a lot of time for public comment (needs to be succinct), but important to have public feedback. CPW is in the process in hiring a director; narrowing down to interview six candidates. Will have an employee, stakeholder, and PWC panel. PWC chose the top six candidates and recommend top two to DNR Director Gibbs.

Acknowledge the harsh winter conditions in the NW. Cannon emailed the Council CPW staff roles to get the CWC back to baseline. If you have questions contact Gates, Cannon, Anderson, and Sednek. Will open the West Slope Hunter Representative seat for applicants soon (open until 3/15). We share this with West Slope CPW staff and need the Council's assistance for recruitment. Chair will review applicants and conduct interviews with staff. The appointment will be made by acting Director. Reviewed the Council terms that will end soon: Bohrer's second term concludes 9/2023, Gates second term concludes 2/2025. A new Council member can start with a new full four year term and up for 2 terms. If a Council member leaves before the end of their term (first or second), then the new member will need to complete the remaining term of the leaving member.

Legislative Update - Gates

Reviewed several bills that are relevant to CPW and CWC.

HB23-1036: Nontoxic Bullet Replacement Hunting Program. Had revisions, looking into volunteer program and CPW participation. Uncertain of funding source (~\$5 million).

HB23-1066: Public Access Landlocked Publicly Owned Land. For adjacent public/private lands, allows people to cross public to public and not be trespassing.

HB23-1165: County Authority to Prohibit Firearms Discharge. For 30 dwellings/square mile would not be able to discharge a firearm. Argument from CPW to have exception for hunting/agricultural.

HB23-059: State Parks and Wildlife Area Local Access Funding. Create funding to fix roads.

Important to distinguish differences in funding to State Parks and SWA. Some Counties looking to fund roads/bridges to these areas. \$10 million cost estimate.

HB23-103: Update Colorado Recreational Use Statute. Considerations for private landowners and liability, could restrict hunting/recreation access opportunities.

Care for Colorado Introduction/Information - Barb Bowman

Thanked CWC becoming a partner of the Care for Colorado (CFC) coalition. CFC is an education and communication campaign to amplify Colorado principles created in partnership with Leave No Trace (LNT). In 2017 created tourism roadmap and formed a partnership with LNT. In 2019 formed the coalition to get the message out and help protect CO resources. Care for Colorado Principles:

- Know Before You Go
- Stick To Trails
- Leave It As You Find It
- Trash the Trash
- Be Careful With Fire
- Keep Wildlife Wild
- Share Our Parks & Trails

Our main goal is for partners to send and share info. Assets are customizable with your own logo and can feature on your website. CWC can share the message via the [Content Hub](#) (public facing, can share with anyone). The toolkit (digital, can print) contains the principles on posters/brochures (English and Spanish), wildfire prevention resources, etc. There are five etiquette videos and Care for Colorado week (with CPW) to encourage good stewardship. Can sign up for monthly messaging (easy, all you need to do is paste and share). Can use the assets on: website, social media, visitor guides, newsletter, blogs, signature boxes, bottom of landing pages, etc. Also have a campaign called 'Do Colorado Right' to promote responsible travel and provide a better experience for all.

Council Discussion

Are the assets customizable to our population/audiences (e.g. use phrase 'take it easy')? Yes, you can customize and the evolved brand will be even more customizable. What participation do you need from CWC (meetings/outreach)? Sharing is the main thing. When more partners share the

message amplifies. Attending the quarterly meetings (Jan/April/June/Sept), share monthly messaging with your stakeholders, and share information at regional meetings.

Review Proposed Sponsorships - Ehrhart-Gemmill

For this year the total sponsorship amount will not go over \$25,000. Kitching presented 5 Point Adventure Film Festival (Kitching and Stribling attended in 2022) as a sponsorship option since their mission aligns with CWC, conforms with revised target audience, and advocates real stories from real people. Flagship festival is 4/19 - 4/23 (over 6,000 attendees) and also has remote events to other CO cities and states (over 7,000 attendees). Interested in moving forward with \$5,000 or \$10,000 sponsorship.

Council Discussion

What is the duration? All year long (2023) and it has already started. Should we start at the beginning since we have missed two out of ten events? Will have 8-10 months left and they will provide wrapped data. The Council thought the audience could align with the new CWC audience of adventurist environmentalist.

What is the timeline on sponsorship expenditures (this year or next fiscal year)? The Council can spend funds on sponsorships now (FY23), anything after 6/30/23 will be out of FY24 funds. Considerations include staying within CWC's spending authority (\$3 million). Council would like to spend funds now and have a plan for what the Council would like to support in 2024. Do we want to review ideas now and then approve in March? Do we want the Outreach team (OT) to use some of the funds for sponsorships they find? Yes, the Outreach Team event coordinator could prioritize this, use funds for sponsorships this year, and research events for next year (2024). Some sponsorships also offer booth space that the OT could attend for brand presence. Depending on time, it is also OK to find sponsorships without booths.

The Council could discuss this as part of the planning retreat for future goals. For reference the Council sponsored the Partners in the Outdoors conference in amounts between \$3,000- \$9,000. This was a 3 day conference with 400-700 attendees.

Motion: To move forward with OT event coordinator planning sponsorships - Ehrhart-Gemmill

The Council could pilot a sponsorship now and then leave the remaining \$20,000 for the OT.

Amendment to Preceding Motion: To expend \$5,000 to sponsor the 5 Point event with an additional \$20,000 for the OT event coordinator to plan remaining sponsorships - Ehrhart-Gemmill. Seconded. Carries unanimously.

The OT event coordinator will find sponsorships to bring back to CWC for approval. Forward any sponsorship events to Jennifer Anderson to share with OT.

Review "The Science of What Makes People Care" Article - Twinem

Twinem provided a [summarized presentation](#) of the article. Reviewed a summary of the article and ideas of what CWC could apply (five principles):

1. Join the Community: ID audience (adventurous environmentalists) and meet them where they are at. How are we joining the community (audience)? Can we join more online?
2. Communicate in Images: Creative and authentic work. How can we make our imagery more intriguing, honest, and relatable?

3. Invoke Emotion with Intention: Create a feeling of awe and/or pride. What are we trying to get people to do? How do we want them to feel?
4. Create Meaningful Calls to Action: How do we make people feel like their action matters? What action can we ask people to take other than just influencing their mindset/decision making at the ballot box? Can we call people to take action for active CO conservation issues?
5. Tell Better Stories: Real people and real stories. Leave space for viewers to fill information. How are we leaving space for viewers? Are our stories interesting enough for someone to listen even if they don't initially care?

Council Discussion

Kitching mentioned that Trout Unlimited (TU) is doing a lot of this (joining the community and telling stories), would like to invite TU to share their work with CWC. Council would like to think about this more and have a broader conversation at the retreat. Twinem would like to make these principles part of the conversation as we create content. Thanked Twinem for sharing this article.

Will we have the new West Slope Hunter Representative by the April retreat? Depends on the number of applicants and when a recommendation is made to the CPW Acting Director. If possible it would be optimal to have a full Council at the retreat.

Hunter/Angler Pulse Survey Discussion - Ehrhart-Gemmill

At the International Sportsmen's Expo (ISE) noticed that many hunters/anglers (H/A) were not familiar with CWC (understand H/A are not target audience). Could we do more to evaluate/understand and further create/build upon our advocate audience? Would like to propose an annual survey to gather and evaluate CWC's advocate audience to understand their awareness. Then create tactics to make advocates. Would like to talk about this further at the retreat and see how this looks for the FY24 budget with R&R Partners.

Council Discussion

Education could help with growing a support base. Even though they are not the target audience, the H/A community is still a part of our audience since they fund CWC via license fee surcharge. Visibility is important. If the goal is also to make sure H/A know about CWC, then we may need to change our tactics. In the past have been at the ISE show and some do know us, but not understand what CWC is. Could consider influencers (e.g. Cameron Hanes) on social media who have H/A as their audience.

R&R would like to make sure CWC stays within their mission and who they can target. To move forward need to know what the goal of the research is. Cannot spend in FY23, but will look into next year's budget. The goal would be to have an annual survey to evaluate the advocate audience in CO (data and support). To check message understanding, look into additional things we could do to empower advocate audience, and see if there are concerns about messaging. Some of the tactics are key sponsorship buys and OT reaching out to advocate audience (meaningful connections). R&R will have a deeper conversation with their research team. Ehrhart-Gemmill will gather more info and seek additional Council participation.

Planning Retreat Update - Sednek

The purpose of the planning retreat is to provide an opportunity for the Council to meet for a longer period of time to deepen conversations about the Council's work, select the creative direction, and approve the proposed budget for FY 24. It is critical to approve the budget at the retreat due to CPW procurement/contracts deadlines. The agenda consists of normal council business and

additional time for the Council to discuss priorities for the upcoming year. Other ideas for agenda items include: 1-2 hour workshop to identify the Council’s main focus for next 12 months, Council only meeting (prefer this on the first day), evening dinner. If you have any other ideas/preferences/suggestions, please contact Sednek.

Sednek made arrangements for the planning retreat to be in Buena Vista.

Council Discussion

Chair Gates preferred to have the Retreat in the Denver Metro Area (DMA) to alleviate travel to a mountain location and to be considerate of spending. The remainder of the Council was flexible to whatever option was preferred. R&R Partners has factored in travel expenses and prefers offsite retreats. Offsite considerations are virtual attendance and IT component. Sednek will pivot and find a DMA retreat location that can accommodate virtual attendance.

Public Comment - Ellary Tucker Williams

Would like to see Wildlife Councils replicated in other states (e.g. OR, ID, MT). There are a lot of trends showing a lack of understanding wildlife management and the role that H/A’s make. Feel that CWC’s message does resonate outside of the state (e.g. influencers with followers outside of CO). Even though the topics are specific to CO, the thoughts/messaging are universal. Regarding legislation, there are a lot of things that resonate regionally (e.g. predator management, guns, hunter education/youth hunting, energy development, public land access, wildlife populations/interactions, and technology to increase hunter success). CWC is important since there have been recent ballot initiatives (e.g. Oregon), want an informed public making decisions. Do you feel that similar issues will move into CO? Yes, there are correlations since CO has an increase in population and changing demographics. WY, ID, and MT are also concerned about things that impact CO/NM/OR. Keep encouraging other states to have a Wildlife Council. Do you have any ideas on how states can maneuver through the process? It is a multifaceted approach, work with legislators via sportsperson’s caucus, create network/exchange of information, and be a resource for people. Wildlife Councils are a great way to do this. Also have coalition/relationship building in and between states (see what works/doesn’t works). Anything we can do to work together and change negative perceptions.

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

2023 Wildlife Council Meeting/Call Dates

Month/Location	Date	Day of Month
<i>March - Call</i>	<i>3/9</i>	<i>2rd Thursday</i>
April - Planning Retreat	4/17 - 4/18	3 rd Mon/Tues
<i>May - Call</i>	<i>5/11</i>	<i>2rd Thursday</i>
June - Meeting	6/8	2 nd Thursday
<i>July - Call</i>	<i>7/13</i>	<i>2rd Thursday</i>
August - Meeting	8/10	2 nd Thursday
<i>September - Call</i>	<i>9/14</i>	<i>2rd Thursday</i>
October - Meeting	10/12	2 nd Thursday
<i>November - Call</i>	<i>11/9</i>	<i>2rd Thursday</i>
December - Meeting	12/14	2 nd Thursday