



COLORADO WILDLIFE COUNCIL

Conference Call Minutes

May 11, 2023 ~ 10:00 am - 12:00 noon

Members Present: D.Anderson, Bohrer, Ehrhart-Gemmill, Kitching, Orvis, Twinem, & Weyand

Members Absent: Gates & Stribling

Also in Attendance: CPW: Ginny Sednek (Secretary/Acting Treasurer), Brianna Fett (Outreach Team), & Danielle Isenhart (License, Reservations, Customer Operations Manager); R&R Partners: Jacqueline Meason (Account Director), Dani Schneider (Account Coordinator), Miriam Swofford (Corporate Director), Pat Buller (Creative), Mandy Walsh (Research), Libby Lewis (Sr. Project Manager)

Introductions - Bohrer

Made introductions and called the meeting to order.

Licensing Overview - Danielle Isenhart (recording @ 1:35 min)

Reviewed CPW licensing sales trends and demographics. The 2020 COVID bump is the observed increase in license sales during the start of the pandemic and then levels off (slight decrease). Reviewed fishing, small game, turkey, and big game license sales and impact on the CWC surcharge (\$1.50 per license). Showed the current data of State Wildlife Area pass sales and demographic data for fishing/hunting from July 2019 thru March 2023.

Recent changes from the Parks and Wildlife Commission (PWC)

- NW Colorado severe winter conditions in 2022-2023:
 - Reductions in NW Colorado licenses for deer, elk, and pronghorn
 - Shortened 2nd (10/28-11/1) and 3rd (11/11-11/15) rifle seasons ([link](#) to changes)
 - To reduce pressure on surviving wildlife
 - Could impact customer purchasing behavior
- Allocation rules were updated, no CWC surcharge impact is anticipated.
- A CPW Draw Task Force will be formed to look into preference point creep

Council Discussion

The Council had questions regarding: wolf reintroduction affecting allocation, ranching for wildlife license quotas in NW, and preference point soft cap.

The wolf reintroduction did not affect license allocations, there was public comment, but did not affect a policy decision. Ranching for wildlife quota is set by the CPW Director and have not changed in the NW. PWC and CPW are reluctant to move forward with a hard cap due to concerns about lack of sales and not meeting herd management objectives. The upcoming big game draw restructure will also look into strategies to reduce preference point creep. The Draw Task Force could look into resident/non-resident allocations further to address concerns.

R&R Partners Presentation - (recording @ 29:00 min)

Team Updates (Slides 3-4)

Miriam Swofford will replace Jacqueline Meason to oversee the CWC account.

Campaign Creative Updates (Slides 5-8)

Met with the creative subcommittee to review the direction of the campaign 'A day in the life of a wildlife biologist' and scripts. Will provide filming expectations for CPW staff.

Mural Updates (Slides 9-11)

The moose mural with AR affect is complete.

CWC 101 Video Approval Process (Slides 12-13)

The 101 video is finalized and will be uploaded to CWC website.

Council Discussion

On VIMEO, change stock smiley face to CWC logo and change privacy settings to 'not downloadable'. On the CWC website, change the name on an embedded video called 'longform'. The Council can decide the distribution/publicity plan for the 101 video (e.g. newsletter). The Outreach Team will receive 1,000 moose bags (black background, no Rockies logo). The Council thanked Jacqueline for her time and efforts working with CWC over the years.

Council & Subcommittee Reports (recording @ 40:28 min)

Council shared the work they are doing on the subcommittees, events they are attending, and organizations they are working with.

Action: Provide the Council more information on how they can access the customizable Care for Colorado assets and toolkit - Kitching

Action: Provide data from the 5Point festival once compiled - Kitching

Kitching would like to know if the CWC web traffic increased during 5Point Film Festival. Anderson would like to know next steps on a CYO sponsorship. Per the planning retreat, it will be important to make sure a sponsorship is not recruitment/retention. The Outreach Team (OT) can look into the CYO events to see if they fit the CWC mission and if there are opportunities to use the CWC logo.

Action: Add Sponsorships as an agenda item for June meeting - Sednek

Twinem is working with R&R on reviewing other production companies to offer new perspectives. Orvis will connect R&R with production companies/individuals who work well in the outdoors. The production company, Cosmic, provides a lot of value and will look into alternates or incorporating new team members.

Ehrhart reviewed the creative subcommittee's process of starting with the stories and then work with CPW staff to have expert led content. Ehrhart will look into reseeding opportunities for filming.

CPW Leadership Team Update - Cannon

Update provided via email.

Outreach Team (OT) Update - Fett (recording @ 1:05:35 min)

New team members (Mike and Linnea) will begin the week of 5/15. Working on CWC giveaways, determining sponsorships, scheduling events, and looking into different opportunities (e.g. marketplaces and concerts). The OT has several sponsorships in place which include displaying the CWC logo, showing ads, and/or vocal recognition. Creating a system to track people who sign up for the CWC newsletter at events (raffle prizes as incentive). OT will fill out a survey after each event to gather information and determine event success.

Council Discussion

Council members can help make connections for events in their areas. Bohrer recommended the High School Rodeo Finals in Moffat County. For sponsorships, strongly encourage the OT to ask for collateral that could encapsulate data (impressions/engagement). This could include asking for

photos of the logo/banner. The majority of the sponsorships display the CWC logo (some include banner and/or audio recognition) and will receive attendance data as a metric afterwards.

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

2023 Wildlife Council Meeting/Call Dates		
Month/Location	Date	Day of Month
June – Meeting	6/8	2nd Thursday
<i>July - Call</i>	<i>7/13</i>	<i>2rd Thursday</i>
August - Meeting	8/10	2nd Thursday
<i>September - Call</i>	<i>9/14</i>	<i>2rd Thursday</i>
October – Meeting	10/12	2nd Thursday
<i>November - Call</i>	<i>11/9</i>	<i>2rd Thursday</i>
December - Meeting	12/14	2nd Thursday
