



COLORADO WILDLIFE COUNCIL

Meeting Minutes

October 12, 2023 ~ 10 a.m. - 2 p.m.

Members Present: D.Anderson, Ehrhart-Gemmill, Gates, Kitching, Orvis, Stribling, & Twinem

Members Absent: Weyand

Also in Attendance: CPW: Jennifer Anderson (Staff Liaison), Kelly Kaemerer (Assistant Director), Ginny Sednek (Secretary/Acting Treasurer), Linnea Turner & Mike Weigang (Outreach Team); R&R Partners: Miriam Swofford (Account Director), Pat Buller (Creative), Greg King (creative Director), Paul Smith (Strategy); Public: John Smeltzer, Tim Emery, & Robin Knox (CO Wildlife Federation).

Call to Order / Introductions - Gates

Reviewed attendance and called the meeting to order.

R&R Partners Presentation

Creative Updates (slides 3 - 17)

Reviewed the current status of the creative strategy; direction, audience, phases, media channels, tactics overview, and tagline. The creative subcommittee has been working with R&R Partners weekly to align better with the desired direction, centering the ads around the biologists. Will need approval to continue the additional post-production, estimated cost of \$18,000 - \$23,000. The goal is to go live with the new campaign on 11/15.

Council Discussion

Would like more detail on the post production budget breakdown (see page 4). How are we utilizing the hunter adjacent (HA) audience? The same message that moves adventurous environmentalist (primary audience) moves HA (secondary).

Paid Media Update (slides 18 - 20)

Reviewed budget timeline for the creative. Would the Council like to run This Is The Wildlife campaign until 11/15 or until 10/31, have a two week pause before the new campaign launches? The influencer subcommittee has narrowed down fall influencers to two people.

Council Discussion

Reviewed the budgetary options of extending the current campaign till 11/15. Two weeks would cost approximately \$85,000 from reallocated media funds. The Council prefers to spend this additional amount to amplify the new campaign and go dark for two weeks.

Kaemerer let the Council know that CPW's Executive Team (ET) is familiar with the new campaign and wants to know all of the details since it involves CPW staff. The ET will need to be informed if CPW staff will be on billboards or train wrap. Continue to share all assets with Kaemerer.

Rockies Partnership Recap (slides 21 - 28)

CWC had a successful day at the Rockies Game (9/17); 27,000 attendees and an email blast sent to 312,927 subscribers (140,328 opened). The moose mural is performing well with many interactions. Chair Gates was in the press to talk about the Rockies partnership with CWC.

Newsletter (slides 29 - 31)

Currently at 300 subscribers. Need Council feedback for Q1 newsletter content (early 2024). Will be sharing CPW approved information about the gray wolf reintroduction.

Action: Provide content ideas to R&R Partners for Q1 Newsletter - Council

Council Discussion

Has the approval process changed with CPW ET? The ET would like more information since CWC is using CPW staff, images, and stories. What does the Council need to take into consideration with CPW when moving forward with a new campaign? There are different variables at play, such as new ET staff who need foundational knowledge. There has not been negative feedback, just need to make sure CWC ads aren't marketing for CPW.

Would like to see the newsletter have space for upcoming events. For the information on gray wolves, can link to an approved CPW press release/information. With ET approval, would like to expand more on stories from the campaign (i.e. April and bat research). This could look like long form writing on what is inside the campaign for all of the pieces. The Office of Tourism would like to know where Hunter Safety could be found on the Council website? The newsletter is working on this and also with LNT (CO principles).

Approve Minutes - Gates (Recording @ 00:00)

Motion - The Council approves the minutes as read from the August meeting (8/10) and September call (9/14) - Anderson. Seconded. Motion carries unanimously.

Treasurer Report - Sednek (Recording @ 00:00)

The end of FY23 officially closed mid-August and there were no additional changes to the Council's fund balance from the August report. The current report was pulled on 10/5/23, October's figures are partial since the report was pulled at the start of the month. At the time of this report, the fund balance is \$2.788 million, expenditures are \$704,828 and revenue is \$696,641. With the current projections in place, the Council could anticipate ending FY24 with \$2.990 million.

The Council was in agreement that meeting documents can be printed upon request for in-person meetings. The Council was in agreement to change the terminology of 'meetings and conference calls' to 'in-person meetings and virtual meetings' and continue the every-other-month schedule. The Council will set dates for the 2024 calendar in November, a suggestion was to hold meetings on the 3rd Thursday of the month, except July, as to not overlap with the Parks and Wildlife Commission. The Sportsperson's caucus is also on the third Thursday which could work well for the Council to attend. The Council would like to schedule a day at the Capitol to engage with the Sportsperson's Caucus and meet legislators. This could be the same day as a meeting (Feb or March). Would need assistance from the Council to arrange meetings with legislators.

Action: Arrange meetings with the Sportsperson's Caucus and Legislators - Council

Council & Subcommittee Reports - Gates

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

Ehrhart-Gemmill worked with R&R Partners to update an CWC website article about boreal toads, approved the latest newsletter, and approved the social media schedule. Gates informed the Council about Initiative 91, prohibition of trophy hunting of mountain lions, bobcats, and lynx. For Initiative 91, the title board hearings will occur in October/November. The Council will need to have factual, direct, and high level conversations regarding Initiative 91 when speaking on behalf of the Council. How can the Council put information in the newsletter about science based management? Will need to be careful that nothing comes across as a position statement, but can be educational (the Council's mission).

Officer Elections for Chair, Vice Chair, and Treasurer - Gates

D.Anderson proposed retaining Gates as Chair until the end of his second term in 2025. Gates accepted to continue as Chair and the Council was in support. CWC continues to appreciate Gates' involvement with other organizations and improving awareness within the Council.

Motion: To close nominations for Chair - Anderson. Seconded. Motion carries unanimously.

Orvis nominated Kitching as Vice Chair and Kitching accepted.

Motion - To close nominations for Vice Chair - Ehrhart-Gemmill. Seconded. Motion carries unanimously.

Kitching self nominated to also be Treasurer if there are no other nominations. Gates nominated D.Anderson as Treasurer, to not have multiple roles per Council member. D.Anderson accepted.

Motion - To close nominations for Treasurer - Kitching. Seconded. Motion carries unanimously.

Gates will be retained as Chair through February 2025, Vice Chair and Treasurer will be in office till December 2025.

CPW Leadership Team (LT) Update - Kaemerer (removed from agenda)

Outreach Team Update - Turner & Weigang (Recording @ 0:00:00)

Reviewed attended and upcoming events. Since the last meeting there were 457 engagements, 25 meaningful (overall 3,000 engagements and 87 meaningful). Talked with 170 people at Tarantula Fest. Requested assistance at the pumpkin harvest festival in Denver. Turner is visiting colleges in Denver and partnering with Artemis and Uncharted Outdoors Women to post CWC messages on social media. Seeking to reschedule a partner event; a panel discussion with partners (Uncharted Outdoors Women and Tightline Outdoors) about conservation .

Council Discussion

Is there a timeline for the remaining CWC events? Last event is the Pumpkin Harvest Festival and will also attend college events. Overall the Outreach Team (OT) will complete work in October and will present a final report at the November meeting (including recap of events, partnerships, sponsorships, etc). Gates would like to see the entire scope of the OT from 2020 to 2023. The Council would like to see specific insights, perspectives, and key learnings from the current OT. What is the current use of the CWC trailer? Currently serving as storage for the OT.

Action: Add CWC Trailer discussion to November agenda - Sednek

5Point Sponsorship for 2024 - Kitching

Kitching inquired about Council interest in sponsoring the 5Point Film Festival again in 2024. Overall it was a \$5,000 investment and yielded over 1 million impressions. Would R&R pull visits to the CWC website April 19-23? Last year the Council approved this in February, but would prefer approval beforehand. Stribling mentioned that the event was successful and had a similar target audience.

Action: Provide CWC website visits April 19-23, 2023 - R&R Partners

Action: Provide more information about the 5Point Sponsorships to the Council - Kitching

Action: Add 5Point Sponsorship Discussion to November meeting - Sednek

Council Discussion (continued from R&R Partners Presentation)

The Council wanted transparency on the post-production budget. The total amount for post production is \$20,288 with the following breakdown:

- Editorial and post producer - \$4,200
- Edit, color, mix, conform, etc \$8,700
- Stock footage \$3,000
- Talent fees \$1,200
- Production company fees \$688
- Stock music - no cost
- misc costs to be billed as needed \$2,500

This is for 3 days of editorials where the editor works on the film (end frames, voice over, finalizing the spots) and to add additional music to the 25 videos. The Council felt that \$20,000 was high for post production and would like better visibility on the costs upfront. The Council would also like to know how much of R&R’s fees are worked into this cost (transparency)? The Council feels like they are double paying for post-production, which was \$73,000 and now spending an additional \$20,000. R&R will make sure to provide the details of finishing all of the assets. Post-production was scoped from the original budget, but everything was finished, went through post-production, but now it needs to be re-finished with the changes and go back into post-production.

Action: Share in-depth breakdowns of costs with the Council - R&R Partners

Action: Share details of creative production with Council - Sednek

R&R Partners can go back to Futuristic to see if there is any wiggle room, but will need to pay for post-production. Can look into other areas for cost savings. The production budget for FY24 is \$450,000 and would take the \$20,000 for post-production out of this.

The Council would like to have better checks and balances as they move forward with the budget.

Motion - The approve spending \$20,288 for post production - Anderson. Motion carries unanimously.

Public Comment

Robin Knox with Colorado Wildlife Federation (CWF) talked with the Council of where they align with CWC and how they educate members about issues relating to wildlife management. Tim Emery, prior CWC member, talked about the history of the Council, how it is important to share the benefits of hunting and fishing, being involved within the limits of CWC, and consistent messaging.

Action: Share Robin and Tim’s contact with the Council - Sednek

Ehrhart-Gemmill suggested that the Council look at the media plan and budget earlier next year to better plan for 2024 since the new campaign will overlap two fiscal years.

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

[2023 Wildlife Council Meeting/Call Dates](#)

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