



COLORADO WILDLIFE COUNCIL

Meeting Minutes

December 14, 2023 ~ 10 a.m. - 2 p.m.

Bighorn Room at CPW Headquarters ~ 6060 Broadway, Denver, CO 80216

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

Members Absent:

Also in Attendance: *CPW:* Jennifer Anderson (Staff Liaison), Kelly Kaemerer (Assistant Director), Ginny Sednek (Secretary/Acting Treasurer); *R&R Partners:* Dani Schneider (Account Coordinator), Miriam Swofford (Account Director), Pat Buller (Creative), Mandy Walsh (Research); *Public:* Brian Prater, Gary Crawford, Tim Emery, Tony Gurzick, Naomi Hersh, Winny Yates, Gaspar Perricone, Robin Knox (CO Wildlife Federation), David Ruane, Ken Jones, Brett Axton

(v)= Virtual Attendance for Council

Call to Order / Introductions - Gates

Dan Williams was introduced to the Council as the new Counties representative. Reviewed attendance and called the meeting to order.

Council Member Appreciation - J.Anderson & Sednek (Recording @ 04:05)

Anderson and Sednek thanked the Council for all of their work as volunteers over the past year, especially with the heavy lift of working on the new campaign and time spent with subcommittees.

Approve Minutes - Gates (Recording @ 07:52)

Motion - The Council approves the minutes as read from the October meeting (10/12) and November call (11/9) with the name correction - Anderson. Seconded. Motion carried unanimously.

Correction to make changes to Ehrhart-Gemmill's last name in the minutes.

Treasurer Report - D.Anderson and J.Anderson (Recording @ 09:13)

At the time of this report, 12/1/23, the fund balance is \$2.860 million, expenditures are \$809,070 and revenue is \$873,462. With the current projections in place, the Council could anticipate ending FY24 with \$3.011 million. The expenditures are on track and a \$28,969 credit was received from R&R Partners from unused funds from FY23. Even with credits in consideration, the Council can only spend up to \$3,000,000, which is CWC's annual spending authority. Due to severe weather, the number of license allocations and hunting applications could impact future revenue.

The difference between the 'reserve' and fund balance were explained to the Council. In the past the Council did not spend up to their spending authority since they created a 'reserve' amount. At the moment, the Council is slated to spend the entire budget, up to \$3 million, and there is no money held in 'reserve' (an amount that would decrease total spending to below the max amount).

Council Discussion

The Council would like to inquire about increasing their spending authority. The current cycle was missed and a new request may not go into effect until 2026. When the Council requests an increase in spending authority, they cannot just do the same thing with more money, they will need a new approach. Increased advertising costs can be a factor, but not the only justification.

Action: Inquire about increasing the Council's spending authority, timeline, and advisement. Will provide an update at the January meeting - J. Anderson

Action: Brainstorm innovative ways to utilize funds as justification for increasing the spending authority - Council

CPW Executive Management Team (EMT) Update - Kaemerer (skip ahead to recording @ 31:15)

Provided high level updates about the wolf reintroduction, preparation for the January Parks and Wildlife Commission (PWC) Meeting (1/10-11 in Denver), Outdoor Equity grant, Regional Partnership grants, and the Volunteer and Education training.

Council Discussion

Council asked for a synopsis of the structure of the Information & Education Branch. Kaemerer manages 66 individuals under Branding & Communications; Licensing, Reservations, and Customer Operations; Education, Partnership, & Volunteers; Business Operations; Regional Partnerships; Outdoor Equity Grant program; and the Philanthropy grant program.

R&R Partners Presentation (Recording @ 22:15)

Creative Updates (slides 3 - 4)

The new Campaign, Supporting Science in the Wild, is live!

Website Updates (slides 5 - 10)

Updated homepage image/colors, added phase 1 videos, information about wildlife crossings under benefits page, and bat information to the wildlife page.

2024/2025 Creative (slides 11 - 12)

R&R Partners would like the Council to think of new message starters (2-3 topics) for the next production cycle in 24/25.

Council Discussion

When will R&R establish what is working for the new campaign (e.g. via click through rate, etc)? R&R will assess as the campaign progresses. Proposed ideas from the Council are: swift fox conservation and benefits to other states; predator management on the West Slope.

Action: Provide 2-3 concept ideas at the January meeting - Council

Public Relations Update (slides 13 - 14) (Skip ahead to the recording @ 40:22)

Earned over 1,000,000 impressions with an article highlighting hunting and local communities.

Rockies Partnership Recap (slides 15 - 17)

Provided the Council a comparison of option 1 and 2 for the 2024 Rockies Partnership.

Council Discussion

There was uncertainty if the pre-game videos are cost effective. Is there availability for in-game videos? No, but R&R will ask again. Council would like to see the incremental cost for all of the options with the ability to swap options. The 2024 proposed budget for the Rockies partnership is \$375,000; if the Council wants to spend more, it will be incremental or from the opportunity fund. Several Council members saw value in being more conservative with the budget and proceeding with option 1. The number of giveaways cannot be increased since the Rockies have a max limit. There was interest in the radio spots and forest branding as an earned media opportunity.

Action: Ask Rockies about availability for videos between innings and assess pre-game video value; provide incremental cost for all partnership options; and provide radio station used for the radio spots - R&R Partners

Motion: To move forward with option 1 'as is' for \$300,000 with flexibility to swap out line items. Kitching. Seconded. Motion passes unanimously.

Outreach Team Q & A - J.Anderson (Recording @ 59:50)

The Outreach Team (OT) final report was open for Council discussion.

Council Discussion

The Council appreciated the thorough report and recommendations. Regarding the number of engagements and cost of the OT, the Council would like to discuss the future of the OT in January 2024. J. Anderson will share all three OT reports with the Council. The OT is a heavy lift and it may be beneficial to pause this effort in 2024. J. Anderson did put forth a decision item for a full time staff member to solely support the CWC. If approved, this role becomes effective July 2024 and Council members could participate on the hiring panel.

If the OT is not pursued in 2024, what options are there for sponsorships or assets (e.g. wraps)? What does it look like to increase R&R Partners budget? After Council approval, CPW staff would initiate a contract amendment with DNR that includes the proposed budget and justification. The earlier this budget decision is made, the better. Sponsorship requests require additional coordination and approvals from CPW staff. For the 24/25 budget, the Council will make that decision at the planning retreat. R&R will plan for a flat budget (\$2.8 million) unless informed otherwise.

Action: Share all three OT reports with event/engagement comparison - J. Anderson

Action: Email OT reports to Council and add OT Future to January agenda - Sednek

Set 2024 Calendar and Locations - Sednek (Recording @ 1:16:04)

Please share potential meeting locations with Sednek. Kitching would like one meeting west of Vail Pass (August or October). For the planning retreat in March, need to consider the ski season and spring break for locations along I-70. Sednek will look for a central location for the planning retreat.

Action: Seek multiple quotes from different locations for the planning retreat - Sednek

Motion: To adopt the proposed 2024 calendar and leave planning locations up to staff- D.Anderson. Seconded. Motion carried unanimously.

Colorado Youth Outdoors Participation and/or Sponsorship - D.Anderson (Recording @ 1:22:14)

Started conversations with Colorado Youth Outdoors (CYO) for sponsorships in 2023 and would like Bob Hewson to attend a future meeting. J.Anderson mentioned that the OT did look at CYO events, most were recruitment and retention (outside the mission of the Council), but there was an event which already occurred that may be a good fit. CYO has a lot of youth initiatives and there may be opportunities for sponsorships. Council would like to review the CWC Sponsorship guidelines.

Action: Reach out to Bob Hewson with CYO to present at the February meeting - D.Anderson

Action: Will send out sponsorship guidelines for review - Sednek

Kitching would like Trout Unlimited (TU) to present to the Council. Does CPW have contacts with TU?

Action: Look into other CPW working relationships with TU - J. Anderson

Hunter/Angler Data Discussion - Ehrhart-Gemmill (Recording @ 1:30:30)

Discussed the data from the quantitative survey about awareness of CWC with hunters/anglers (H/A).

Council Discussion

Only 15% are aware of CWC. Feel that H/A could become good advocates for CWC, but there is a lot of room for improvement. R&R clarified that the results showed that 15% of H/A are 'very familiar' with CWC, and overall familiarity with CWC is over 50%. The message has gone out to H/A even if there is confusion on who CWC is. What is more important, that they know the message or know who we are? How do we bring constituents (H/A) from awareness to advocacy? Could have a meeting with different conservation groups where they could learn more about CWC. The Council could sponsor specific events and briefly share information about what CWC does. A prior OT met with hunters on leftover license day, and encouraged folks to text people about the benefits of hunting

within their circles. It is important to give H/A an action. Could we change the 'fund' language on all hunting/fishing licenses to be more relevant?

How can we establish active partnerships? Perhaps a sponsorship could go towards grassroots movement for advocacy. R&R Mentioned that the survey did ask how H/A would like to support CWC. Attending events, initiatives, and meetings, then talking with friends and families.

Kitching mentioned that there could be a possibility to increase the sponsorship dollars with 5Point Film Festival to a level that would play a video with CWC's message.

The Council would like to create a subcommittee for Hunter/Angler Advocacy. Interested members are Ehrhart-Gemmill, Williams, Weyand, Gates, and Twinem. Sednek requested that these meetings take place on the same day as the set calendar meetings and to have the subcommittee members take minutes. The subcommittee will communicate with Sednek on when these will occur.

Action: Talk about changing CWC education fund name on License - J. Anderson.

Action: Resend 5Point information to the Council - Kitching

Action: Share meeting times for the Hunter/Angler Advocacy Subcommittee - Ehrhart Gemmill

Legislative Initiatives & Engagement - Gates (Recording @ 2:03:05)

Requested an update on current legislative bills from CPW. The Council can learn more about bills by going to the Secretary of State website, read through Initiatives 2324-91 and 2324-101.

Gates suggested for the Council to engage at Sportsperson's Day at the Capitol in April (date TBD). This could be a good outreach opportunity with legislators. The event starts around 11:30 a.m., but potential legislative measures may occur earlier. The Council could meet virtually or in-person afterwards. Sednek will look into meeting locations at DNR headquarters. Would the Council want to sponsor this event?

Action: Inquire about a CPW legislative update and meeting locations with DNR - Sednek

Action: Determine date for Sportsperson's Day at the Capitol - Gates

Council & Subcommittee Reports - Gates (Recording @ 2:17:07)

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

For the Influencer subcommittee, reviewing the second round of content is almost complete. Stribling mentioned there could be value in updating the CPW sign at the Denver Aquarium and including information about CWC. Would CWC be interested in supporting/sponsoring trout in the classroom?

Public Comment (Recording @ 2:33:00)

Tony Gurzick (past CWC member) said CWC can share facts, provide solid data, and background information. Be proactive and talk about how predator management is good science.

Tim Emery (past CWC member) talked about the Council's origins and the importance of educating the general public in 2024 and beyond.

Naomi Hersh has used CWC resources since high school, by sharing them with other hunters and anglers so they can also share with the general public.

Winnie Yates is concerned that people who don't use the resource are voting and education is critical.

Ken Jones encouraged education efforts targeted at non-hunters and non-anglers.

Brett Axton stated it is important to talk to the 80% of people who are in the middle (not far-right or far-left). Focus on people who live from Fort Collins to Pueblo, and people who just moved here.

Council Discussion - Gates (Recording @ 2:50:35)

The Council had open dialogue about various topics.

It is important to talk with senators and representatives at the Capitol. The Council needs to be aware of different ballot initiatives. It was helpful to know that members of the public have sought out the CWC website for information to educate others. Would it be helpful for CWC to have more resources on the website, to guide people to these resources?

The Council needs to be adaptable and stay within the core mission. CWC can educate the public on the benefits of hunting and wildlife science, to give factual information. CWC should start this now and think about how to strategize our messaging.

Could CWC partner with NFL player Wolf to talk about this story and the benefits of hunting? It is not advised to have a celebrity spokesperson since other engagements can reflect poorly on CWC.

Does CPW have an AG they can talk with? Yes. CWC would like to have a written interpretation of what CWC can engage in and what they can talk to the public about regarding mountain lions.

Action: Have questions for AG regarding CWC sideboards for mountain lion messaging - Gates, J.Anderson, and Sednek

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

2024 Wildlife Council Meeting Dates

Month/Location	Date	Day of Month
<i>January - Virtual</i>	<i>1/18</i>	<i>3rd Thursday</i>
February - In-Person	2/15	3 rd Thursday
March - In-Person Planning Retreat	3/20-3/21	3 rd Wed/Thurs
<i>April - Virtual or In-Person *</i>	<i>4/18</i>	<i>3rd Thursday</i>
<i>May - Virtual</i>	<i>5/16</i>	<i>3rd Thursday</i>
June - In-Person	6/20	3 rd Thursday
<i>July - Virtual**</i>	<i>7/11</i>	<i>2nd Thursday</i>
August - In-Person	8/15	3 rd Thursday
<i>September - Virtual</i>	<i>9/19</i>	<i>3rd Thursday</i>
October - In-Person	10/17	3 rd Thursday
<i>November - Virtual</i>	<i>11/21</i>	<i>3rd Thursday</i>
December - In-Person	12/19	3 rd Thursday

**April - Tentative in-person meeting after Sportsman's Day at the Capitol*

***July meeting is on the 2nd Thursday due to the PWC meeting on the 3rd Thursday*