



COLORADO WILDLIFE COUNCIL

Meeting Minutes

July 11, 2024 ~ 10 a.m. - 12 p.m.

Virtual

Members Present: D.Anderson, Kitching, Orvis, Stribling, Twinem, & Weyand

Members Absent: Gates, Ehrhart-Gemmill, & Williams

Also in Attendance: CPW: Jennifer Anderson (Staff Liaison) & Ginny Sednek (Secretary); *R&R Partners:* Angela Suganuma (Account manager), Patrick Buller (Creative), & Adam Felder (website); *Public:* N/A

Key Takeaways

- Website traffic was up in Q2, driven mainly by paid traffic to the homepage
- Social media engagement rates were around 10%, which is typical for this type of campaign
- The Trout Fest event generated nearly 2.4 million media impressions
- Council approved purchasing new event materials

Call to Order / Introductions - Kitching

Called the meeting to order and made introductions.

R&R Partners Presentation

Q2 Website Analytics

- Traffic was up 16% in sessions and 20% in users quarter-over-quarter, driven by paid traffic
- Most traffic started on the homepage (94% of entrances) which had lower engagement rates due to paid traffic
- Organic traffic made up about 1/7 of total traffic and increased 10%
- Discussion on potentially making website more engaging, but website traffic is not the ultimate goal

Q3 Social Media Updates

- Reviewed sample social posts highlighting council members, animals, and informational content for Q3

Public Relations Updates From Trout Fest

- Trout Fest event generated nearly 2.4 million media impressions through TV, newspaper articles
- Successful outreach event reaching 4,000 pre-ticketed attendees

Action Items

- Sign up for Rockies suite in September
- Suggest Q3 newsletter topics
- Decide if Chair Gates should throw out first pitch at Rockies game

Council & Subcommittee Reports - Kitching

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

- Successful outreach event reaching 4,000 pre-ticketed attendees

Approve 24/25 Operational Plan and Budget - J.Anderson

The requested edits are reflected in the operational plan and awaiting the completion of a section. Updated the operational plan to meet accessibility requirements. The Council tabled this agenda item to the August meeting.

Purchase New Event Materials (Tablecloth, Tent, etc) - Kitching

- The Council approved purchasing new event materials

Motion - To purchase new CWC event materials - Anderson. Seconded. Motion carried unanimously.

Action: Order tablecloths and tent - CPW staff

August and October Meeting Locations - Sednek

- August meeting will be held in Denver at CPW headquarters
- October meeting being planned for the Glenwood Springs/Carbondale area

Council Discussion

- Start recruitment process for Chair Gates' East Slope Hunter representative role
- Emphasized the importance of each perspective for proper representation, to attend meetings, and productively engage in the Council’s work each month

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

[2024 Wildlife Council Meeting Dates](#)

Month/Location	Date	Day of Month
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