



COLORADO WILDLIFE COUNCIL

Meeting Minutes

May 16, 2024 ~ 10 a.m. - 12 noon
Virtual Meeting Via Zoom

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

Members Absent: Orvis & Williams

Also in Attendance: CPW: Ginny Sednek (Secretary), Kelly Kaemerer (Assistant Director), Chris Stork (AG); R&R Partners: Miriam Swofford (Account Director), Angela Suganuma (Account manager), Greg King (Creative), Paul Smith (Strategy), Jennifer Harlan (Media), Thomas Hardman (Website); *Public:*

Call to Order / Introductions - Gates

Made introductions and called the meeting to order.

R&R Partners Presentation (Part 1 Recording @ 01:45)

Creative & Production Update (slides 3 - 13)

Working with CPW on approval of the creative. The production company will be Futuristic (year two). Reviewed the production schedule, filming will begin mid-June (6/19-6/22). Post-production will overlap FY23/24 and FY24/25 (6/23-8/1). Will run the current campaign until the new campaign launches in September. Reviewed the post-production budget and allocations needed for FY23/24 and FY24/25. With post-production shifting to the next fiscal year (FY), will be \$219,808 under budget for FY23/24 and \$219,808 over budget for FY24/25.

Council Discussion

The Council preferred for post-production to occur within FY23/24, but approvals were needed from CPW's Executive Management Team on the selected creative. A suggestion for next time, is to approve the creative earlier (e.g. February), allowing for a more manageable timeline. The Council cannot spend over \$3 million (spending authority) but can reallocate within the same FY. The Council agreed to reallocate funds in FY23/24 and FY24/25 to compensate for post-production.

CPW will provide talent and locations by 5/24/24 and R&R will need time for pre-production prior to filming. Post-production can move more quickly if approvals take place in less than 4 business days since there will be multiple rounds of revisions. The EMT could review/approve the creative at their weekly Tuesday meetings.

The Council agreed to reallocate the \$219,808 for post-production to media for FY23/24 and to reallocate \$219,808 of media funds to post-production for FY24/25. The amount going towards media in FY23/24 will be spread across multiple tactics. The Council would like the stills from the new creative to be completed quickly for a refreshed look. R&R will work on expediting this.

Motion - To move \$219,808 from post-production to paid media for FY23/24 and have post-production occur in FY24/25 - Anderson. Seconded. Motion passes unanimously.

Motion - To reallocate \$219,808 from FY24/25 media to go towards post-production and creative asset creation - Ehrhart-Gemmill. Seconded. Motion carried unanimously.

Hunter & Angler Creative Update (slides 14 - 18)

Reviewed creative assets (banners, stickers, cards).

Rockies Promo Update (slides 19 - 22)

Reviewed the promo item and new idea for social media post.

Paid Media Plan/Review & 24/25 Media Recommendation (slides 23 - 89)

Similar performance with 1st/2nd phase and performing at benchmark. Reviewed the budget, tactics, and audience for the FY24/25 media recommendation. Will run on TV pre-election and post-election. For out-of-home (OOH) will utilize digital billboards (cost savings). Will continue light rail wrap and Rockies Sponsorship. Reviewed digital media tactics and budget. Reviewed social media strategy and budget. Proposed additional considerations for digital and OOH if budget allows. Will make adjustments to the media recommendation and propose changes at the June meeting due to the reallocated media funds in FY24/25.

Council Discussion

Will need to consider the budget for TV with the reduction in media dollars in FY24/25. R&R reassured the Council that the existing creative is not worn out and will run the existing assets and then change out with the new creative once completed. Are the light rail impressions riders or all people who could have viewed the wrap? How is ad recall measured? R&R recommends a 3rd party brand lift study, which is not included in the paid media plan. For ad recall, it is suggested to deliver a message 3 -12 times per viewer, viewing 7 times is optimal.

Due to the reallocated media budget, is the Council ok with starting the new media in September (9/2) instead of August (8/1)?

Motion - To reschedule launch media to 9/2 from 8/1 - Kitching. Seconded. Motion passes unanimously.

Approve Sponsorship Guidelines - Sednek (Part 2 Recording @ 0:44:50)

Due to the increased interest in providing sponsorships to events and organizations, these guidelines were created as a guiding document for the Council to decide if sponsorships align with CWC's mission. Per advisement from the AG, the Council should reference their COI policy (to be created) and just reference the COI policy in the guidelines. Council members will need to fill out 2 Google forms for each sponsorship. Prior to a sponsored event (60 days before), the sponsorship request form must be filled out since all memberships/sponsorships require CPW approval in advance of payment. The second form, sponsorship wrap report, must be filled out after the event and include the wrapped data (what was received for sponsoring the event). These forms are put in place due to the workload for the sponsorship approvals and to ensure justification/data is received about the tangible benefits of the sponsorship. For the Sponsorship guidelines, please provide feedback to Sednek and J.Anderson.

Action: Move Approving Sponsorship Guidelines and CWC COI policy to June Agenda - Sednek

Approve Outdoorsman's Days Sponsorship (Colorado for Responsible Wildlife Management and Colorado Trappers and Predator Hunter Association) - Kitching (Part 2 Recording @ 0:52:15)

Chair Gates recused himself from this agenda item. Redoing agenda items is standard protocol, in this case, Gates' recusal was not made clear or noted in the April minutes. CWC approved to sponsor Outdoorsman's Days. The vote included one abstention, two absences, and the remaining six votes in favor of the sponsorship.

Approve Sponsorship to Colorado Youth Outdoors (CYO) Charitable Trust - Gates (Part 2 Recording @ 0:55:08)

Presented three sponsorship opportunities with CYO: 3-D archery shoot in July (\$1,500), annual fundraiser (\$2,500), and Discover CO Partnership activity book (\$5,000-\$7,500). What would be received for the sponsorship (mentions, ads, banners, etc)? The 3-D shoot will have signs, a banner, and logo to promote the event. The booklet would be a full page of CWC information. CWC can wait for the new vendor to help facilitate these sponsorship efforts.

Action: Move this agenda item to the June meeting - Sednek

Bylaw Review (Sponsorships) - Anderson (Part 2 Recording @ 1:02:20)

This agenda item was tabled for the June meeting. Will need to move the COI information from the bylaws and reference the yet-to-be-created COI policy.

Action: Add Bylaw Review to June meeting agenda - Sednek

Council & Subcommittee Reports - Gates (Part 2 Recording @ 1:05:30)

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

Operational Plan Review and Feedback - Sednek (Part 2 Recording @ 1:10:20)

Please email feedback/edits to J.Anderson regarding the draft operational plan and budget.

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

2024 Wildlife Council Meeting Dates

Month/Location	Date	Day of Month
June - In-Person	6/20	3 rd Thursday
July - Virtual**	7/11**	2 nd Thursday**
August - In-Person	8/15	3 rd Thursday
September - Virtual	9/19	3 rd Thursday
October - In-Person	10/17	3 rd Thursday
November - Virtual	11/21	3 rd Thursday
December - In-Person	12/19	3 rd Thursday

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