



# COLORADO WILDLIFE COUNCIL

## Meeting Minutes

June 20, 2024 ~ 10 a.m. - 2 p.m.

Red FoxRoom at CPW Headquarters ~ 6060 Broadway, Denver, CO 80216

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

**Members Absent:** Orvis & Stribling

**Also in Attendance:** CPW: Jennifer Anderson (Staff Liaison), Kelly Kaemerer (Assistant Director), Ginny Sednek (Secretary), Chris Stork (AG Office); R&R Partners: Angela Suganuma (Account manager), Greg King (Creative), Jennifer Harlan (Media), Thomas Hardman (Website); **Public:** (v)= Virtual Attendance for Council

### Key Takeaways

- Reviewed and approved minutes from previous meetings
- Discussed media plan updates and out-of-home advertising strategy
- Approved conflict of interest policy and sponsorship guidelines
- Hired contractor to facilitate hunter/angler outreach subcommittee work
- Discussed need for council member participation and engagement

### Call to Order / Introductions - Gates

Made introductions and called the meeting to order.

### R&R Partners Presentation

#### Creative and Production Update

- Currently filming 4 new TV spots: Big Horn sheep, swift fox, guided by science, fish delivery
- Showed examples of other campaign elements: light rail wraps, billboards, banners
- Notified Council of budget change due to hours being in the incorrect bucket

### 24/25 Paid Media Overview & Budget

- Reviewed FY24-25 media plan updates
- Digital starting Sept 2 along with TV; moved Spotify & YouTube Audio to Dec
- Pre-election TV flight now 5 weeks (was 6); post-election flight unchanged
- Discussed pros/cons of digital vs static out-of-home boards,

**Action:** Provide a Map of billboard locations - R&R Partners

**Action:** Submit Council members to R&R Partners for Social Posts - Council

### Approve Minutes - Gates

**Motion** - The Council approves the minutes as read from the following meetings March (3/20-21 and 3/28), April (4/18), and May (5/16) - Anderson. Seconded. Motion carried unanimously.

- Approved minutes from Mar 23, Mar 28, Apr 18, May 16 meetings

### Treasurer Report - D.Anderson and J.Anderson

At the time of this report ( 6/5/24), the fund balance is \$2.11 million, expenditures are \$2.77 million and revenue is \$2.09 million. With the current projections in place, the Council could anticipate ending FY24 with \$2.44 million in the fund balance.

- Treasurer reported fund balance of \$2.1M as of early June

**Action:** Contact Regulations Manager for surcharge change and timing - J. Anderson

#### **Operational Plan Review/Feedback - J.Anderson**

Sent out updated CWC Operation Plan. July/August is the timeframe where CWC needs to send to the Director. Council would like to post the upcoming vacancy role of East Slope Hunter Representative early (August)

- Provide feedback on draft operational plan before July meeting
- Discussed need for advance planning on upcoming council member term expirations and appointments
- Want to meet with CPW director annually to align on council's role and initiatives

**Action:** Invite Director Davis to the August CWC meeting - Sednek

#### **Approve Conflict of Interest Policy - Sednek**

Per the recommendation of the AG, a conflict of interest policy was created for the CWC, which was mirrored from the Parks and Wildlife Commission policy created by the AG's office.

**Motion:** Move to approve COI policy - Kitching. Seconded. Motion passes unanimously.

- Approved conflict of interest policy and sponsorship guidelines

#### **Approve Sponsorship Guidelines - Sednek**

Informed the COuncil about why the sponsorship guidelines were created and the needed forms to fill out when requesting sponsorships and wrap reports after events take place. The council wanted to change the language of 'in concert with R&R Partners' to 'in assistance with advertising agency'.

**Motion:** Move to approve the Sponsorship Guidelines as amended - D. Anderson. Seconded. Motion passes unanimously.

- Approved sponsorship guidelines

#### **Sponsorship for Colorado Youth Outdoors Charitable Trust - D.Anderson**

Do not have a sponsorship opportunity to present at this time.

#### **Sponsorship General Discussion - Gates**

Inquired about participation at Outdoorsman's Days and handouts for hunter/angler advocacy.

#### **Bylaw Review (Sponsorship) - D.Anderson**

No further discussion.

#### **Introduce Hunter/Angler Outreach Contractor - Ehrhart-Gemmill**

- Hired contractor DeAngelo (DLo) Wilkinson to secure sponsorships, create events, order promo items, facilitate awards program
- DLo to work with subcommittee; will provide monthly updates to full council
- Council members can refer sponsorship ideas to DLo

**Action:** Include contractor's role in the Operational Plan - J.Anderson

**Action:** Share contractor's email contact with Council - Sednek

### Executive Management Team Update - Kaemerer

- Big game season structure finalized; wolf management regs approved
- New website launching in Aug will be more user-friendly
- Working to address increase in human-wildlife interactions and water-related fatalities
- Discussed how CPW can share factual info on ballot initiatives while remaining neutral

### Rockies Promo Day Discussion - Gates

Interested in what seats are available for the promo day at the Rockies.

- Finalize attendees for Sept 14 Rockies promo event

Action: Invite CPW staff who participated in creative production - Ehrhart Gemmill

Action: Decide who will throw first pitch - Council

### Parks and Wildlife Commission (PWC) Presentation Discussion - Gates

CWC would like to present to PWC in Aug for 7-10 minutes. D.Anderson and Gates will attend.

- Request time to present to CPW Commission in Aug

### Council & Subcommittee Reports - Gates

Council shared the work they are doing on the subcommittees, events they are attending, and organizations they are working with. Would like CWC website to include more science, facts, and resources.

Action: Decide preference of Aug/Oct meeting locations by 7/11 - Council [WATCH \(30 secs\)](#)

Action: Schedule a Hunter and Angler subcommittee meeting for 7/18 at 9am - [WATCH \(30 secs\)](#)

### Public Comment

N/A

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

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### 2024 Wildlife Council Meeting Dates

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

\*\*July meeting is on the [2<sup>nd</sup> Thursday](#) due to the PWC meeting on the 3<sup>rd</sup> Thursday