



COLORADO WILDLIFE COUNCIL

Meeting Minutes

February 15, 2024 ~ 10 a.m. - 2 p.m.

Red Fox Room at CPW Headquarters ~ 6060 Broadway, Denver, CO 80216

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

Members Absent: Orvis

Also in Attendance: CPW: Jennifer Anderson (Staff Liaison), Kelly Kaemerer (Assistant Director), Ginny Sednek (Secretary); R&R Partners: Jacqueline Meason (Corporate Director), Miriam Swofford (Account Director), Amelia Holt (Account Manager), Pat Buller (Creative), Paul Smith (Research) (v)= Virtual Attendance for Council

Call to Order / Introductions - Gates (Part 1 recording @ 00:00)

Made introductions and called the meeting to order.

Future of Outreach Team - Gates (Part 1 recording @ 02:30)

The Council agreed to not have an Outreach Team in 2024 and will decide what to do with the budget at the retreat. The Council expressed interest in amplifying the new message towards hunter/angler advocates and will discuss more when the subcommittee has a succinct plan.

Motion: To pause the Outreach Team for 2024 - Kitching. Seconded. Motion passes unanimously.

Budget Allocation Amount for FY25 - Gates (Part 1 recording @ 22:40)

Outcome: For FY25, the Council would like R&R Partners to focus on creating assets (production) and media. The Council directed R&R to plan a budget of \$2.8 million. R&R will create a budget that amplifies media and asset creation. They will come to the retreat with strategic recommendations.

Discussion: There can be flexibility with paid media until contracts are signed. The focus will remain on the current target audience and the Council was interested in a subset audience of hunters/anglers to amplify CWC's message. For assets, the Council would like to see more authentic, fresh, proactive, and quick creative production for the campaign and also have assets for hunter/angler advocates. R&R was planning for another round of assets with similar messaging and will explore new visualizations. There was interest in a broader distribution of assets to increase awareness of the Council statewide. The Council stressed the importance of having a big media push earlier (first and second quarter) and to be strategic during the election year to get the best value.

New Creative Messaging and Direction to R&R Partners - Gates (Recording @ 1:09:15 part 1)

Continue the 'Science in the Wild' messaging.

R&R Partners Presentation (Part 1 recording @ 1:10:30)

Rockies Creative and Promo Item (slides 3 - 9)

Reviewed new radio scripts (30 seconds), videos (elk and moose), LEDs, and L-Bar. Will share with the Creative Subcommittee for approval. Showed KOA radio demographics. For images, the Council recommended swapping out foxes for bobcats, lynx, or mountain lions. The Council would also like the animal names on the screens, but legibility is questionable. R&R proposed hats (trucker, beanie, cowboy) for the promo item. The Council thought tote bags were more usable (sized items are difficult to meet everyone's needs). Other options were a rally towel. Rockies reported that attendees brought the tote back repeatedly. Will make sure to print the QR code on the bag, not the packaging and increase tote size.

Motion: To move forward with the tote bag - Williams. Seconded. Motion passes unanimously.

Creative Production Planning (slides 10 - 12)

For production partners, the Council is interested in multiple bids focused on smaller productions with selections focused on creative execution and tactics.

The Council would like to focus on the following messaging thought starters: predator management, rivers and streams, and outdoor access. Could highlight good management and Colorado having a world class elk herd. For rivers and streams, could speak about optimized flows for wildlife and municipalities.

Paid Media Updates (slides 5 - 10)

Early light rail wrap installation (bonus time), purchased last minute Grammy's spot and superbowl pregame spot.

Council Discussion

What messaging thought starters resonate with the target audience? Still need to get the audience over the morality issue, talk more about science affecting wildlife, focus on how hunting/fishing dollars help wildlife. An idea was brought up to talk about keystone species and their environments.

Approve Minutes - Gates (Part 1 recording @ 1:38:30)

Motion - The Council approves the minutes as read from December (12/12) and January (1/18) - D. Anderson. Seconded. Motion carried unanimously.

Treasurer Report - D.Anderson and J.Anderson (Part 1 recording @ 1:39:45)

At the time of this report, pulled on 2/1/24, the fund balance is \$2.512 million, expenditures are \$1.49 million, and revenue is \$1.207 million. With the current projections in place, the Council could anticipate ending FY24 with \$2.98 million in the fund balance. Did remove the reserve terminology. Revenue is showing a trend of coming in less than the estimated revenue, which is an average of the prior 2 years revenue. It was recommended to keep an eye on Commission discussions, since changes could impact license sales.

Colorado Youth Outdoors - Bob Hewson & Courtney Strouse (Part 2 recording @ 0:00:00)

Colorado Youth Outdoors (CYO) spoke to the Council about their mission, which is to develop relationships through traditional outdoor recreation (fishing, archery, shooting sports) and current programs. CYO would like to find ways to partner with CWC. Also mentioned that other organizations can use the CYO campus for outdoor experiences.

Council Discussion

The Council was interested in working with CYO and making sure to stay within CWC's mission. Are there ways that CYO identifies the economic benefits of hunting and fishing in their classes? Adults attend the classes too and messaging does sink in to program attendees. Hewson reviewed the different funding methods of CYO and thought a good fit for CWC could be 'designated grants', which specify what the dollars go towards. CWC could pilot something at CYO. The Council also expressed interest in hosting a meeting or having the CWC trailer at CYO. To learn more about, visit the [CYO website](#). D.Anderson will be the main point of contact with CYO.

CPW Executive Management Team (EMT) Update - Kaemerer (Part 2 recording @ 29:10)

The EMT is interviewing for two assistant director positions, one is for a new branch called Outdoor Recreation and Lands. The annual budget process is underway with the summit on 3/11-12. The next Parks and Wildlife Commission (PWC) meeting will be on 3/13-14 in Denver. Due to the AV issues

at the February PWC meeting, contact Kaemerer directly if you experience AV issues. The Partners in the Outdoors conference will be 4/15-4/17. For the Philanthropy at Work program, staff can submit proposals for funding under four categories and applications are reviewed by a committee.

CWC Budget Forecast and Spending Authority - Patricia Nord (Part 2 recording @ 39:50)

Reviewed the current trends of the CWC fund balance. Before the Council was building the fund balance (revenue was higher than spending), but there has been a shift and now the Council is spending more than the annual revenue. The Council has 5-6 years before they spend down all of the balance if trends remain consistent. The Council will need to consider how many funds they want to keep in the fund balance. Currently revenue is on track (bulk of revenue comes in April/May/June) with an estimated total for FY24 of \$2.5 million.

Council Discussion

The bulk of revenue in April/May/June is from draw applications, qualifying licenses, and fishing licenses (since they expire 3/31). A thought from prior meetings was to seek an increase in spending authority, but it is not evergreen that the Council will have \$3 million to spend. The Council could go through a legislative process to increase the surcharge on licenses to a set amount or percentage. The fund balance has to stay within the Council. The Council could look at what is needed in the future for advertising with cost increases.

Council & Subcommittee Reports - Gates (Part 2 recording @ 0:00:00)

Registration, lodging, and mileage will be reimbursed if Council members want to attend the Partners in the Outdoors conference (April 15 - April 17).

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

2024 Wildlife Council Meeting Dates

Month/Location	Date	Day of Month
March - In-Person Planning Retreat	3/20-3/21	3 rd Wed/Thurs
April - In-Person - Sportsperson’s Day at the Capitol	4/18	3 rd Thursday
<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

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