



COLORADO WILDLIFE COUNCIL

Meeting Minutes

March 20-21, 2024 ~ 10 a.m. - 5 p.m., March 21, 2024 ~ 8:30 a.m. - 2 p.m.
Best Western Vista Inn ~ 733 US Hwy 24 N, Buena Vista, CO 81211

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

Members Absent: Williams

Also in Attendance: CPW: Jennifer Anderson (Staff Liaison) & Ginny Sednek (Secretary); R&R Partners: Miriam Swofford (Corporate Director), Angela Suganuma (Account Manager), Pat Buller (Creative), Paul Smith (Research), Jennifer Harlan & Tom Hardman (Media), Erin Mowry (PR), & Katie Francis (Social Media) (v)= Virtual Attendance for Council

March 20: 10 a.m. - 5 p.m.

Yale Room

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

Made introductions and called the meeting to order.

Council Discussion - Gates

The Council discussed R&R Partners' performance over the past year:

Concerns: pushback about content, staff turnover (loss of focus), agency size, extra work taken on for edits/changes in creative direction, similar creativity to 'This is the Wildlife', don't ask Council for their expertise (supposed to be a partner), expensive (billable hours), creative doesn't 'wow' and is lacking, and don't feel we are getting what we are paying for.

Requests: access to the asset library (owned by CWC), be more nimble/quick decisions, want presented information (PowerPoint) to be easier to understand (snippets), want interaction with the end product, want more organic/authentic creative (not commercialized).

This is a critical year, relevant messaging is necessary, cannot go dark, and important to give R&R Partners specific direction. For FY25, want funds to go towards paid media.

FY25 Operational Plan Timeline and Bylaw Q/A - J. Anderson (Part 2 recording @ 0:00:55)

The Council will need to prepare an annual operational plan for FY25 (high-level overview, summary of recent campaigns/subcommittees/accomplishments, set goals/priorities, and budget). Timeline:

- Review the first draft before 4/18 meeting and provide edits
- Review the second draft before 5/16 meeting and provide edits
- Final draft for review/approval at the 6/20 meeting - then to Director Davis for approval

Action: Provide operation plan high level goals to J.Anderson - Council

Action: Add Operational plan review to 4/18 and 5/16 meetings - Sednek

Sportsperson's day at the Capitol event: set-up at 9 a.m., tabling starts at 10:30 a.m., lunch starts at 11 a.m. to 1 p.m., and CWC meeting is from 2-4 p.m. The Council can hand out swag and/or support financially. Parking costs are reimbursable, please keep receipts.

Motion - To support Sportsperson's Day at the Capitol with \$500 Sponsorship - D. Anderson.

Seconded. Motion carried unanimously.

Action: Send logo to Gates and prepare swag for the event - Sednek & Anderson

Action: Work with CPW Staff on sponsorship and coordinating trailer/swag pickup - Gates

Suggested to review Council bylaws annually. Would like to edit when Council elections are held and how to stagger turnover. Council terms are set in statute and to make changes, would have to open the statute. Terms could be staggered if someone leaves early or does not complete a 2nd term.

Action: Share CWC terms document with Council for April Meeting - Sednek

R&R Partners Presentation (Part 2 recording @ 0:17:55)

FY23/24 Highlights (slides 3 - 5)

Reviewed highlights over the past year.

Research & Strategy (slides 6 - 13)

Reviewed the target audience (adventurous environmentalist), 2-step approach (what audience needs to hear: address moral issues and educate about the benefits), and need to hear messages from a trustworthy source (not hunter/angler groups). Reviewed locations where the target audience consumes media. Hunting/fishing issues rank last with this audience and need strategic awareness to increase understanding. Reviewed business and marketing objectives, strategic framework, initiatives of advocate support, and legislative resources.

Paid Media (slides 14 - 61, Part 2 Recording @ 00:34:00)

Reviewed media objectives, goals, planning parameters, campaign results, flowchart schedule, and tactics. For the 24/25 - reviewed channel strategy funnel, audience journey, trends, and media consumption behaviors. Reviewed paid media update: Snapchat is a top social media performer. Want to avoid TV when saturated with political ads (expensive, people tune out). Will not go dark in July and will book media 3-5 months in advance.

Council Discussion

Want statistics of the west slope vs. other small cities in CO. R&R will look into this. Would like to see ads around March Madness. R&R will look into putting funds toward this. R&R reviewed what YouTube shorts were. The PGA was suggested for ads, but R&R mentioned it is costly with fewer viewers. Will look into other sports streaming options. The Council went over the audience journey framework regarding changing perceptions. Important to have multiple touchpoints (3-10) for the target audience. What about responsive ads in Google? R&R mentioned that this can be a costly tactic and CWC doesn't currently have direct competition (e.g. like a business). The Google search could be helpful for awareness if we use messaging touch points (e.g. largest elk pop in the world). R&R will look into the search engine optimization (specific keywords/phrases) for cost and will follow up. What is the cost breakdown of influencers? \$84,000 for the whole year (influencers and paid amplification). The Council wants to know the cost of influencer management through Undertone. Will run the fall influencer flight earlier to maximize visibility. R&R is constantly monitoring what is working (asset performance) and will swap out low-performing assets. The goal of this campaign is to soften mindsets with an unbiased narrative. Will R&R look into the support of hunting/fishing after the election? Will continue with the annual tracker in September. Council would like a presence, 30-90 days before the election so messaging is top of mind.

Creative (slides 62 - 85, Part 2 Recording @ 02:03:20)

Reviewed creative objectives and proposed creative assets (2 -:30 second spots and 4 -:15 second spots).

Council Discussion

Would like to make sure future billboards are easier to read (font color/fading). The creative involving CPW staff and/or concepts with bears will need approval from the CPW Executive Management Team (EMT). The Council discussed some of the pros and cons of the presented creative ideas. Want the new creative to feel more authentic and cinematic (cine-doc, documentary feel that triggers emotions). Seeds and Batty are performing well and feel more authentic. The Council wants a production team that has the vision they are looking for. R&R will work with the production company on these details. Could hire story producers to do the work according to Council/R&R Partners' direction. The Council supports the creative subcommittee's review and direction of

proposed production companies. Could have voice-overs of CPW staff and capture images of biologists working. The Council would like R&R to transition away from initially presenting scripts (caught up in the wording), instead present bigger concepts and approve scripts later. R&R mentioned that it can be difficult to get all the correct messaging into a :30 or :15 second spot. Suggest creating a framework for CPW staff to follow, like social media guidelines, so the correct messaging is used and comes across more authentically. For CPW EMT approval, need a paragraph overview regarding these concepts including the ideal CPW staff. The creative subcommittee can approve the write-up and the full Council will be more involved with implementation. The creative for advocates could use existing assets and change the wording (instead of hunters, use you). The council would like access to the assets.

Action: Paragraph overview of creative concepts for CPW EMT approval - R&R Partners

PR & Partnerships (slides 86 - 98, Part 2 Recording @ 03:51:50)

Reviewed PR efforts, 2023 Rockies Partnership, and what to expect for the 2024 Rockies Partnership. The CWC promotional day will be 9/14.

Council Discussion

Interested in fox footage for a video post. R&R will look into this. Reviewed options for the promo day tote bag. Request message to be in a larger font.

Motion: To move forward with the third design (elk) with a larger font - Ehrhart-Gemmill. Seconded. Motion passes by majority vote.

Social Media (slides 99 - 105, Part 2 Recording @ 04:14:10)

Reviewed CWC social media learnings and optimization.

Council Discussion

Would like to re-evaluate spending on TikTok. CWC doesn't have any organic posts on TikTok or Snapchat, just paid video ads (no CWC account). Does CWC have community engagement management on social media? Do not currently have this for paid ads. Council suggested social management to hide explicit comments and promote correct information. The Council wants to build more community on social media.

FY24/25 Budget & Timeline (slides 106 - 111, Part 2 Recording @ 04:30:05)

Reviewed the R&R Team, prospective budget for FY24/25 (reallocated \$100k towards paid media), and timeline. Asked for direction with the \$55k opportunity fund.

Council Discussion

The council was interested in putting additional funds towards media (TV). For billboard locations, focus on Denver/Boulder and book in advance. Will resume budget conversation on 3/21/24.

Hunter/Angler Subcommittee Update - Ehrhart-Gemmill (not on the recording)

Presented ideas to increase CWC awareness/advocacy with hunters and anglers: partner outreach days (e.g. Sportsperson's Day), sharing info by email (publication and partner groups), an annual award, grassroots flyers, sponsoring events, and hiring temp staff (contract or temp). There was interest in working with conservation groups via a community approach. For the creation of assets, it was suggested to work with R&R Partners and the opportunity fund. The estimated cost was \$40k for the assets. R&R will respond with lead times and printing costs. The Outreach team did have business cards printed that could be used for events. The subcommittee will create a list of specific assets (sizes and content). For the award idea, need to see if this aligns with the CWC mission.

Motion - To approve the use of the opportunity fund with R&R Partners to design/print hunter/angler outreach materials - D. Anderson. Seconded. Motion carried unanimously.

Motion - To approve the allocation of \$120,000 from the operating budget to the Hunter/Angler Subcommittee efforts - D. Anderson. Seconded. Motion carried unanimously.

Sponsorship Discussion - Anderson (not on the recording)

Sponsored Colorado Environmental Film Festival in Golden (Feb), Fly Fishing Film Tour (F3T) (March), and 5Point Film Festival (April). Tightline Outdoors has been an event sponsor and hosted a meet and greet. Messaging was tested and the one with the highest engagement was the explanation of what the \$1.50 surcharge was for. CYO is working on ideas to present to the Council.

Recess

March 21: 8:30 a.m. - 2 p.m.

Yale Room

Council Discussion - Gates (Part 3 recording @ 0:00:00)

The Council discussed budget options for FY25; want a bigger spend on paid media. Want more transparency and reporting on agency fee hours and where funds are spent. For the proposed creative, will need to choose a different topic than predator management. For messaging, could look at other channels to share relevant messages (social, influencers, newsletter, etc). The Council discussed other creative topic ideas. Would like the CWC website to have links to the science/research/studies on different wildlife species. Want pages added for bobcats, wolves, and mule deer. Request R&R includes a copywriter in the budget.

R&R Partners Presentation and Council Discussion (Part 4 recording @ 0:00:00)

Were informed to not have predators as a focus for the new creative. The four concepts that the Council would like to move forward with are a generalized topic (why wildlife management is important), stock fish via plane, swift fox, and bighorn sheep. Website additions: links about current research of specific wildlife and add wildlife pages for bobcats, wolves, and mule deer. These additions to the website can also be communicated through the newsletter and social media. For the general topic, show multiple wildlife species and have an all-encompassing message. Will need to make sure this comes from a trusted source (show visual of biologists working). Would like to see the overview of these concepts and will focus on scripts later. RR will prioritize using the footage they have, but for broadcast, will need to make sure it is better quality footage.

The Council does not want to have creative production in FY25 (\$400k), instead move that to a strategic media spend. There are still creative needs/deliverables and R&R will keep hours available for one-off requests. A minimal creative budget means there won't be any new creative for the following year. The Council will move forward with this plan and modify it if needed. R&R will dedicate more funds towards media and present an updated budget for approval on 3/28 at p.m.

Approve Minutes - Gates (Part 4 recording @ 0:37:20)

Motion - The Council approves the minutes as read from February (2/15) - D. Anderson. Seconded. Motion carried unanimously.

Treasurer Report - D.Anderson (Part 4 recording @ 0:37:45)

At the time of this report, pulled on 3/7/24, the fund balance is \$1.96 million, expenditures are \$2.07 million and revenue is \$1.24 million. With the current projections in place, the Council could

anticipate ending FY24 with \$2.47 million in the fund balance. The total fund balance could increase or decrease based on license sales. In the next several years, will monitor the fund balance if license sales decrease and adjust spending accordingly. The CWC surcharge is not tied to CPI. CWC would have to look at the CPW regulations calendar if they would like to change the surcharge amount.

Action: Ask CPW Regulations Manager on calendar timing - J. Anderson

CPW Executive Management Team (EMT) Q&A - Kaemerer Canceled

Council & Subcommittee Reports - Gates (Part 4 recording @ 0:46:10)

Council shared the work they are doing on the subcommittees, events they are attending, and organizations they are working with. The hunter/angler subcommittee would like to meet to review the asset list. Can also use Outreach Team assets (yard signs, trailer, etc).

Set Goals and Priorities for FY25 - J. Anderson (Part 4 recording @ 01:06:08)

Kitching would like to have Trout Unlimited speak with CWC on messaging and strategic approach. DRAFT Goals and Priorities Ideas for July 1, 2024 to June 30, 2025

- Keep a close eye on the budget, prioritize expenditures
- Biggest bang for our buck from expenditures
- Create as many educated voters as possible
- Reinvigorate the CWC original intent
- Capitalize on messages already out there
- Additions to website
- H/A outreach/engagement ideas
 - Create and increase CWC visibility with the H/A community
 - Hunters/anglers as ambassadors of CWC messaging
 - Engage with constituent groups through community and relationships

Legislative Initiatives and Engagement - Gates (Part 4 recording @ 01:23:23)

Reviewed legislative bills relevant to the Council, hunting, and firearms. Gates would like to work on finding a replacement for his role (East Slope Hunter Representative) since his term ends 2/2025.

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

2024 Wildlife Council Meeting Dates

Month/Location	Date	Day of Month
April - In-Person - Sportsperson’s Day at the Capitol	4/18	3 rd Thursday
May - Virtual	5/16	3 rd Thursday
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