



# COLORADO WILDLIFE COUNCIL

## Meeting Minutes

Thursday March 28, 2024 ~ 4 p.m. - 5 p.m.  
Virtual Via Zoom

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

**Members Absent:** Stribling

**Also in Attendance:** CPW: Ginny Sednek (Secretary) & Kelly Kaemerer (Assistant Director); R&R Partners: Miriam Swofford (Corporate Director), Angela Sukanuma (Account Manager), & Pat Buller (Creative)

### **Call to Order / Introductions - Gates (recording @ 00:00)**

Made introductions and called the meeting to order.

### **FY24/25 Budget R&R Partners Presentation & Council Discussion(recording @ 0:00:00)**

Reviewed the revised budget. Reallocated creative/production into paid media, now at \$2.29 million for media. Do not recommend social media management at this time due to costs. Do not monitor paid social media posts, only organic posts. Creative production is for minimum updates, if any requests are made, will have to increase the budget. Should we reallocate some funds from newsletters to media? Newsletters are an important tactic to use this year and do not suggest reallocating funds. Is R&R on board for the heavy media spend from Aug - Nov? Yes, this is clear for RR. If plans change later this year, then the budget can be changed as needed.

Will have to see what media is available. Will see what the rates are. R&R will begin the planning process to see what is available.

Since creative is at bare bones, does the council want more of a cushion? Suggest another 100 hours at \$20k. Can we move later? Yes, can move later, this shouldn't take too much additional time to reallocate the budget buckets on the contract with CPW.

It will be a good idea to keep an eye on the messaging and adapt as needed.

**Motion** - To approve the revised FY25 budget with R&R Partners - D. Anderson. Seconded. Motion passes unanimously.

### **Hunter/Angler SubCommittee - Ehrhart-Gemmill (recording @ 0:00:00)**

Kitching - Fly Fishing Film tour in Denver. \$750 sponsorship for west slope showing (Lani will manage).

**Motion** - To sponsor West Slope Fly Fishing Film Tour for \$750 - D. Anderson. Seconded. Motion passes unanimously.

Asset production and design by R & R will be \$40,000 and will come out of the opportunity fund.

**ACTION** - committee, review asset copy document and provide edits/comments by Apr 5, 2024 for final asset production by R & R.

Ehrhart-Gemmill - an overview of funds approved by council during March retreat were reviewed by committee with actions given to begin work.

**ACTION** - committee, send project manager vendor contacts to B. Ehrhart-Gemmill by April, 5, 2024

**ACTION** - T. Twinem and B. Ehrhart-Gemmill, begin project manager vendor scope of work

ACTION - Subcommittee will meet to check-in on progress made to action items on April 11, 9 a.m.

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

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2024 Wildlife Council Meeting Dates

Month/Location	Date	Day of Month
April - In-Person - Sportsperson's Day at the Capitol	4/18	3 <sup>rd</sup> Thursday
<i>May - Virtual</i>	<i>5/16</i>	<i>3<sup>rd</sup> Thursday</i>
June - In-Person	6/20	3 <sup>rd</sup> Thursday
<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 2nd Thursday due to the PWC meeting on the 3rd Thursday*