



# COLORADO WILDLIFE COUNCIL

## Creative Subcommittee Meeting Minutes March 8, 2024 ~ 1 - 2 p.m.

**Members Present:** Gates and Twinem

**Members Absent:** Ehrhart-Gemmill

**Also in Attendance:** Miriam Swofford, Pat Buller, Amelia Holt, Angela Suganuma, Paul Smith, and Ginny Sednek

### DISCUSSED

#### Production Budget

- For FY 23 / 24 we have \$400K remaining in the production budget.
  - This budget has to be spent by the end of this Fiscal (June 30, 2024)
  - R&R is planning to have scripts ready to present in the Annual Planning Meeting, our hope is to discuss production efficiencies to be more nimble
  - Tim's POV
    - Would like to get more assets in hand quicker
      - Smaller teams? More photography based?
    - See the budget stretch further
    - Not moving away from the messaging
    - Think more of a grassroots approach
    - Audiences
      - Get Hunters and Anglers the information they need. General awareness is important for this audience because of their sphere of influence. Without changing the campaign or the objective of the campaign
        - Doesn't need to be a whole campaign, but maybe print materials at shops at point of sale
        - Amplify current messaging but perhaps tweak slightly/have a separate execution
    - Love bottom funnel tactics, but to meet council objectives we need more awareness to reach target audience
      - What altitude to fly at between advocacy and awareness?
  - Paul Smith's POV
    - Thoughts on Micro stories about habitat restoration or threatened wildlife populations?
      - Example: helping bat or moose population
  - Dan's POV
    - Amplify the Ambassadors through an outreach through association representation
    - Want more advocates in the community
    - Need to get out what we have more in the community
      - Concern that people have not seen the current campaign
    - Current campaign is still relevant, perhaps we do not need a new campaign
  - Brittini's POV
    - Explore working with a video production company that costs less.
    - Still want the same amount (or more) of deliverables and stories being created but wants us to look outside a high cost production and rather focus on working with a company that costs significantly less
    - \$400K earmarked

- Would like R&R to work with someone who can create more with this amount than what we've previously scoped, or reallocate what is not spent to something else
- Basically, do more with less
- Have never spent that amount on production at CPW in the history of CPW; need to be fiscally responsible to constituents
- Q2 newsletter
  - Ginny email Council as an action item for newsletter topic ideas
- Predator management
  - Brittini POV:
    - Any content related to cats need to be approved through CPW (one-week approval process)
    - Can share facts and science, not opinions
    - [CPW mountain lion management webpage](#) has great info:
    - [FAQ PDF about Bobcat, Mountain Lion, and Lynx](#)

#### NEXT STEPS

1. Ginny to work with Council to get topics for Q2 newsletter