Meeting Minutes: Colorado Wildlife Council - November 18, 2024
9 - 11 a.m. ~ Virtual Via Zoom

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

Advertising Agency RFP Working Session
Provided an overview of the RFP process, including the timeline and steps involved. The Council discusses the need to understand the approval process and any legal considerations around the existing contract with R&R.

The Council expresses concerns about R&R's performance, the perception that their methods are outdated and their costs are high. They discuss the potential challenges of transitioning to a new vendor, including the need to ensure a smooth handoff of assets and materials.

Defining the scope of work
The Council reviews and provides feedback on the draft scope of work document, focusing on clarifying the terminology, defining the target audience and constituents, and ensuring the document captures all key requirements and expectations.

Measuring performance and accountability
The Council discusses the importance of establishing clear performance metrics and accountability measures for the selected vendor, including the potential to tie contract renewal to meeting specific goals and targets.

Budget transparency and itemization
The Council expresses a desire for more transparency and itemization in the vendor's monthly billing, rather than a single lump sum. They discuss the need to understand the vendor's profit margins and ensure the council is getting good value for the money spent.

Next steps and timeline
The Council outlines the next steps, including merging the edited documents, presenting an update to the full council, and establishing the specific instructions and evaluation criteria for the RFP proposals. They also discuss the overall timeline and the need to have a vendor in place by the start of the next fiscal year.

Next Steps with Action Items:
- Budget Section Review (D.Anderson)
- Review High-level RFP Timeline doc (Council)
- Merge SOWs (Kitching)
- Formal approval of Scope of Work of doc by the Council (Weyand to provide overview)
- Specific instructions for proposals - give clear guardrails for what we want to receive as part of the proposals (Ehrhart-Gemmill & Twinem)

- How to evaluate proposals (Kitching & Weyand)
- Creation of scoring matrix for proposals received