



# COLORADO WILDLIFE COUNCIL

Meeting Minutes: Colorado Wildlife Council - October 17, 2024  
10 a.m. - 2 p.m. - Third Street Center - Carbondale, CO

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

**Members Absent:** Twinem & Williams

**Also in Attendance:** CPW/State: Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Chris Stork (AG), Matt Yamashita (AWM), Andrea Gess (Licensing); R&R Partners: Miriam Swofford (Account Director), Paul Smith (Research), Angela Suganuma (Project Manager), Tom Hardman & Jen Harlan (Media), Mandy Walsh & Chloe Jex (Research), & Katie Francis (Social), and Logan Riley (Website); Public: Eden Vardy (Parks & Wildlife Commission), Perry Will (State Senator), Rick Lofaro (Roaring Fork Conservancy), Luis Yllanes (5Point Film Festival), Raleigh Burleigh (Sopris Sun)

## **Call to Order / Introductions - Gates**

Called the meeting to order and made introductions. Colin Laird and Andrea Stewart welcomed the Council to the 3rd Street Center, a community meeting space.

## **Approve Minutes - Gates**

**Motion** - The Council approves the minutes as read from the following meetings August (8/15) and September (9/19) - Ehrhart-Gemmill. Seconded. Motion carries unanimously.

## **Treasurer Report - D.Anderson**

Current revenue is approximately \$636K and expenditures are roughly \$739K. With the current projections, the Council could anticipate ending FY25 with \$2.2 million in the fund balance. Sednek created a treasurer report summary to post online that meets accessibility requirements, showing the same data in a simplified table format.

Since the Council spends the most on advertising, they wanted to see proposals from other advertising agencies for FY25/26. Going out to bid (request for proposal/RFP) will impact the final contract year with R&R Partners, which is renewed annually.

**Motion** - To seek request for proposal for other advertising agencies for FY25/26 - Anderson. Seconded. Motion carries unanimously.

**Action:** Review current scope of work and provide feedback - Council

**Action:** Schedule RFP work session on Monday 11/18 from 9 - 11 am - Sednek

## **Website Messaging - Gates**

The Council discussed ways to enhance the website's messaging and transparency. R&R will schedule a discovery session to see what is lacking and what the Council wants to achieve.

Prompting thoughts:

- What is the content that CWC wants people (target audience) to know?
- What will the site ultimately communicate (determine building blocks/foundations)?
- Highlight partnerships and discuss what this relationship could look like.

- Highlight conservationist of the year from the Hunter/Angler Outreach.

**Action:** Public Notice - Website Discovery Session (virtual) 11/12 at 11 am - Sednek

### **EMT Update - J. Anderson**

Provided relevant EMT updates including a list of the current CPW EMT members. The Council would like to schedule an annual meeting with the CPW Director and Executive Director for guidance. For new CWC vacancy announcements, it was recommended to share them with the Parks and Wildlife Commission members for distribution.

### **R&R Partners Presentation**

#### **Annual Tracker Survey Results**

Surveyed approximately 2,000 voters, maintained ~75% approval of legal regulated hunting, and approval of fishing has remained steady over the past five years. Hunting and fishing issues are not a top priority with the audience (like the economy), so the intensity of support dipped slightly. For messaging, the more people see our ads, the more they support hunting and fishing. Ad recall is consistent with prior surveys.

The Council expressed interest for R&R Partners to conduct a post-election survey to gauge public sentiment and to see if it could direct messaging.

**Action:** Ask AG about post-election survey - J. Anderson.

### **Q3 Website Analytics**

Website traffic was down over 91%, which was expected with the media strategy. Hug a Hunter and Angler URLs are renewed and being directed to the CWC website.

### **Social Listening**

Conducted social listening (online conversations) about Proposition 127 for volume, sentiment, and themes. The Council requested to see how social listening overlaps with the aired media ads in October.

### **Creative Campaign Performance Overview**

R&R Partners provided an update on the campaign's performance, including details on the media strategy, digital tactics, and creative executions that are resonating best with the target audiences. Did secure five bonus spots during football events. The Rockies are working on an annual recap report.

The Council discussed potential topics for the upcoming newsletter (winter recreation), including the impact of outdoor recreation on wildlife habitat and the need for greater collaboration between recreational users and wildlife managers.

**Action:** Topics for Q4 newsletter - Council

### **Licensing Update - Andrea Gess, Licensing Deputy Manager**

Provided an overview of recent trends in fishing, small game, turkey, and big game license sales, as well as a breakdown of resident vs. non-resident licenses and demographics like gender and age. Discussed upcoming changes, including the elimination of over-the-counter elk archery licenses for non-residents, potential changes to the draw system, and the upcoming bid process for the licensing system software.

### **Hunter/Angler Outreach Update - Ehrhart-Gemmill**

The Brewery event was a success with 42 attendees and candid conversations about wildlife. The recommendation is to host more brewery events with Council members in attendance to engage in conversations. Nate Zelinsky was the emcee for the brewery event and the Council discussed Nate's proposal for further promotional opportunities. The Council requested more time with the proposal.

### **Council & Subcommittee Reports - Gates**

Council members provided updates on their various subcommittee activities, including outreach efforts, partnerships, and upcoming events.

Vice Chair Kitching has accepted the role of West Slope Angler Representative and will assist with the recruitment of a new Municipalities Representative.

The November agenda will include a review of the officer election process and the Council will approve the 2025 calendar. The December agenda will include officer elections. Gates mentioned that the Sportsperson's Caucus will continue on the third Thursday of the month.

### **Public Comment**

Rick Lofaro spoke to the Council about the Roaring Fork Conservancy and how it relates to the Council. Rick suggested that the Council create a tagline and simplify their website URL (e.g. CWC.org).

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

### **2024 Wildlife Council Meeting Dates**

- November 21, 2024 - Virtual
- December 19, 2024 - In Person