

Minutes

August 7, 2019 ~ 10:00 am - 2:00 pm
Staunton State Park ~ Visitor Center
12102 S Elk Creek Rd ~ Pine, CO 80470

Members Present: Bohrer, Brown, Emery, Gates, Gurzick, Justman, Neinas, & Shettel

Members Absent: Melcher

Also in Attendance: *CPW Staff:* Jennifer Anderson (Council Liaison), Ginny Sednek (Council Secretary), Lauren Dobson (Assistant Director), Dan Prenzlów (Director), Becky Mares (Volunteer Coordinator), & Zach Taylor (Park Manager - Staunton); *R&R Partners:* Jacqueline Meason (Account Director), Amanda Bergman (Brand Manager), & Katie Fisher (Media); *The Fulcrum Group:* Sean Tonner; *Public:* Bob Radocy, Denny Behrens, Lynn Ensley, & Harley Metz

Call to Order/Welcome/Introductions - Neinas

Chairman Neinas welcomed members of the public and guests.

Approve Minutes - Neinas

Motion: The Council approves the minutes as read from the June meeting (6/5) and July conference call (7/10). - Brown

2nd - Emery

Motion carries by Council vote.

Treasurer Reports - Gurzick

The treasurer report consists of the final budget from FY19 and the initial FY20 budget. For FY19 estimated and actual expenses were on target, but actual revenue was higher due to the surcharge increase (January 2019) and the required qualifying license (April 2019). In the past, estimated revenue was projected by averaging the previous two years, but moving forward this will not give the Council a realistic estimate. Gurzick suggested doubling these averages and the Council agreed. A realization is that revenue may rise higher than the spending authority of \$2.2 million. The Council has a responsibility to their constituents to spend the revenue and could pursue this ask in 2020.

Action: Recalculate revenue estimates before the October meeting - Gurzick and Sednek

Director Introduction - Prenzlów

The Director thanked the Council for what they do for Colorado, CPW, and their constituents. There have been many changes in Colorado, including the leadership in the State, DNR, and CPW. The Director shared two of the Governor's Wildly Important Goals (WIGs) related to CPW:

1. Increase Public Access
2. Sustainable Funding for Parks and Wildlife

Even though CPW is trusted in the eyes of the public, it is important to broaden our base of support before we broaden the funding base. We need to succeed in telling our story, be proactive, and remain relevant. Help Colorado understand that we manage what people move here for. We have a fantastic recreation and trails system and we manage wildlife, habitat, and sensitive species. There is an interface of many people being outside and there are concerns about the impact on wildlife. It is difficult to keep everything in balance and we need to have a larger landscape view and approach.

Council Reports - Neinas

Brown spoke at a Backcountry Hunters and Anglers meeting. Gates will be at the CO Trappers and Predator Hunters Association meeting and would like to bring CWC swag. Emery was glad employees at Steamboat Lake State Park knew CWC and would like CWC to collaborate messaging with GOCO,

CPW, etc. Gruzick and Neinas worked with marketing directors from other state agencies to see where messages overlap. These agencies would like to gather more often, form partnerships, and utilize similar language. They showed the new :30 ad and it was well received. Bohrer stated that organizations collaborating is crucial for success and emphasized the importance of educating hunters too. Neinas would like CPW to keep the SHIFT Principles and Meridian report in mind.

R&R Presentation - R&R Team

Campaign Creative Review:

R&R showed the two broadcast ads and the four social media videos of the new campaign, 'This is the Wild Life'. It is beneficial to have a campaign over-arching all assets since a coherent channel strategy will amplify the message. Additionally the website switched to COWildlifecouncil.org. Will have ads and audio on Spotify so audiences see and hear the benefits. Outdoor billboards launch in September. Billboard/banner images: mountain biker (MTB)/angler, hiker/bighorn sheep, climber/mountain goat. Have many banner assets to run including adaptive sports (rock climber).

Discussion

The attending public was informed that the new ads were for the target audience, In The Wind (ITW), not constituents. The messages, economy and wildlife conservation, were tested in focus groups and resonated well with both ITW and constituents. The Council has made a shift since Hug a Hunter (HAH) and hope This is the Wild Life (TWL) will resonate well with ITW. Can they add a logo to the white mug? R&R will look into this for static images, but will be expensive for video.

There was confusion about the message the billboards/banners were conveying. Are hunting/fishing (H/F) license fees paying for recreational activities? Is the recreationist paying for the angler? R&R reminded the Council that ITW will identify these messages differently than constituents. The thought process was to connect with ITW, show their recreation lifestyle is supported by H/F. They also show how the MTB and angler can work hand in hand to come together. The conversation we want to have cannot be conveyed on a banner. Digital and social media assets will target ITW so they click the banner for this dialog to begin on the website.

Gates mentioned how his perception about the Council's mission has changed. He now realizes that the message needs to be relevant to ITW, incorporating the recreational component on their terms. They do not have an opinion about H/F and we are helping them form a positive one. This balancing act (target audience vs. constituents) is a struggle for the Council and these concerns arise frequently. R&R and Anderson will work on addressing these concerns on social media and utilize CPW's channels as well to ensure an understanding internally and externally. Brown reminded the Council to keep in mind that recreators can also be sportspeople and to not underestimate this. People will continue to recreate if H/F are present or not.

R&R will be testing these ads to see what resonates. To make the campaign more robust, we will need to continue to put time and funds towards research. Want exposure and saturation, subliminal messages that resonate over time.

CWC Logo Update

R&R proposed a new logo to the Council to help build CWC brand awareness. The Council liked how the more detailed logo aligned with the CPW logo, but has its own look, feel, and individuality. The campaigns HAH and TWL are different from the CWC logo. Would like to have stickers made for the TWL campaign to get the message out since it is a good tagline. R&R purchased thisisthewildlife.org and it will direct to the new website. The Council liked the second logo option, would like to see a full curl on the ram horns, and have ESTD changed to EST.

Motion: To have logo option #2 as the new CWC logo. - Brown
2nd - Gurzick
Motion carries by Council vote.

Fall 2019 Paid Media Campaign Review

Campaign will run 8/12 - 10/31 and will utilize 40% of the media budget.

- Traditional - 4 weeks (9/16-10/27) in Denver DMA, focusing on 70% sports, 30% primetime.
- Social - 12 weeks (8/12-10/31) statewide.
 - Undertone Influencers (e.g. modern-day newspaper editorials) have a high following on Instagram and target a younger audience. CWC moved forward with four Coloradans who will organically share their stories in their posts, which tie together the connection between their lifestyle and CWCs mission. This is a unique channel to reach ITW; a 3rd party advocate who utilize good photography, video, and an authentic voice. R&R will provide them with talking points, approve content before posting, and include approved ways to respond. Influencers have to put #Ad and have a canned response if there are questions on who is paying them.
 - Emery inquired about downtown Denver influencers with different followers. R&R wanted to make sure that influencers sounded organic and had some sort of ties to the outdoors.

Social Media Update

R&R will use video footage from the immersion trip and CPW photo shelter to create social videos (e.g. native article videos). For social media, R&R would like to be proactive by having a response plan to audit/monitor comments and follow-up with positive engagement and dialog. Three areas where we have issues are facts, fees/licenses, and distinguishing CWC. Need a canned response that is quick, easy, and helpful. For facts, will include source links to specific data for credibility. Will continue to ensure posts are accurate and work with CPW staff to approve a content calendar of posts/photos. Inform R&R if you see any of these comments on social media.

Communications Toolkit

1. Introduction - Changing CO landscape, where we are.
2. Target Audience Profile - Demographic information, quotes, shared values.
3. Channel Strategy - What our media is based on.
4. Messaging Guidance - What resonates and what to avoid.
5. Communications Guide - Built this plan to be relevant for the next two years (2019 & 2020).

This toolkit is a 'how to communicate and who to communicate with' guide including the research completed over the past 18 months. It is a condensed user guide for organizations wanting to create their own campaign, including pitfalls and estimate media costs. Does CWC have a copyright of 'This is the Wild Life'?

Action: Trademark 'This is the Wild Life' - Anderson

Public Presentation: Predator Management Education - Bob Radocy & Denny Behrens

Requests the Council to be proactive and educate the public about wildlife on the website so they rely on CPW to make wildlife management decisions. CWC has an obligation to do more about predator education (bears, cougars, wolves, etc.) and the value/importance of predator management. The lack of focus on predator management is a disservice and it is fully within the Council's purview to educate about wildlife management. Could include Colorado's wolf management plan and basic information about wolves in Colorado. Predator management could be included under several pages on the website. This will not cost much and could help mitigate misinformation. This is an crucial educational opportunity for CWC to consider. If CWC has failed to

act, then the last 15 years of effort are gone. How do you think sportspeople will feel about continuing to support CWC?

Behrens showed the Council 'Protecting Colorado's Moose' (expresses concerns about reintroducing wolves), shared data on how Wyoming's moose population has declined since wolf reintroduction, and inferred that Colorado's wildlife populations will be negatively impacted with the reintroduction of wolves. Predator management is wildlife management and it is important to educate the public about this. What will CWC do when ITW asks why wildlife populations are down? Millennials believe in science, wildlife management is science. This message would resonate well since the public is interested in how predator/prey relationships affect them. Need to educate to counteract misinformation about a reintroduction. Requests for CWC to work with the AG to see how they can educate in regards to this.

Council Discussion

The Council agreed they could do a better job having scientific information on the website and could add existing content from CPW (e.g. CO Wolf Plan). Some were concerned about the timing of this request and solely focusing on predator management. CWC needs to educate about all wildlife since we have not been asked to educate specifically on elk/deer/etc. Will need direction from the AG and take cues from CPW to stay within Council statutes. CPW is a trusted agency and credible source for research, information, and data (link back to CPW); CWC needs to align/mirror CPWs information. CWC can educate about wildlife, wildlife management, and wildlife related activities and owe this to their constituents. Could talk about how CPW manages wildlife by increasing the number of tags when populations increase.

No one goes to the CWC website organically; we educate people during campaigns when there is more traffic to the website. It is difficult to have wildlife management conversations in a :30 ad and would need to do more research about this. Tonner mentioned that CWC could post quick factoids on social media when there is media about predators. CWC will work with the AG to ensure we are operating within statute in regards to predator management. Dobson will work on a content analysis and draft some information for the CWC website for species profiles, ensuring we are conscientious about being factual. There will be many inquiries around wolves and it is good to be proactive. All species fall under the purview of CPW except for wolves (not currently managed by Colorado).

Motion: To adjourn meeting. - Bohrer
2nd - Brown

Motion carries by Council vote.

Action Items

- Recalculate revenue estimates before the October meeting - Gurzick and Sednek
- Trademark 'This is the Wild Life' - Anderson

2019 Wildlife Council Meeting/Call Dates		
Month/Location	Meeting	Conference Call
<i>September - Call</i>	-	<i>Wednesday 9/11</i>
October - Denver	Wednesday 10/2	-
<i>November - Call</i>	-	<i>Wednesday 11/ 6</i>
December - Denver	Wednesday 12/4	-