

Minutes
January 11, 2019 ~ 9:00am - 3:00pm
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216
Bighorn Room

Members Present: Bohrer, Emery, Gates, Gurzick, & Neinas

Members Calling In: Brown, Justman, Melcher, & Shettel

Also in Attendance: *CPW Staff:* Jennifer Anderson (Wildlife Council Liaison), Bob Broscheid (Director), Ginny Sednek (Council Secretary) & Mike Quartuch (Human Dimensions); *Parks & Wildlife Commissioners (PWC):* Charles Garcia, Jim Vigil, Jennifer Taylor, & John Howard; *R&R Partners:* Jacqueline Meason (Account Director), Amanda Bergman (Brand Manager), Mandy Walsh, Katie Fischer (Digital Media Planner/Buyer), Kyle Lewis (Assist. Brand Strategist), & Coby Gertsner; Sean Tonner (Group Fulcrum); Bob Radocy (Public); Mitch Markel & David Klein (Benenson Strategy Group); Scott Cisco and James Williamson (Crittter Gitter of Northern Colorado).

Call to Order/Welcome/Introductions - Neinas

Chairman Neinas welcomed members of the public and guests.

R&R Presentation - R&R Team

History

R&R briefly reviewed their history with the Wildlife Council, including the creation of a new website, launching the Tubes campaign, and pursuing digital media to cost effectively target audiences. Through R&R's methodical strategies, they have guided the Council to define and target a specific audience, referred to as In the Wind (ITW).

Research

The Council decided to delve into exploratory research to further understand the behaviors regarding hunting and fishing (H/F). The 3 phases of this research include:

- 1.) Online ethno journals: A candid and independent 1-on-1 conversation to learn how the audience talks, thinks, and feels for in-depth insight and values.
- 2.) Courtroom focus groups: Recruit individuals based off of their attitudes towards H/F (pro, con, & impartial) to have a mock trial. The goal is to learn about the messaging and the arguments, not necessarily which side 'won'.
- 3.) Tracking and messaging survey

Online Ethno Journals - Key Takeaways:

- o Sampled a total of 43 registered voters (20-general pop and 23-ITW) in four rounds of 6-8 questions.
- o There is a cultural divide between long-time residents and transplants. Transplants have a negative stereotype of hunters and long time residents are resentful towards transplants for changing the Colorado culture.
 - However, they both share a love for the outdoors, nature, and Colorado.
- o Hunting is a large part in the divide because ITW and transplants are uncomfortable with killing animals and using guns (very relevant). This sentiment is really about hunting/hunters, they are indifferent towards anglers.
- o ITW has a hard time articulating benefits of H/F and do not make a direct connection. They are also susceptible to anti-H/F messaging.

- Fortunately they are open to learning more information and are receptive to educational messaging.
- There is an opportunity to generate goodwill towards H/F by showing them how it benefits them personally and Colorado generally.
 - Tap into the shared values of why Colorado is a great place to live.

Council Discussion

Chairman Neinas emphasized the reason why the Wildlife Council is relevant is the fact that ITW cannot articulate benefits and are susceptible to anti-hunting sentiment. ITW does not realize that they do care and the key is to get them there, to a level of understanding. ITW does show its concerns with overpopulation of prey leading to an overpopulation of predators (per the courtroom focus groups). ITW can understand population control and hunting for food, but they are distinctly opposed to trophy hunting. They see the benefits of hunting, but do draw some lines. Is gun control an issue? Yes, there is certainly discomfort around guns. This may be cultural, rather than logical; they saw hunting as one more way guns/killing could be bad (i.e. accidental shooting).

Online Ethno Journals - Message Ideas to Consider:

- Good for economy (top positive message)
- Healthy ecosystem for the animals
- Preserve* the outdoors (*this was the language of journal writers)
- Closer to your food
 - This idea needs work. Have a perception that hunters just hunt for fun.
- Protect the spirit of Colorado
- Humanize hunters
 - Misperception of whom/what a hunter is (i.e. mountain men). Are surprised/shocked to see how common hunting is.
 - Journal description of a hunter: camo gear, republican, support gun rights.
 - They paint a picture of someone who is not like them, therefore someone they would not agree with.
- Realization that they may have to start paying (i.e. taxes)
- Need to make a personal connection (how it impacts them)

Council Discussion

CPW faces the same challenges with social media posts and realize that they need to work on these same points. Council members brought up how future campaigns need to not use actors who look like stereotypical hunters; to modernize and change the face of the hunter. There is a connection and crossover that hasn't been taken advantage of and needs to evolve with the population change. Brown mentioned the Wall Street Journal article called 'Hipsters go Hunting' about a learn-to-hunt program on the East Coast drawing in a 'new hunter' interested in their food's source (organic). Chairman Neinas included that the Wildlife Council will be sponsoring 'a different type of hunter', Mahting Putelis, as the keynote speaker at the Partners in the Outdoors Conference. R&R agreed we need to continue to move forward with thoughtful messaging and cautious with imagery/creative on the website and in commercials.

Courtroom Focus Groups - Highlights:

- No one thought hunting should be banned, but thought there should be more regulations and restrictions; thinking more regulations=more safety. Who would they trust to make these regulations? Not the government, instead they look towards conservationist and environmentalists.

Next Steps:

- Figure out what we learned through the research and where we need to go.
- Create messaging ideas to understand the benefits of H/F.

Council Discussion

Would just refreshing the same ideas by using younger actors 'move the needle'? R&R advised that it is too early to say 'yes' or 'no' and we need to look at the whole picture to see the personal connections and what resonates. Even though the base points have not changed dramatically, the messenger is an important component to consider for ITW. People tend to gravitate towards animals and new creative should consider a combination of both a refreshed hunter and animals. The Council needs creative that will break through the clutter to make audiences stop, look, and listen. Additionally, it is still on our radar that the audiences were questioning Hug a Hunter (HAH) even though there was an awareness of it.

Commissioner Fisher asked 'What do we want from this audience? What do we want in return?' The Council would like for there to be an understanding and appreciation of hunters/anglers, but the challenge is that we are not selling anything nor have a call to action. The Council would like for the audience to be educated voters.

Radocy gave a quick overview of the Council's conception in 1998 after more restrictions were placed on hunting and trapping through ballot initiatives. Hunters, anglers, and conservationists created a group, which became the Wildlife Council and was not funded until 2005. The Council was designed to counteract anti-hunting information. In Colorado, we have a public initiative process therefore it is very important to make sure the public is educated and know why H/F is important. The increased funds and spending authority will only help get these messages across better.

Commissioner Taylor thanked the Council for inviting the PWC to attend this meeting. Colorado is a leading state and what would Colorado look like with too much or not enough wildlife? These are questions to ask since there is a lack of understanding and awareness. The Council should consider that HAH could be a potential barrier for, both, entry and understanding. Does HAH get us to the common denominator? Need to realize that H/F and outdoor recreation (OR) are part of the same movement; all are stewards with goodwill and shared values. The trailhead is where we all come together; showing appreciation, respect, and regard. HAH has an opportunity to think more broadly and be inclusive. Using stories are powerful since they are data with a soul. Wildlife management is driven and financed by H/F, but this is changing. OR is starting to find their skin and have their voices be validated. We will be engaging the OR community to contribute, creating a different conversation including gender/ethnic diversity. How do we have the OR umbrella include sportsmen? There is a divide between OR and H/F, we need to work on what binds us to create a bridge since we have a lot of common ground. OR and H/F leaders want to see this since there is so much overlap.

Gurzick mentioned that it is an exciting time and we are at a pivot point with the outdoors in general. You either embrace conservation or it will move around you and your outdoor pursuit. R&R included, if H/F starts to be restricted more, this could also move to OR activities. Bohrer added H/F also needs to embrace OR and other groups. Although this is not the Council's mission, it is equally an educational process of the H/F community too. Justman expressed concern that H/F has been out there longer than OR activities and they need to be respectful. Both Taylor and Vigil added that rural communities are more open to this conversation (OR and H/F) and that the urban interface/front range are the hot-spot for the divide; which, coincidentally, is where the votes are.

Media Plan Recommendation

The Council decided to pursue a light media campaign using existing assets. This is atypical to the normal operations of spring and fall campaigns (top of mind; when hunters/anglers are out). The estimated spend is \$150,000 for a 5 week 'spot buy' from 2/18 - 3/22/19. This media campaign will solely be on broadcast TV and social media to target ITW in Denver. Facebook and Instagram will be utilized since we have the capability to target and optimize performance. Tactics include sports, comedy, tournaments, and reality shows on TV and highly targeted spots on newsfeed/stories on social media.

Origami Statue Update

The elk statue and trailer were at Barr Lake State Park in December. The elk is at ISE and the fish remains at the Shops at Foothills. A future placement may be the Garden of the Gods.

Overall Timeline Review and Next Steps

The exploratory research will wrap up with the quantitative study, which increased the pool from 400 to 1,200 surveys. The mandatory questions will be asked and new questions will be developed from the exploratory research. R&R will bring new and well informed concepts to the April budget retreat, needing a decision/direction from the Council. Afterwards, higher quality rough cuts of the concepts will be tested at focus groups. From there, the Council will select a campaign, R&R will begin to capture creative, and we will start FY20 ready to go. R&R will also be doing incremental testing of the website and will implement edits and revisions. R&R will have recommendations for website content update at the 2/20 meeting.

Chairman Neinas reminded the Council of the work ahead and the necessary commitment and involvement of all Council members. The Council will proceed with the presented media plan. Neinas and Emery will be on the committee to give approval for the quantitative study.

Council Discussion

There's mutual opportunity and importance for the Wildlife Council and PWC to be informed of each others' operations to make an impact and achieve a common good. The PWC does not want to have a CPW marketing plan that does not coincide with the Wildlife Council's. The Council should consider having a PWC commissioner attend Wildlife Council meetings as a liaison (potentially Commissioner Taylor). PWC Chairman Howard mentioned collaboration with GOCO and will reach out to representative, Emily Orbanek, to connect with the Wildlife Council. It would be beneficial for CPW/PWC, GOCO, and the Wildlife Council to interact. Council members would like a list of GOCO and PWC meeting dates (*Action: Sednek*) to consider attendance and overlapping future meetings since there have been discussions of moving around the State. Tonner will work with GOCO's Executive Director, Chris Castilian, as a connection to brainstorm how the Council and GOCO can synergize. Emery reminded the council of the necessity to be independent and our strict statue to educate the general public; noting how the Council has been down this road before and needs to maintain some separation. Neinas ensured that Emery and Radocy will keep the Council on track. Anderson and Neinas will reach out to GOCO and PWC. Gates regularly attends PWC meetings and will look into participating at GOCO meetings. The Council agrees that it would be beneficial to observe and work with these other groups and take advantage of our commonality. The Council also sees the need for tools (i.e. social media) to connect Sportsman's groups.

Lodging Update

Council members were updated by Sednek regarding the need to make their own lodging arrangements and to bring a receipt with them to meetings. The Council budget will reimburse up to

\$150 for lodging/night and will process this amount along with mileage. Additionally, mileage reimbursement rates have increased to 0.52¢/mile for 2019. Council members also need to include their mailing address on reimbursement forms to ensure the correct mailing of payment.

Approve Minutes - Neinas

Motion- The Council approves the minutes as read from the October meeting (10/4) and the conference calls in November (11/2) and December (12/6). - Chairman Neinas assumed the motion Motion carries by Council vote.

Council members were notified that they can vote on the approval of the minutes even if they were not in attendance of that meeting.

Treasurer Reports - Gurzick

There was a delay in actual vs. projected revenue for December 2018, which could be due to the new licensing/pass system. Even with the lag, the actual/projected budgets are optimal and so far the reserves will be sufficient. These estimated are currently based on the 75 cent surcharge amount. The new amount will be re-configured once it hits the budget.

~~Facilitated Dialog - Anderson~~ (Tabled for budget retreat)

Council Member Recognition - Neinas/Anderson

Neinas and Anderson expressed their appreciation to all Council members and their contribution as volunteers. Council members received a leather bound journal. Gurzick acknowledged the time effort, and work Anderson and Sednek put forth for the Council.

Council Member Reports - Neinas

Emery praised CPW's Hunter Education Program and would like to see the Wildlife Council mentioned in the curriculum. It would be a good opportunity to educate new audiences and let them know a \$1.50 goes towards education. Neinas, Gurzick, Bohrer, and Melcher attended the Courtroom focus groups and found them very insightful. Bohrer thought it important to have someone present actual evidence at the focus groups since facts presented were fought incorrectly. Neinas presented a Wildlife Council 2019 Overview to the PWC on 1/10 to talk about messaging and importance of being in lock step with others. Gates encourages the Council to have more open communication with the PWC and to be cognizant, aware, and participate at the Sportsman's Caucus at the Capitol. It is important to be in better communication with legislators especially with the change in leadership and the proposed petition to ban the harvest of bobcats. Gates ensures that, through these events, we can learn more about conversations occurring around H/F. Gates also expressed concern about the misinformation in the bobcat petition. Lastly, Gates was re-appointed to the Habitat Stamp committee. Gurzick is working with Anderson and Lauren Truitt on publicizing CPW's new tagline internally and then externally through stories and videos. The tagline originated from the field and is a call to action. Gurzick attended the Recreational Boating and Fishing Foundation (RBFF) State Marketing Workshop in December where a main theme is to increase interest in fishing. Their research is similar to R&Rs regarding how the face of the outdoor recreationist is changing and state agencies are slow to shift and change. Gates recommended for the trailer to be placed by the PWC meeting. Please contact Anderson for any other locations for the trailer since it is a moving billboard. New locations could be Chatfield State Park. Anderson also supplied HAH and HAA stickers at ISE, for SOLE events, and at hatcheries.

Public Comment (Radocy)

What did the Council request for the increase in spending authority? The requested amount was \$2.2 million which, if approved at the 1/14 JBC and finalized with the FY20 budget late February, would not go into effect until 7/1/19. R&R will keep us informed about the JBC meeting.

Has the Council come up with a plan for spending the new funds? The Council will decide what to do with additional funds at the April budget retreat. Radocy encouraged the Council to consider a strategy to educate about predators.

CPW Director Resignation

Director Broscheid informed the Wildlife Council of his resignation as CPW Director and has taken the role of Director for Arizona Parks Department, starting 2/4/19. Broscheid thanked all for what you do for CPW and praised Chairman Neinas’ presentation for ‘hitting the mark’ at the PWC meeting. The next couple of years will be a challenge and we need to remember how we are united.

Motion: To adjourn meeting. - Gates
2nd Emery
Motion carries by Council vote.

Action Items

- Email Council members GOCO and PWC meeting dates - Sednek

<u>2019 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Meeting	Conference Call
February - Denver	Wednesday 2/ 20	-
<i>March - Call</i>	-	<i>Wednesday 3/6</i>
April- Budget Retreat TBD	Mon/Tues 4/1-4/2	-
<i>May - Call</i>	-	<i>Wednesday 5/1</i>
June - Denver	Wednesday 6/5	-
<i>July - Call</i>	-	<i>Wednesday 7/10</i>
August - Denver	Wednesday 8/7	-
<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	-