



Conference Call Minutes
July 10, 2019 ~ 10:30 a.m. - 11:30 a.m.
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216

Members Present: Bohrer, Brown, Emery, Gurzick, Melcher, Neinas, & Shettel

Members Absent: Gates & Justman

Also in Attendance: CPW: Jennifer Anderson (Council Liaison), Ginny Sednek (Council Secretary), Lauren Dobson (Assistant Director), Dan Prenzlou (Director); R&R Partners: Jacqueline Meason (Account Director), Amanda Bergman (Brand Manager); and *Group Fulcrum*: Sean Tonner.

R&R Partners Presentation

Production Update and Highlights

R&R is finalizing the :30 broadcast spot and will be shooting additional footage of the angler due to safety concerns of high water. The campaign will begin on Monday August 12th instead of Thursday August 1st, the end date will remain as October 31st.

Would the Council want to pursue a .gov address versus .org?

R&R's strategy/insight team recommended that a .gov could add more validity. The annual domain fee for .gov is \$400/year and we will research the qualification/application process. Due to timing the fall campaign will likely remain with COWildlifecouncil.org.

Council Discussion

Some had concerns that .gov sounded too governmental. Although, anyone can have a .org, so .gov would be more official. Chairperson Neinas would like to pursue the registration and discuss at the August meeting. The annual fee could come out of the operating budget.

R&R showed an example of 'in partnership with CPW' on the :30 ad (just text, no voiceover). The Council agreed to include the partnership and would like to see the logo used when and where appropriate. Additionally, Director Prenzlou thought it made sense to include the partnership between CPW/CWC and encouraged the use of the CPW logo. Anderson and Dobson can work with R&R on these details.

Action: Add .gov and 'in partnership with CPW' as agenda items for the August meeting. - Sednek

Evergreen Facebook Campaign

The click through rate (CTR) was higher than last year and there is interaction with the page/posts. Females had a higher CTR compared with males. The top post was Sportsman's Day at the Capitol. The audience interacting with the posts tend to be older than In the Wind (ITW); this should not be a concern since we target ITW during campaigns.

UX Website Testing

R&R has made changes to the homepage, adding a video section (ITW is highly engaged with videos), and updated the navigation. R&R will work with Anderson and Sednek to update the economy page.

Next Steps

Will send revised logos to Anderson and the approving committee so the new logo can be included in the creative. R&R has selected 10 social media influencers and will narrow the recommendation to 4-6. R&R will edit and approve the influencer's posts. Would CPW be able to use these posts? R&R will get confirmation if we can share these.

Approve FY19/20 Operational Plan - Anderson

The main changes to the operational plan include how the Council is funded (\$1.50 surcharge), changing the website from HAH to COwildlifecouncil.org, and the updated budget numbers for FY19/20. Emery asked if the Council could spend their \$400,000 reserve this year. Excluding R&R's and the operating budget, the Council could spend \$415,000 out of the reserve as to not exceed the \$2.2 million spending authority. Since the Council just received the increase in spending authority, it was recommended to see how this year progressed before asking for an additional increase.

Motion: To approve the FY19/20 Operational Plan - Shettel

2nd - Brown

Motion passes by Council vote.

Constituent Group Discussion - Council

The Council wanted to have a strategy moving forward when constituent groups inquire about what CWC has been doing in regards to research and education. CWC needs to serve as a conduit for peer groups, condense the research, and provide them with helpful materials. The Council asked R&R to look into creating a communication toolkit that is easy to understand and use. The cost to create this would be \$11,463. The proposed toolkit will be organized into 5-7 pages with simple charts and graphics, including information from the research, and messages that resonate/ones to avoid. The Council is being proactive and will be able to share this as a communications roadmap for constituents. This will become a public document, so everyone would have access to it just like all the other research reports and materials. The goal is to have a finalized version by the August meeting.

Motion: To pursue a communications toolkit - Gurzick

2nd - Emery

Motion passes by Council vote.

Motion: To adjourn conference call - Shettel

Unanimously passes by Council vote.

Action Items

- Add .gov and 'in partnership with CPW' as agenda items for the August meeting. - Sednek

<u>2019 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Meeting	Conference Call
August - Staunton State Park	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	-