



COLORADO WILDLIFE COUNCIL

Minutes

December 10, 2020 ~ 10:00 a.m. - 2:00 p.m.
Virtual Meeting

Members Present: Brown, Crider, Gates, Gurzick, Justman, Melcher, Neinas, & Shettel

Members Absent: Bohrer

Also in Attendance: *CPW:* Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Lauren Dobson (Assistant Director), Eric Fetherman (Aquatic Research); *R&R Partners:* Jacqueline Meason (Account Director), Marsha Boam (Manager), Lindsey Greenwood (Media), Pat Buller (Creative); *The Fulcrum Group:* Sean Tonner; *Public:* Bob Radocy

Introductions and Council Member Appreciation - Neinas & Anderson

Made introductions and called the meeting to order. Anderson expressed gratitude for the Council members' contributions and increased engagement. Neinas appreciated the time given by Council members and continuing to conduct business in a virtual environment. As a token of appreciation, presented the Council to select a t-shirt, hat, or cookbook from Hunt To Eat.

Approve Minutes - Neinas

Motion - The Council approves the minutes as read from the October meeting (10/8) and November conference call (11/12) - Melcher. Seconded. Motion carries unanimously.

Treasurer Reports - Gurzick

The Council fund balance is doing well. In August, revenue was above estimates, which could be due to increased fishing license sales. License refunds have occurred due to forest fires, pandemic, and other events, but have not seen these negatively affect the fund. The reserve amount will be discussed further at the spring planning retreat. R&R is monitoring the production budget hard costs to ensure that the budget is spent wisely.

Council Reports - Neinas

Melcher was elected treasurer on the CO Farm Board and will not re-run for vice chair of CWC. Would like Council to discuss recruitment and contact prior Council members to help recruit. Shettel has been attending the White River National Forest round table discussions regarding excise taxes on hiking. Crider led novice hunts with Rocky Mountain Sportswomen and did a podcast. Gurzick offered to send a videographer on other upcoming novice hunts that Crider is helping with. Gates presented to the Sportsmen's Alliance for the conservation community and attended the following: the National Assembly for Sportsmen's Caucus representing trapping/furbearers; State Wildlife Area (SWA) working group; Sportsmen's Access Working Group, the Colorado Outdoor Partnership or Regional Partnership Executive Order; and the Habitat Stamp Committee. Justman will conclude his final term as County Commissioner in January, felt very privileged to serve, and was fortunate to meet many interesting people with different backgrounds. Neinas thanked Justman for his service as a commissioner and as a member of CWC. Gurzick mentioned a collaborative campaign being released by CPW and partner organizations about winter backcountry safety. Neinas, Gates, and Dobson have been part of the SWA/Trust Lands work group about use/misuse of these spaces. The task is conflicted about not limiting access, but ensuring use is in parallel with the lands purpose. Dobson mentioned that they are working on a 2-phase project, for non-anglers/hunters to have access and to contribute to maintenance. Also looking at scaling back impact to care for wildlife, wildlife habitat, and wildlife related recreation. The work group will present the pass idea to the Parks & Wildlife Commission (PWC) in January, and will be up for approval/denial in March. If approved, hope for passes to be available for purchase in May. Having a pass is not about funding (costs \$7.5 million to maintain these properties, passes would only generate \$250,000 in revenue), but

about the principle of people to invest in their care. Can visitors make a reservation (like a hunt reservation)? Dobson will bring this idea to the work group. Will prioritize hunters and look at seasonal closures for hunting season, calving/wintering seasons. Some think that buying a pass means total/instant access, so it will be important to have messaging about the greater good of the resource and value added. They have also discussed discounted passes for equity/inclusion, could volunteer for access. Would like to see CWC be part of the conversation to educate users about SWA access.

Action: Add Council Member Recruitment to January meeting - Sednek

Action: Make SWA Fee Update a recurring agenda item at meetings - Sednek

Strategic Consultation - The Fulcrum Group

Legislative session will begin on 1/13, focusing primarily on COVID and the budget (federal relief to backfill state budgets). Will see what sort of restrictions are at the Capitol for future meetings. R&R/Fulcrum team will refresh the one-pager on CWC.

Approve 2021 Outreach Team - Anderson

Want to keep up the momentum with the Outreach Team (OT) and, based on the pilot's success, requesting approval from the Council to spend funds for a 2021 OT. Request is not exceed \$105,000 for the calendar year 2021 (split over two fiscal years) and will need to allocate an additional \$10,000 from the operating budget. When not working directly on CWC, the OT worked on various education and CPW projects. This request is only budgeted for two positions, if a third is desired, then we would need to reduce the operating or advertising budget. Gates would like to see more diversity and additional components. Anderson will look to the Council for resume review and interviews.

Motion: To approve the 2021 Outreach Team and budget - Brown. Seconded. Motion carries by Council vote.

Sub-committee Expectations & COMA Conduct (see document) - Anderson

Anderson checked with the AG to ensure sub-committee work was in line with the Colorado Open Meetings Act (COMA). Two or more Council members discussing Council business is considered a meeting that would require a public notice and minutes. Council members need to make sure they only reply to Anderson and ad agency (see attached document for sub-committee communication protocol). Subcommittees are helpful, so please continue to respond and be engaged

Action: Incorporate sub-committee updates during regular meetings - Anderson & Neinas

R&R Partners Presentation - (see presentation)

Creative Production Asset Review

The new upcoming campaign creative added more conservation and wildlife messages (good emotional trigger). Filming went well despite challenges with the pandemic and forest fires. Will still deliver economic messages too and expanding diversity. R&R presented the new creative to the Council including the 'In the Field' long-form video. 'In the Field' content helps tie the campaign together and can be cut down to smaller pieces. Will also use previously approved content: ski lift ads that will fade into original 'This is the Wildlife' ads with spring.

Council Comments

Gates requested for CWC/R&R to present new creative to the PWC at an upcoming meeting (e.g. March). Would like to see another long-form video about hunters/anglers and conservation. Anderson thanked all of the CPW and USFWS staff who helped with this effort. Without them, we would have had to hire actors and it would not have been as authentic (authenticity builds trust).

Action: Request CWC presentation with PWC - Gates, Anderson, R&R Partners

Media Reminder

Will spend \$650,000 from Jan 1 - March 31 on TV, Digital media, Facebook/Instagram, YouTube, Influencers, and High Impact Display. The extra \$150,000 was set aside as opportunistic budget. Influencers will have 1st round of content to approve in new platform.

Website Launch

R&R presented the new website. Have streamlined the amount of clicks, more quick takeaways (infographics/icons), have new articles, and have big imagery/headlines. Have calls to action to move visitors through the site, from main page, to benefits, to wildlife, to take action, etc. Show consistency with assets and the website. Will monitor site analytics and would like to see a decrease in bounce rate. Optimistic that the website will help carry the message.

Council Discussion

Like: Good motion/videos, look/feel/color, good use of whitespace, large font, scrolls nicely, understandable facts, and easy navigation. A lot of work went into the website. Very nice job!

Suggestions: Use information from CPW as much as possible and would like to see the recognizable CPW logo on the website (in partnership with). Would like to see underwater fish footage from the wild (avoid beat up tails). R&R is securing these images with an underwater photographer. Instead of ‘Videos’ as a title, could we use more inspiring words to encourage people to watch them?

Motion: To adjourn the meeting - Melcher. Seconded. Unanimously passes by Council vote.

2021 Wildlife Council Meeting/Call Dates		
Month/Location	Meeting	Conference Call
<i>January - Call</i>	-	<i>Thursday 1/21</i>
February - Sportsperson’s Day @ Capitol	Thursday 2/18	-
<i>March - Call</i>	-	<i>Thursday 3/25</i>
April - Sportsperson’s Day @ Capitol & Planning Retreat	Thurs 4/15 - Fri 4/16	-
<i>May - Call</i>	-	<i>Thursday 5/20</i>
June - Meeting TBD	Thursday 6/17	-
<i>July - Call</i>	-	<i>Wednesday 7/7</i>
August - Meeting TBD	Thursday 8/19	-
<i>September - Call</i>	-	<i>Thursday 9/16</i>
October - Meeting TBD	Thursday 10/21	-
<i>November - Call</i>	-	<i>Wednesday 11/10</i>
December - Meeting TBD	Thursday 12/16	-