



COLORADO WILDLIFE COUNCIL

Minutes

February 20, 2020 ~ 8:00 am - 11:00 am

The Fulcrum Group

1001 Bannock St, Denver, CO 80204

Members Present: Gates, Gurzick, Melcher, Neinas, Shettel, Justman, Bohrer, Emery

Members Calling In: Brown **Members Absent:**

Also in Attendance: *CPW Staff:* Jennifer Anderson (Staff Liaison), Lauren Truitt (Assistant Director); *R&R Partners:* Jacqueline Meason (Account Director), Katie Payne (Media), *The Fulcrum Group:* Sean Tonner; *Public:* Luke Wiedel (RMEF)

Call to Order/Welcome/Introductions - Neinas

Chairman Neinas welcomed R&R Partners, the Council, and made introductions. Neinas recognized R&R for the great work that they have done.

Approve Minutes - Neinas

Motion: The Council approves the minutes as read from the December meeting (12/4) and January conference call (1/9). - Gates

Second - Emery

Motion carries by Council vote.

Treasurer Reports - Gurzick

The Council's fund is doing well and both revenue/expenditures are tracking as anticipated. Big game brochure just went out. Applications open in March and close April 7th.

Council Reports - Neinas

Gurzick provided an overview of the CPW Live Life Outside campaign year 2- *Conservation Starts Small*. Emery helped order the new name tags for the Council, attended casting calls for the new commercials and assisted with interviews for the new CWC Outreach Team.

Justman attended the Associated Governments of Northwest Colorado meeting which JT from CPW gave an update on the agency and Cameo. The events at the shooting center, especially the Girl and a Gun event, are bringing new and many people to Grand Junction. In addition, he spoke with Denny Behrens in his role regarding wolves and how it is affecting different counties across the state.

Gates attended the January Sportspersons Caucus. He was invited to attend the CSU Wolf working group (35 different groups). He and the other new members of the HPP committee will be confirmed today at the Capital and he hopes for good engagement at today's caucus. Bohrer has attended several meetings in his region regarding the wolves in his county. He has decided to run for Moffat County Commissioner. If elected, he will have to give up his city council seat. Melcher visited with the Ag groups during their recent general meetings. Shettel has been a voice in regards to seasonal closure issues pertaining to elk caving areas. He has been talking to Forest Service. Brown is getting to know the BLM leadership in Grand Junction. She has attended meetings with BLM Director. Most recently, DNR Dir. Dan Gibbs was in GJ and toured the different projects, shared the goal of growing the number of state parks. Anderson thanked Bohrer and Brown for assisting with resume reviews. Thanked Emery for assisting with interviews. The Team Lead for the CWC Outreach Team was hired and starts March 2nd. Second position will be filled in April. Truitt provided an update on CPW's work on communication regarding the wolf initiative, We can provide information and facts. An *I Love State Parks* bill - requesting \$10 mil in general fund to help with back log maintenance (\$4 mil of that to open Fishers Peak) is going through legislature right now. Hope to open limited access to Fishers Peak in late June, minimal amenities, state park/wildlife area combo, in conversations with

New Mexico on joint trails system, Trinidad community is really excited. Gates added that HPP contributed a significant amount of money to the Fishers peak project (\$7+ mill). Regarding new state parks, Brown said it is important to acknowledge the difference between east and west slope, west slope is predominately public lands, west slope may not want more public lands, east slope might have more desire for more public lands. Truitt responded that the agency is looking at where population concentrations are at and other opportunities for new state parks, trying to meet the need for more managed recreation. Brown also brought up that we need to make other parts of the state more desirable to help disperse population concentration. Justman shared that almost 20% of private property in Mesa County has conservation easements on them - how does that affect the opportunity for expansion, how public lands affects expansion of rural communities. Truitt closed with an explanation of the Search and Rescue bill - H/F are primary funders of S&R, recreation is putting a significant pressure on S&R (volunteer agencies) how can we strengthen the funding of S&R and offer more support (e.g. mental health support, fitness)

R&R Presentation - R&R Team

Production Assets

Worked with the same director. We now have a massive amount of content that we have never had before. The use of the CPW photo shelter and b roll saved CWC money. We now have Two :30s broadcast spots, Two :15s spots, Three :15s social spots, additional "facts" content, still photography and two :15s radio spots. R&R was able to negotiate a full rights buy out for all still photography. Video use rights is for two years rights.

Most of the campaign goes Live March 2nd. The ski lift assets at Winter Park and Copper went up for President's day weekend.

Council reviewed the new spots. Council Discussion: Gates concerned that the statement "license fees restore species" may be misinterpreted as license fees would pay for the restoration of the wolf population. Still photos- don't see sportspersons in the photos - would like to include one billboard with a sportsperson in them like the spring campaign (biker/angler). Need to still be cognizant of sportspersons. Sportspersons feel a little slighted. R&R responded that we can hold off on using the ice fishing spot until next winter it if needed, but know that this line resonates with the target audience. Council discussion - concern of timing/ decision to shelve ice fishing spot until next December. Continued discussion of *Does a sportsperson see them self in the billboards and other assets?* Shettel reminded the Council that it may feel that we have abandoned sportspersons in order to speak directly to our target audience and we have talked about this a lot. R&R advised that we can adjust digital, not billboards (already in production). This is a 360 campaign and OOH should not be the only piece of the campaign that "they" see. Bohrer stated that as a sportsperson he sees himself in the billboards because it includes moose and elk. Brown added that we need to keep our target audience in mind. We have been working too hard to get to where we are at. Neinas asked the member of the public, Luke Wedel from RMEF his thoughts. He doesn't personally have confusion over the billboards. Based on the target audience he feels it is a good approach.

R&R presented the reminder that the campaign is supposed to be "we all live and love in Colorado" we can give a stronger nod to H/A. ITW is our target as long as we **don't offend H/A**.

Tonner added that the ITW is the audience who will put things on the ballot and vote for/against. We need to make the connections for them. All research and data shows ITW is who we need to focus our message on. Fishing is an easier entry point. Need to get ITW to see/say "hunting is okay".

ACTION: Add Gates to the asset review committee.

Spring Media Plan:

Reviewed Planning Parameters slide and Budget allocation slide from R&R presentation.
Traditional media starts March 9th - Broadcast television (Sports and ITW Prime Programming)
OOH Billboards starts March 1st -Locations are based on the target audience travel paths.
Ski Lift OOH started February 10th (President's Day Weekend, biggest ski weekend) - Locations are Winter Park and Copper (80% of their customers are local- this is what we wanted, not tourists)
Facebook/Instagram starts March 2nd - Utilized digital fencing to target those who are reaping the benefits of H/F, targeting those who participating in those activities shown in the spots (i.e. jogging, snowboarding).
Influencers start March 2nd. The budget received a bump. This made it possible to increase the # of influencers. Hunter and Shyanne are returning additional influencers will be chosen.
Snapchat is a new platform for CWC and will begin March 2nd- ITW is 142% more likely to use Snapchat than other users.
Digital begins March 2nd. Spotify will be new for CWC.
YouTube is a new channel for CWC and begins March 2nd. We will be able to target videos based on google key word list, :6s is non-skippable, :15s can be skippable/or skip depending on viewers previously viewed content.

All campaigns end May 31st. Reminder that political ads and campaigning will be ramping up then and we can't compete. Tonner shared that approximately \$150 mil will be spent on political ads this year. That is almost 2 times more than years past.

Quant Survey Update:

High level points were reviewed with the Council. The full report will be available the first week in March.

R&R gave the reminder that there is a lot, politically going on in Colorado right now. People are not honed in on our message at this time.

Large increase for "neutral" support - possibly explanation, there is so much going on that the audience is not thinking about H/F- they are not indifferent, they don't have enough knowledge so they feel better about just saying "I am neutral".

Tonner shared that they are seeing political bleed over into a lot of things. They recently did a consumer survey unrelated to politics and the impeachment came up in it. He is comfortable with the movement to "neutral". We would be more concerned if they were moving towards negative. Neutral is still swayable.

Partners Conference

R&R/CWC Session proposal was accepted for the 2020 Partners in the Outdoors Conference. Need to identify panel participants -(2-3 from R&R, 2 Council members).

ACTION: Identify panel participants. Shettel/Gurzick/Brown/Emery is interested in participating. Anderson/Neinas

ACTION: Schedule follow-up call for planning.

Next Steps

Spring Campaign Launches March 2nd.

ACTION: Identify R&Rs budget planning target for April Planning Retreat. Neinas/Anderson

Motion: Adjourn the meeting. - Shettel
2nd - Gates

Motion carries by Council vote.

Action Items

<u>2020 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Meeting	Conference Call
<i>March - Call</i>	-	<i>Thursday 3/12</i>
April - Planning Retreat TBD	Thurs/Fri 4/2-4/3	-
<i>May - Call</i>	-	<i>Thursday 5/14</i>
June - Pueblo	Thursday 6/18	-
<i>July - Call</i>	-	<i>Thursday 7/9</i>
August - Denver	Thursday 8/13	-
<i>September - Call</i>	-	<i>Thursday 9/10</i>
October - Denver	Thursday 10/8	-
<i>November - Call</i>	-	<i>Thursday 11/12</i>
December - Denver	Thursday 12/10	-