



# COLORADO WILDLIFE COUNCIL

Conference Call Minutes  
May 14, 2020 ~ 10:00 a.m. - 11:00 a.m.  
Zoom Call

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

**Also in Attendance:** CPW: Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Andrew Ludwig (Outreach); R&R Partners: Jacqueline Meason (Account Director), Katie Payne (Media); *The Fulcrum Group*: Sean Tonner

## **Introductions - Neinas**

Introductions were made and the meeting was called to order.

## **Council Reports - Neinas**

Gurzick mentioned that camping at State Parks has opened (depending on the county) and the secondary draw for big game licenses will take place 6/5 through 7/7 (anyone can apply). Gates has been attending PWC meetings, where Coloradans for Responsible Wildlife Management provided a sign-on letter with 40+ state, regional and national conservation and sportsperson's organizations in opposition of the trapping petition. Additionally, the PWC took staff recommendations to deny the contest petition and the presentation about the North American Model of Wildlife Management was well received. Gates was elected as chair to the Habitat Stamp Committee. Shettel has been educating others about the lion management plan. The Partners Conference has virtual webinars, which CWC is still sponsoring. Anderson will notify the Council when CWC ads are presented. Justin Rutter updated Anderson that the CWC's reserve budget is not currently threatened. Anderson will keep the Council updated. The Council will have a virtual meeting on 6/18.

## **Outreach Team Update - Anderson & Ludwig**

Garrett Boudinot will join the outreach team on 6/1. R&R is finalizing the event material designs (tent, banners, shirt, etc.); once complete, Ludwig will request Council committee approval. If scheduled large events are cancelled/postponed, we have smaller events as backup. The team is contacting State Parks to attend their events (e.g. Marmot Fest) and/or engage with visitors at trailheads. On 6/18 will attend a farmer's market and most weekends have events scheduled until October. Continue to research metrics and safe strategies for interactions.

## **Strategic Consultation - The Fulcrum Group**

The Joint Budget Committee (JBC) will finalize the 20/21 budget; reviewing each agency to identify cash accounts with unobligated funds. JBC recommendations are reviewed by the House at the end of May and the Senate in early June before going to Governor Polis (finalized by 6/30). Prior to COVID-19 there was a surplus in the budget, now there is a shortage. Congress is facing pressure to provide relief to states and the Western State Pact is working to secure one trillion dollars to backfill budgets. A stimulus by 6/30 is optimal so states do not have to cut/scale back the budget. The state may also consider a Tabor timeout. Looking forward, there will be some lean years.

## **20/21 Draft Operational Plan Update - Anderson**

Anderson and R&R spent a lot of time on the 20/21 operational plan for the Council to review. Would like approval at the 6/18 meeting, but will be flexible if an extension is needed.

### **Key items to keep in mind:**

- Pg. 3: Emery's position becomes vacant in June. Will share the announcement with the Council, R&R, and CPW. Applications are due 6/15.
- Pg. 5-12: Contains details, re-cap, and future plans.

- Pg. 12: Outreach Team
- Pg. 13: CWC sub-committee teams. Please choose a sub-committee to participate on.
- Pg. 14: Strategic Goals. Need Council’s feedback of changes/edits by 6/1.
- Pg. 16: Budget. Operation expenses are consistent, remaining funds are for the Outreach team.

**Action:** Review entire 20/21 Operational Plan, choose a sub-committee to participate on, and provide feedback on pg. 14 by 6/1/20 (email comments directly to Anderson) - Council

**R&R Partners Presentation**

**20/21 Updated Timeline**

R&R wanted to adjust the media buy which changed timing for research. Have a condensed summer media buy in July/August, will go dark Sept-Dec which will allow us to create additional assets. Winter assets will go up January-April 2021. Will pivot the quantitative survey regarding timing (rollout in Nov/Dec vs. January) and include incentives to encourage more surveys from ITW audience. Closely monitoring changes in the media regarding COVID so we go back into the market with the right channels in July. Radio/social use has been increasing, may go lighter on TV/video since people will want to spend time outside.

**Paid Media Update**

We set aside an opportunistic budget to monitor channels and push dollars where there is momentum; high performers are connected TV, YouTube (skyrocketed view rate), and Snap Chat (efficient buy). Since traffic has declined, the billboard partner provided an additional four weeks at no cost (continue to negotiate this). The ski- lift buy shifted to the winter campaign. For performance, we are above benchmark on Facebook and Instagram. The Influencers, have great content, good tone, and authentic conversation, which drives more interaction. We received added value from the Influencers since they provided additional story segments. Digital radio has increased and performance looks good. Overall, our message is weathering the storm in a positive way.

**Next Steps**

- Sub-committee groups selected at 6/18 meeting
- Working on 15 new fact video assets - used through evergreen efforts
- Complete Spanish asset production (videos/audio spots)
- Present July/Aug media recommendation for Council approval at 6/18 meeting

**Motion:** To adjourn conference call - Brown

2<sup>nd</sup> - Bohrer

Unanimously passes by Council vote.

<b><u>2020 Wildlife Council Meeting/Call Dates</u></b>		
<b>Month/Location</b>	<b>Meeting</b>	<b>Conference Call</b>
<b>June - Virtual Meeting</b>	<b>Thursday 6/18</b>	-
<i>July - Call</i>	-	<i>Thursday 7/9</i>
<b>August - Denver</b>	<b>Thursday 8/13</b>	-
<i>September - Call</i>	-	<i>Thursday 9/10</i>
<b>October - Denver</b>	<b>Thursday 10/8</b>	-
<i>November - Call</i>	-	<i>Thursday 11/12</i>
<b>December - Denver</b>	<b>Thursday 12/10</b>	-