



COLORADO WILDLIFE COUNCIL

Minutes

December 16, 2021 ~ 10:00 am - 12:00 pm
Virtual Meeting

Members Present: Bohrer, Brown, Gates, Melcher, & Neinas

Members Absent: Shettel

Also in Attendance: CPW: Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Lauren Dobson (Assistant Director, Acting Treasurer), & Brittni Ehrhart (Digital Marketing & Social Media Coordinator); R&R Partners: Jacqueline Meason (Account Director), Marsha Boam (Program Manager), Lindsey Greenwood (Media), Pat Buller (Creative); Public: Don Anderson (New Ag Rep), Tim Twinem (New Media/Marketing Rep)

Introductions - Gates

Reviewed attendance and called the meeting to order.

R&R Partners Presentation - (see presentation for details)

Paid Media Update

9/13-11/21/2022, 20% of budget, tactics: TV, The Trade Desk (TTD), YouTube (YT), Facebook (FB)/Instagram (IG), Influencers

17.4 million impressions (majority from FB/IG and TTD) and 460,000 social post engagements.

Fox :15 was top performer and highest ad recall, view rates, and video completion rate.

Tested new segments in TTD with BIPOC and Hispanic audiences, had high view rate.

Fall campaign had an increased view rate compared to spring.

12 spots air within Denver Broncos games.

Future: geotarget ski resorts (e.g. Winter Park), scale back on Foursquare audiences on TTD, and implement winter sports targeting.

Influencers are doing well and have good engagement.

Rockies Partnership (see slides)

Option 1: \$225,000

Option 2: \$250,000

Council Discussion

What does the attendance and viewership look like and how does it equate with other efforts?

Rockies struggled with performance, but still have great attendance (R&R will email figures to the Council). It will be a good opportunity for a broader branding effort, for attendees to see our brand in multiple places. Rockies games are also a good location for our target audience, In the Wind, since they are interested in sports, outdoor recreation, and are relatively new to CO. What are the chances of seeing our logo on televised games? The outfield wall sign would be at all 81 Rockies games in option #2. R&R will see if viewers can be served a TV ad too. R&R does not recommend parking the CWC trailer at the games since it is large and costs could go up significantly. What about tickets for CWC members? Suggest showcasing shorter ads due to short attention spans.

Motion - The Council approves to move forward with option 2 and spend \$250,000 with the Rockies partnership - Neinas. Seconded. Motion carries unanimously.

Creative Update & Asset Review

Played radio ads for the Council. Have sequential efforts with interactive/static banner ads.

Per the assistance from Sednek, we will have Spanish ads for use.

CWC Awareness/Council Member Presentation Assets

Will update the fact sheet, have the newsletter to encourage people to sign up, and have the 101 deck to share for presentations.

Earned Media Update

Mural exposure and coverage: Yahoo and Yelp listings, Spot On Colorado article. Tricky to get on the mural lists.

Exploring ideas with local coffee shops for a 'Wildlife Brew' where a percentage of sales go to wildlife/habitat restoration.

Action Items

January: Launch all new assets and review competitive analysis report (similar agencies).

Approve Minutes - Gates

Motion - The Council approves the minutes as read from the October meeting (10/21) and November conference call (11/10) - Neinas. Seconded. Motion carries unanimously.

Treasurer Report - Dobson

Will transition the Treasurer role to Council Members. Revenue and expenditures are on target. Moving forward with the spending authority increase request and will keep the Council informed. CPW is an enterprise agency and annually we have to submit a spending plan (including CWC) to show how we are spending customer dollars. With the Future Generation's Act, we were able to increase the surcharge to \$1.50/license, now we are seeking approval to increase the spending authority for a second time for CWC. Approval is pending on new things we are trying and how we meet our target audience in new/different ways (e.g. outreach team). If approved, the new spending authority would become active 7/1/2022. We should find out by March 2022 when the entire budget package is approved. R&R said they could plan two scenarios if the timing is tight.

Council & Subcommittee Reports - Gates

The Council welcomed the new Council members to their upcoming roles.

Gates: Encouraged Council members to share Sportsperson's Caucus meetings within their networks and attend these events. Also actively participates in the wolf restoration Stakeholder Advisory Group (SAG) and suggest Council members to be informed.

CPW Leadership Team Update - Dobson

CPW is going into the budget cycle for FY 23 and 24, which will be decided at the LT budget retreat in late March. Gearing up for the legislative session and monitoring bills that may impact CPW. Have two major initiatives:

- Reintroduction of gray wolves - CPW will plan and receive recommendations moving forward through the Parks and Wildlife Commission. The CWC members are bound in how we engage with the public regarding legislative initiatives. Dobson can provide guidance to new members on protocol.
- Keep CO Wild Pass - A funding mechanism for the State Park system added to annual vehicle registrations (no more than \$40). This pass will allow access to State Parks.

CPW is onboarding new State Park opportunities (e.g. partnership with USFS with Sweetwater property). CPW wants to increase capacity and limit impact by looking into State Park expansion. Focusing on big game habitat to protect and map big game migration corridors and protect winter range/habitat. It is important to educate the public about the positive impacts hunting, fishing, and private landowners have on wildlife/habitat.

New Council Member Update - Anderson

Advertised four vacant positions, received 22 applications, and interviewed eight applicants with Gates and Stribling. Director Prenzlow approved new members: Tim Twinem (pronounced twine-um) (Media/Marketing), Don Anderson (Agriculture), Shyanne Orvis (West Slope Angler), Lani Kitching (Municipalities), and Brittni Erhart-Gemmil (internal selection for CPW). We will have a two-hour orientation with new council members on 1/12/22. Will market for the East Slope Angler position (please share through your networks), applications are due 1/19/22. Since Crider was in the first half of the 1st term, then the new appointee will have to finish out the 1st term.

Annual Outreach Team (OT) Budget - Anderson

Since we are waiting on spending authority, will review the OT budget at the April planning retreat. Anderson requests the Council to move forward with the same OT process from the past two years.

Motion - To hire a new outreach team for 2022 - Melcher. Seconded. Motion carries unanimously.

Strategic Consultation Discussion - Gates/Anderson

Have not had time to draft deliverables. Once completed, Anderson will share with Chair and Vice Chair. The Council wants to make sure we have an opportunity to engage at the legislature.

PITO Session proposals are due 12/17 and Shane Mahoney (Conservation Visions) will be the CWC sponsored keynote speaker and will have a session at the conference.

Motion - To adjourn the meeting - Bohrer. Seconded. Motion carries unanimously.

2022 Wildlife Council Meeting/Call Dates

Month/Location	Date	Day of Month
<i>January - Call</i>	<i>1/20</i>	<i>3rd Thursday</i>
February - Meeting	2/17	3 rd Thursday
<i>March - Call</i>	<i>3/17</i>	<i>3rd Thursday</i>
April - Planning Retreat	Mon 4/4 - Tues 4/5	1 st Mon/Tues
<i>May - Call</i>	<i>5/19</i>	<i>3rd Thursday</i>
June - Meeting	6/16	3 rd Thursday
<i>July - Call</i>	<i>7/14</i>	<i>2nd Thursday</i>
August - Meeting	8/18	3 rd Thursday
<i>September - Call</i>	<i>9/15</i>	<i>3rd Thursday</i>
October - Meeting	10/20	3 rd Thursday
<i>November - Call</i>	<i>11/10</i>	<i>2nd Thursday</i>
December - Meeting	12/15	3 rd Thursday