



COLORADO WILDLIFE COUNCIL

Conference Call Minutes
November 10, 2021 ~ 10:00 am - 12:00 noon
Zoom Call

Members Present: Brown, Gates, Melcher, & Shettel

Members Absent: Bohrer, Crider, & Neinas

Also in Attendance: CPW: Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Eeland Stribling & Kaiya Tamlyn (Outreach), Lauren Dobson (Assistant Director); R&R Partners: Jacqueline Meason (Account Director), Marsha Boam (Project Manager), Pat Buller (Creative); Public: Luke Wiedel (RMEF)

Introductions - Gates

Made introductions and called the meeting to order.

R&R Partners Presentation (see presentation)

5-Year Plan

The Council approved moving forward with the proposed 5-year plan. If the landscape changes over the next 5 years how quickly can the plan be changed? We can be as nimble as needed, but it depends on the scope of the project (production vs. social media posts). Government affairs will need to be completed by a consultant (R&R Partners is not scoped for this). Media the target audience follows changes, therefore we are constantly monitoring where they are choosing their media to optimize effectiveness.

Video Production Update

R&R shared the creative with the Council (:30, :15, and :06 second spots). Even though the :06 second spots are short, they are not skippable and offer quick facts.

Mural Highlight/Origami Statues

Have 9,000 views on the google map location of the This is the Wildlife mural. Showed photos of the new paintings of the statues, waves, and signs.

Next Steps

- December: launch new assets
- Seeking Council feedback on Rockies partnership
- Council feedback on selling merchandise tied to conservation.

Council Discussion

What does attendance look like for Rockies games and how confident is R&R about estimated impressions? Shettel will reach out to contact who is CFO with the Rockies. Gates mentioned 75% of ballot initiatives occur during gubernatorial/presidential elections. Can we make sure we have well invested dollars for 2022? Rockies games could offer a good opportunity to work with constituents. R&R will present their best plan at the December meeting for the Rockies partnership.

Council and Subcommittee Reports

Brown presented about CWC to the Sustainable Tourism and Outdoor Recreation Committee (STOR) and thanked R&R for the presentation. Many liked the campaign and understood the marketed audience, but were not aware of CWC campaign and would like to share within their networks moving forward. Shettel helped with a CWC OT event in Carbondale, thought having merchandise would be a good idea. Gates participated in the SAG meeting for the wolf restoration.

CPW Leadership Team Update - Dobson

Participated at the Colorado Tourism Conference, CWC could partner with the Care for Colorado campaign to educate Coloradans. Neinas also attended and talked about CWC. Sitting on inter-jurisdictional recreational Council with Pikes Peak Outdoor Recreation Alliance (PPORA) and could share the CWC message there too.

Outreach Team (OT) Summary - Stribling & Tamlyn (see presentation)

Attended 24 events (May - October), 36 event days, and visited 12 cities across CO. Total number of booth impressions: 47,000+, number of unique interactions: 3,500+. Highest impressions at Oktoberfest, lowest was at Cherry Creek State Park, and highest interactions was the CO Moose Festival at State Forest State Park.

Different events have different engagement: attend to learn/shop, attend to see something special, attend for a specific activity/relax/be with friends/family. Keying in on this is important to determine the most effective events.

Other nontraditional events: speaking engagements (e.g. CSU), radio shows (Terry Wickstrom), Fishing events, and CO Public Lands Day.

Common comments/topics: thank you (hunters/anglers and nature enthusiasts), CPW questions, how to interact with wildlife, wildlife interaction stories (love of wildlife), how to volunteer, how to get into fishing, wolves (interest/concern), and wildfires.

Highlights of the season: cornhole (great engagement tool!), getting kids to talk with us, events with scavenger hunts (e.g. CO Moose Festival), 'Elkies'/virtual reality, dogs wearing CWC bandanas (social media contest idea), fish hatchery on Instagram, Douglas County Fair and Rodeo (sponsored event), and Hot Air Balloon Rodeo (high engagement).

Future event ideas: reach more diverse groups of Coloradans, attend more fairs/rodeos, sports teams, popular CO events (GoPro Games), more emphasis on kids as a gateway to interact with their parents, participatory events (river cleanup, habitat restoration), and more college events.

Future ideas: engagement with people who do not hunt/fish (but have friends/family that do), more environmental friendly, table top sign, 'text a friend feature', conservation tip on social media, search and rescue benefits (a lot of people talk about this), a campaign for new voters that just moved to CO ('welcome, this is how you help Colorado's wildlife').

Created suggestions and guidelines, along with forwarded contacts, for the next OT.

The Council thanked the OT for taking this to the next level. What would the OT not do again (events/interaction)? The OT would not go to State Parks unless it is for an event (e.g. Moose Festival). Driving the trailer was a great advertisement; but loading/unloading statues was tricky and added a stress/time element. How much did we spend on the OT this year compared to last? Will add this to the report. Anderson requested to the Council to consider making this a permanent/semi-permanent budget line item.

Action: Add approval of a continuous Outreach Team budget to the 12/16 meeting - Sednek

Decide 2022 Calendar - Anderson/Sednek

The Council would like to have the planning retreat to be on 4/4-5. Sednek will finalize and send out an updated 2022 calendar.

Strategic Consultation Discussion - Anderson

Seeking Council feedback on potential consult deliverables:

- Prep for monthly meetings (6 months or 9 months or 12 months).
- Attend meetings/provide update (on what?).
- Monitor legislative bills (state and federal) that potentially impact CWC work.
- Connect with government stakeholders (CWC and consultant agree upon the list).
- Set up quarterly or bi-annual meetings/opportunities with government stakeholders.

The Council thought it important to have someone at the Capital in some capacity. Could we meet quarterly? Would like the deliverables to be vague and defined at the same time. The CWC is missing the government affairs component to serve as a connector to the legislature. There is value having someone who is watching/monitoring/communicating on behalf of the Council. Need the Council to determine the dollar amount and deliverables. What if the consultant was just present during the legislative session? What does the timeline look like for funding? Anderson will begin working on the scope of work. Will need to go out to bid if we are planning to spend over \$25,000.

Action: Determine the budget and confirm consultant deliverables - Council

Motion: Adjourn the meeting. Brown. Seconded.

| <u>2021 Wildlife Council Meeting/Call Dates</u> | | |
|--|-----------------------|------------------------|
| Month/Location | Meeting | Conference Call |
| December - Virtual Meeting | Thursday 12/16 | - |