



COLORADO WILDLIFE COUNCIL

Planning Retreat Minutes

April 4 & 5, 2022

CPW Headquarters ~ 6060 Broadway, Denver, CO

Members Present: D.Anderson, Bohrer, Brown, Ehrhart-Gemmill, Gates, Kitching, Orvis, Stribling, & Twinem

Members Absent:

Also in Attendance: CPW: Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary/Acting Treasurer), Lauren Dobson (Assistant Director); R&R Partners: Jacqueline Meason (Account Director), Pat Buller (Creative), Paul Smith (Strategy), Karen Rulapaugh (Media Strategy); Public: Shane Mahoney (Conservation Visions)

Call to Order / Introductions - Gates

Reviewed attendance and called the meeting to order. Welcomed Eeland Stribling as the new East Slope Angler Representative. Stribling worked for the CWC Outreach Team in 2021.

Director's Message - Director Prenzlów

Director Prenzlów thanked the Council for their thoughtful work and energy spent on CWC. Your role to educate the public is very important and CWC is making an impact by moving the needle. We (CPW) are here to support CWC, since we still have a lot of work to do, and your consistent participation are critical to CWC's mission.

R&R Partners Presentation - ([see presentation for details](#))

FY 21-22 Recap & Highlights

Began second 5-year contract with CWC. Produced 4th season of 'This is the Wildlife' (TITW) campaign. Completed our second long form video, 'In the Field: the Hunter'. Presented to the Sportsperson's Caucus and CPW Leadership. Have our first 'always on' media flight.

Strategy & Insight

In 2018/2019, we did a robust round of research and transitioned from Hug a Hunter (HAH) to TITW. A lot has changed in Colorado (population/demographics shifts) and the world, so it is important to reassess existing communications to see if what/how we are saying still resonates with the audience. Research approaches:

Quantitative: Who supports, why attitudes shifted, and what degree do we modify strategies.

Qualitative: Understand emotions, explore reactions (to messaging/creative), and reveal strengths/weaknesses.

Four-phased approach:

1. Landscape re-assessment: re-explore attitudes towards hunting/fishing (H/F), uncover psychographic emotional and ideological characteristics of Coloradans, is 'In the Wind' (ITW) still the optimal audience; discover additional segments to focus on.
2. Exploratory ethno-journals: provides candid and deeper feedback, explore emotions, values and perceptions towards H/F.
3. Early concept testing: check on initial ideas, frameworks, messaging themes to see what works, or does not work.
4. Creative testing: rigorous concept testing, identify what resonates with the audience.

Council Discussion

Will we be moving towards a new campaign? It could be that TITW still works, but will explore if the messaging still makes sense. We may need an entirely new approach and are prepared to make changes if the audience informs us of this. What if we identify new audiences? We assume ITW will still be a target audience, but can explore other prime audiences if identified. We target voters since we would like to have educated voter if presented with a future ballot initiative. Are there other opportunities for other language audiences (e.g. Spanish)? R&R will follow-up about exploring

this in the research. Is there any value in researching the perspectives of proposition 114 voters (wolf reintroduction)? Could explore to see if it has any influence within the constructs of the benefits of H/F.

Channel & Paid Media - Recap

9/2021 - 6/2022, Facebook/Instagram, YouTube, and the TradeDesk are the main drivers of impressions. 35 million digital impressions served and 65,000 clicks captured. 3.2 million impressions with the Winter Park ski-lift ads (based on ticket sales and lift counts). 56.77% view rate (40% benchmark) on YouTube. The TradeDesk has a strong 81% completion rate. Native ads are performing above benchmark. People don't click banners and we will continue to monitor Display since it is performing at 0.09%, below benchmark (0.15%). TikTok ads are performing at benchmark.

Council Discussion

Are impressions an inflated view of performance? Yes, since we are an educational campaign we are delivering material that allows the viewer to stay on their page/platform (not intrusive). Engagement is important, but overall we want to have as many eyes on our ads as possible. Is there an additional measurable goal we could look at for our impact? We are not necessarily pushing viewers to engage since we have a soft ask of 'learn more'. Are the same people tuning into these media channels as they were two years ago? Yes. Will be strategic with our buys during heavy election times in 2022 and 2024 due to competition and prices. CWC liked the exposure/ad opportunity we had at the Super Bowl (:15 ad)

Channel & Paid Media - Planning

Upcoming opportunities: Social & Gaming platforms (Reddit and Twitch), Contextual targeting within connected TV (CTV) to deepen engagement, DEI and language considerations (Spanish, etc.), TikTok organic presence (we don't have a page right now, just ads), key races and initiatives (be aware of election seasons), 2022 broadcast strategy recommendation (lighter presence October - election day).

Paid media studies (ID opportunities), Ongoing testing (test creative, audience), Facebook Share of voice (what competitors are spending to inform strategy).

Council Discussion

Have we looked into What's App and Pinterest? What is the strategy of using Twitch (younger audience)? We can look into What's App. In the past, we were able to test new platforms (Snapchat and TikTok) to see if they resonate with the target audience and look at the data specific to Colorado. Will continue to target sporting games depending on the cost (Nuggets, Avalanche, Broncos) and use an opportunistic strategy for last minute spots. Broncos games cost \$30,000/spot; we don't have the budget to buy a whole season. The cost of sports games cost depends on the station and who teams are playing. We did have a package that ran through March Madness and will report about that at the May meeting. This is why we have a bucket of media dollars so we can be strategic/flexible with opportunistic purchases.

Creative

Have completed four seasons of TITW. Had several :15 spots to use on social media and one for the Super Bowl. Created entertaining and informative TikTok ads, which have been working well. Created a long form video from the hunter's perspective and cut into snackable chapters for ease of sharing. Have the mural/augmented reality (AR) and repainted the statues. Received an award for the AR effect from the American Advertising Federation. Important to have video and static images added to our catalogue during filming.

What's Next: We are guided by our brand essence, stewardship, and will conduct more research to check-in on relevancy of the message and spokesperson. Do we evolve the campaign or hit reset?

Partnerships: working with a coffee roaster (still figuring out the funding piece), brewery, merchandise (create images people want to wear). Want to make sure the products are high quality and sustainable.

Looking into other experiential opportunities: 360 degree of a SWA (live on the website), virtual reality with headset/goggles.

Council Discussion

Dobson mentioned that CPW is partnering with 18 breweries and coffee shops as an advertising/promotional element CPW's 125th anniversary (not for funding). Will have a brew tour at Chatfield State Park this summer. Chose partners to work with depending on their missions and conservation mindset, impressed to see strong interest with the industry. CWC could consider partnering with a company afterwards, so we aren't confused with CPW. Gates wanted to make sure we are respectful of wildlife with any merchandise artwork. Have we considered bridging the current campaign to involve different concepts/tone or be more platform specific? Could we touch on topics like environmental stewardship and food sustainability? Have we considered smaller more cost effective production shoots? We just need to be conscientious of the budget.

Public Relations Update - Earned Media

Partnerships (Rockies, Devil Dog Brew Coffee, etc.), CWC mural (artist feature).

Rockies Kiosk Dates

Have six kiosk tabling events and would like to see if the Council members (1-2 per date) would like to help table these events. One option is to have the actor, Sam, do the first pitch.

FY22-23 Planning - Budget & Timeline

Continue quantitative study in September 2022, start thorough exploratory research in July. Look at shooting new creative Spring 2023. Reviewed the budget options.

The survey is getting more expensive due to spam concerns through direct text. Will need to go back to a phone option. If increased spending authority does come through, then we would like to explore AR/VR, TikTok filters, activations (brewery, food truck), merchandise, and incremental paid media.

Approve Minutes - Gates

Motion - The Council approves the minutes as read from the February meeting (2/17) and March conference call (3/17) - Brown. Seconded. Motion carries unanimously.

Treasurer Report - Anderson

At the time of this report (3/23/22), our current fund balance is \$2.26 million and we estimate finishing out fiscal year 2022 (in June) with \$3.1 million. Our current expenditures, \$1.689 million (highlighted in light red), are greater than our current revenue (highlighted in light green), \$1.377 million, but that will balance by the end of the year. Per our estimations, based on the average of prior year's revenue, we anticipate actual revenue to increase April - June as customers purchase new fishing licenses and apply for the spring draw. Good news, our spending authority increase request of \$800,000 has been approved and should go into effect starting July 2022. Our overall spending authority will now be \$3 million. For the increase in spending authority, we received CPW Leadership support and then needed approval from the legislature.

Council & Subcommittee Reports - Gates

Brown attended the Rocky Mountain Elk Foundation (RMEF) banquet that raised \$550,000 and will speak at the Backcountry Hunters and Anglers rendezvous in May. Orvis learning new role and working with the local community as a council member. Stribling is teaching casting classes, which include conservation conversations, and will speak at the May Trout Unlimited conference. Stribling also works for an organization called Rugged Research, an outdoor education organization for kids along the Front Range, and seeking more grants to expand work in Denver/Urban areas. Ehrhart-Gemmill was able to include information about CWC in the CPW newsletters. Bohrer is focused on water/drought issues and the federal request to study the sage grouse further. D. Anderson received positive feedback about the 'In The Field: The Hunter' with livestock and farming organizations. Twinem will present and speak with a group of hunters about CWC. CWC does have a packaged presentation that Twinem could use. Gates has been working at the Capitol, attended seven different Sportsperson's banquets to support conservation, and supporting efforts with the Partners in the Outdoors Conference.

CPW Leadership Team Update - Dobson

This legislative session has been busy and a heavy lift for CPW; in the past week seven bills were either led by or have an impact on CPW. The Hunter Education (HE) Bill, 7th graders have the opportunity to take HE, rethinks how we offer HE and reach schools with conservation/wildlife management messaging. CDOT has a bill on overpasses/underpasses (CPW is in a position of support) where CPW will help inform where wildlife crossings should go. We currently have 72 designated overpasses/underpasses, current projects include; the first I-25 overpass, working with Tribes on Hwy 160, and wildlife crossings on Hwy 13 in the NW. Important for the public to see and support this work since wildlife corridors are critical to conserve migration paths that access habitat/winter range. Working through the second phase of the State Wildlife Area (SWA) pass, includes a habitat stamp and search and rescue fee. H/F dollars went towards purchasing SWAs, their purpose is for wildlife habitat and wildlife related recreation. Even though wolves are now back on the Endangered Species List, CPW is working through the wolf restoration process and reintroduction date of 12/31/23. The Keep CO Wild pass is a way to allow more people to help fund conservation and recreation. It is an opt-out State Parks pass attached to vehicle registrations and passed at \$29/vehicle. This funding mechanism will help fund state parks, search and rescue (\$2.5 million/year), and into 6-7 spillover buckets to fund conservation, recreation, and education.

Encourage CWC members to stay apprised of current events by listening to Parks and Wildlife Commission (PWC) meetings. CWC will be presenting at the PWC meeting (5/4-5) in Sterling, CO.

Strategic Consultation - Gates

In the past Sean Tonner (originally with R&R Partners and then with the Fulcrum Group) served as a legislative liaison for CWC and had history at the State Capitol. The reason why we do not have this position is because The Fulcrum Group is separate from the advertising agency and we would need to go out to bid for this service. Does the Council want a strategic consultant? If so, how would you like to move forward (including deliverables)? Alternatively, would the Council rather use those funds to further the message? The Council agreed that they do not need a strategic consultant at this moment, would like funds to go towards the campaign, and could have a plan of action if we need strategic consultation in the future.

Call to Order: Day 2 / Introductions - Gates

Share ideas on where to hold future retreats. Half of the Council members are on the West Slope.

Action: Watch the [Nimrod Society's History of the Colorado Wildlife Council](#) and ponder if CWC should refresh this - Council

Conversation with CWC - Shane Mahoney

Mahoney appreciates the time to discuss ideas and CWC's sponsorship at the Partners in the Outdoors conference. Tying conservation and the values people have in the outdoors is important. We have three problems: too few people care about issues surrounding conservation (land, water, wildlife), the people who do care are divided, and we lack enough funds for conservation. We need to have a strong focused voice together, highlighting our shared values rather than differences. Encounters with wild things are what inspire and form the pinnacle of our experiences helping determine the best mechanisms to ensure wildlife remain with us in the future. Become familiar with the guiding principles, the North American Model of Wildlife Management (NAMWM). It is a success story since many wildlife species were on the verge of extinction a century ago due to manifest destiny. We need a way to bring people together in their pursuit of conservation. My interest is in wild foods, which is why I created the Wild Harvest Initiative, to bring us together based on our health. Our world is dependent on a healthy natural environment (health, economies, etc.). All of us have an impact on this natural world and need to recognize how this movement is important for future generations.

Have you seen other programs work to help pay for conservation? There are not many broad scale examples where direct fees to go back to conservation. There is a very complex mixture of incentives to fund conservation and need to find a way to motivate people to fund conservation more broadly. What is the sharpest criticism/ misperception you have heard? I haven't had any criticism. Food and food security are important to people, shared food is a community builder. An argument for how to get people to care is asking them where their food comes from, the quality of their food (food security), and how our health is influenced by our food.

Council Discussion

Could we use Shane Mahoney on social media as a spokesperson? What tactics can we build to increase understanding what we do with CWC? It is better to have more streamlined channels. Have to look at outside (of CPW) resources due to limited capacity. Sometimes when the message comes from someone else, it resonates better. Food sources could be a point to educate the public about the NAMWM since everyone has to eat. R&R mentioned it is important to look at the research since food was the lowest point of interest for the target audience. It is a potential message pillar, but maybe not one that convinces the general public. Will be re-testing soon and see if this resonates more now since the pandemic has changed people's perspectives. NAMWM is difficult to explain the audience. Would like to see new messaging, especially with the influencers. Like the message how food is a community builder (potential new message). CPW social media has some food videos, can share with CWC to post on social media.

Council Member Responsibilities/Involvement - Gates

Shane Mahoney will be at the Sportsperson's Day at the Capitol, 4/21/22, 11 am - 2 pm. Would like to have sportsperson's there to present and interact with stakeholders (please share with your networks). Would like to see our momentum continue and see the Council participate at these events.

Outreach Team Update - J. Anderson

We were unsuccessful hiring the Outreach Team (OT) as of now. Will commit time to this after the conference and looking at other strategies to accomplish hiring. Would like to focus on the hunting and angling community to build support. What can the Council do to help? Share job descriptions and encourage interested people to apply. After May/June, it may not be worth hiring an OT since the season ends in Oct/Nov. Looking at other opportunities to split the responsibilities. The majority of events are on the Front Range, but there are some on the west slope. Could one of the CWC members fill the gap on the west slope? We could have two sets of supplies (East Slope and West Slope).

Wildlife Trading Cards - J. Anderson

In the past (pre 2011) CPW had wildlife trading cards for events. Would CWC like to financially support re-printing these? CPW will design the trading cards and include the CWC logo/info on the cards. Also would like to create a deck of playing cards to talk about wildlife species for a giveaway item. The trading cards could be used as an incentive for people to seek out our table/events (e.g. at a Rockies game, collect 5 wildlife species cards receive a prize, tag on social media). Hunters and anglers would likely be more interested in the playing cards. What is the popularity of the trading cards and does it just create additional waste? These cards are popular with kids and people still ask for them. Could also have a sticker on the trading cards since kids are the target audience. Trading cards will have fun wildlife facts. Will have the interpretive team come up with these to be more engaging. A deck of cards would be a good way for people to use it many times. CWC would like to see fish species on these cards. CWC agrees with moving forward with this effort.

Reimbursement Review - Sednek

Sednek reviewed the process for filling out reimbursement forms. It is important to fill out travel dates, from/to, departure/arrival times, mileage amount, date form was filled out, address on W-9, printed name, and signature. Additionally, CWC member will need to bring a copy (physical or emailed copy) of lodging receipts. Sednek will take care of the rest since they can be complicated.

Meetings will be in Denver or will try to find a central location off the I-70 corridor. CWC members will look into helping at the Rockies games tabling events.

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

2022 Wildlife Council Meeting/Call Dates

Month/Location	Date	Day of Month
<i>May - Call</i>	<i>5/19</i>	<i>3rd Thursday</i>
June - Meeting	6/16	3rd Thursday
<i>July - Call</i>	<i>7/14</i>	2nd Thursday
August - Meeting	8/18	3rd Thursday
<i>September - Call</i>	<i>9/15</i>	<i>3rd Thursday</i>
October - Meeting	10/20	3rd Thursday
<i>November - Call</i>	<i>11/10</i>	2nd Thursday
December - Meeting	12/15	3rd Thursday