



## Minutes

August 18, 2022~ 10:00am - 2:00pm

CPW Headquarters ~ 6060 Broadway, Denver, CO

**Members Present:** Dan Gates, Brittni Ehart-Gemmill, Lani Kitching, Don Anderson

**Members Absent:** Tony Bohrer, Tim Twinem, Shyanne Orvis, Eeland Stribling

**Also in Attendance:** *CPW:* Lauren Dobson (Assistant Director); *R&R Partners:* Jacqueline Meason (Corporate Director), Libby Lewis (Project Manager), Pat Buller (Creative), Dani Schneider (Account Coordinator), Jennifer Harlan (Media), Emmarose Villanueva Terry (Media), Mandy Walsh (Research); *Public:* Sean Ender (Peak to Creek Films), Rusty Starks, Brett Axton (Safari Club International)

### **Call to Order / Introductions - Gates**

Reviewed attendance and called the meeting to order.

### **R&R Partners Presentation -**

#### **Team Member Introductions**

Introduction of Emmarose Villanueva Terry and Jennifer Harlan from the media team.

### **Research Highlights**

Reviewed the exploratory research project status. Phase 1 is being reviewed and will use the findings for phase 2 which will be circulated in the next few weeks. Kicking off the tracking survey, which will launch in September.

### **Council Discussion**

Who are the target audiences? There are 2 main audiences: general population and in the wind audience. The main goal of exploratory is to see if we need to target a different group. Walsh explained the target is contacted through the panel provider based on the specific criteria given. Questions about the council reviewing the phase 1 survey questions and how much time is given to individuals to take the survey. The phase 1 survey will be recirculated. Phase 2 ethnojournal are completed over the course of a few weeks and individuals can complete on their own time via the moderator. Are the questions different based on the election? R&R will adjust questions in phase 2 to address. Are the people selected for ethnojournals based on findings or are they the same people throughout? Phase 1 will influence who we proceed with for Phase 2.

### **Paid Media Recap**

Reviewed the FY 21/22 planning parameters for Paid Media and broke down the budget using a pie chart. Reviewed the performance of the campaign with over 111,000,000 total impressions. Traditional media on television was sept. 2021- June 2022 with highlights of spots during the Super Bowl, Stanley Cup Finals, AFC/NFC playoffs, and March Madness. Ski Lift delivered 3,216,784 impressions, 47% more than the guaranteed amount. Reviewed the executions of the Rockies Partnership with an estimated impressions of 4,212,642 through June 30, 2022. Reviewed Digital Media tactics, impressions, and KPIs. The Trade Desk showed placements performed above the goal of 90%. Reviewed the Video and Social Media tactics,

impressions, and KPI, and key learnings. Reviewed e-mail insights and reminded that the outreach team was supposed to get subscribers. Reviewed and explained DISQO Results.

### **Council Discussion**

How is an impression measured? It is individuals or number of times seen? It is the number of times an ad is seen, can be one person seeing the same add multiple times. We purposely serve ads to the same people multiple times to help with ad recall and brand awareness due to ad clutter. Do we only serve ads to people in Colorado and how do we manage that if someone is traveling? Platform geo targets are set within state lines so ads will only be sent to people in Colorado based on device location. If you are a resident of Colorado and go out of state, you will not see CWC ads, they only are pushed to people within the state. If an ad plays on the TV but you are away from the screen, does it still count? Yes, there is no way to measure if you are in front of a device or not. Council wanted clarification on DMA. It was explained how DMA works and how media is bought with the DMAs and zones. Council mentioned how e-mail sign-up is not easily available. R&R will look into how to make sign-ups easier to access on the website or be more descriptive vs. only saying contact us. Is the DISQO study done annually? No, this was our first year using it and we do not plan to use again unless we have new creative. Council asked to review the questions in that survey. R&R to send.

### **Paid Media Reco**

Reviewed the recommendation for FY 22/23, continuing business as usual. Reviewed the media consumption behaviors with media quintiles and platform specifics. Explained while television consumption is low, big sporting events are a great way for us to reach our target. Reco flight after the political season for efficient spend of dollars. Reminded the council that the Rockies Partnership cost has most of the money coming out of FY 22/23 budget and if budget allows continuing the partnership in the '23 season. Continuing ski lift out of home. Reviewed email details to boost newsletter database and mentioned that there will be a QR code at kiosk table at Rockies game so people can sign up. Discussed the digital media plan and targeting. Discussed Spotify Streaming Audio streaming Discussed the audio target and strategy of Spotify. Continuing with YouTube as usual. Showed the digital media budget as a pie chart. Discussed social media targeting and tactics, using Facebook and Instagram stories and newsfeed ads, continuing promoted posts, TikTok, Mural/AR, Influencers, and the new addition of Reddit. Reviewed the differences between the two budgets options.

### **Council Discussion**

Can we run ads once the election is over? It was recommended to wait until the New Year to give time for election remnants and to avoid the retail holiday season ads. Could we run ads on PBS? R&R will look into PBS, but their parameters are very different and it skews different than our target demographic. Could we run ads on ESPN, Hallmark, and other channels? The channels and shows listed were just examples and we will look into those channels to see if they align with our target audience. Can we up our game in January to June without being redundant? Yes, we absolutely can. Are there educational opportunities that may help influence people now before things happen later? We are still live and changes can be made throughout the year. Questions on if there will be Spanish assets. Spanish ads can be placed however we have looked at the Spanish speaking population in our target and it is quite small. Can we look into creating a new mural? Yes, R&R will look into that if additional budget is allocated. Council asked about tactics to improve finding the mural online. R&R will continue efforts to improve the mural appearing in searches. Are we able to get an analysis/comparison of media tactics used YOY and effectiveness. R&R to explore. Paid media reco option 1 approved as presented.

### Rockies Partnership Updates

Reiterated information about the 9/25 game. Anderson volunteered to be 11 am slot on kiosk schedule. Remainder of members to communicate with Dani to coordinate the day.

### New Spotlights

Showed the new spotlights that are on the website.

### Approve Minutes - Gates

To be approved during the next meeting if quorum available.

### Treasurer Report- Dobson

Lauren reviewed full annual fiscal expenditures and the next treasurer report council sees will be the beginning of the new fiscal.

### Sponsorship Opportunities - Gates

Due to not having an outreach team, are there other areas and opportunities for council to educate more and utilize the budget allocated.

### **Council Discussion**

Anderson agrees it is a great idea for exposure and suggested a CWC branded window screen. Council was reminded they had events planned but did not have the staffing for them so the biggest question is if they want events, will they have staff to help. There are opportunities for the council that don't require manpower. Council thinks they should continue with the outreach team.

### Council & Subcommittee Reports - Gates

Kitching has been involved in Crystal River and in the background of her video was the CWC water bottle. Gates encourages council to pay attention to happenings on the commission level and reminded council that license sales impact council messaging. Gates will be contacting council for a multitude of reasons and reminders including meeting attendance. Ehrhart-Gemmill reminds the council to send their updated contact information.

### CPW Leadership Team Update - Dobson

Reminded council that the budget needs to be sent to the Governor for approval to spend money and how it will be spent. The next commission meeting is in Craig on Sept. 8 and 9. In previous meetings, the Regional Partnership Initiative was discussed, and the grant route will be announced soon. The Keep Colorado Wild pass will go on car registration automatically and people can opt-out of the \$29.00 fee, but it is a great way for people to help participate in wildlife conservation. Waiting for the passage of America the Beautiful which will bring \$26.4 million to Colorado annually. The final stakeholder meeting is on August 24 and 25 in Glenwood Springs.

### **Public Comment**

Rusty Starks joined for his first meeting and discussed how he felt about CPW's spending and it was suggested he participate in CPW meetings since CWC is educational based. Brett Axton of the Colorado Chapter of Safari Club International spoke about the organization and how they educate people. He emphasized that people don't need to be pro hunting, just pro wildlife. Sean Ender was fascinated by the R&R presentation. He gave a few ideas for the council for outreach events and encouraged council to think of cost-effective ideas that are

interesting and educational such as a night at a brewery with wildlife videos playing. He mentioned that people are fascinated by the non-hunting and fishing side of wildlife management.

**Motion** - To adjourn the meeting - Anderson. Kitching seconded. Motion carries unanimously.