



COLORADO WILDLIFE COUNCIL

Minutes

February 17, 2022 ~ 10:00 am - 1:40 pm
Virtual Meeting

Members Present: D.Anderson, Bohrer, Gates, Kitching, & Shettel

Members Absent: Brown, Ehrhart, & Twinem

Also in Attendance: CPW: Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary & Acting Treasurer), Lauren Dobson (Assistant Director); R&R Partners: Jacqueline Meason (Account Director), Marsha Boam (Program Manager), Pat Buller (Creative); Public: N/A

Introductions - Gates

Reviewed attendance and called the meeting to order.

Shettel Appreciation - Gates/J.Anderson

The Council, R&R Partners, and CPW staff thanked Shettel for his work on the Council and received a plaque of the CWC mural for his 8 years of service as West Slope Angler Representative.

Introduce New Council Members Don Anderson and Lani Kitching - Gates

D.Anderson and Kitching introduced themselves and provided a brief background.

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

Paid Media Update

Performing above benchmark on Facebook, YouTube, & Pre-roll (Trade Desk). Digital display is performing slightly below benchmark. The “Coexist :15s” spot aired during the Super Bowl.

Website Reporting

Site visitation of Q4 2021: 19,000 sessions from 16,000 users, homepage most visited. Top traffic drivers: Trade Desk (52%), Facebook (29%), and Direct (11% - could be onboarding new Council members/applicants). Top traffic locations: Denver (~30%), CO Springs (~8%), and Aurora (~5%). Top device: Mobil (71 %). Lower bounce rate on the wildlife pages. 2020 vs 2021: total sessions increased 40.6 %, bounce rate decreased 8.8%, session increased 4%, and duration increased 19%. Will continue to share quarterly/annual reports. Super Bowl ad impact: saw 13 sessions around 7 pm, 5 sessions were an organic search.

Creative Assets

Showed part of [In the Field: The Hunter](#) video (encourage watching entire video) and TikTok clips. Videos are accessible on the home page and [video page](#). People spend 2 hours a day on TikTok, and many are our target audience. At the CPW LT meeting there was a concern about TikTok and hacking. CWC does not have a TikTok account; we only serve ads and therefore are not concerned about security.

PR Update - Earned Media

[Visit Denver](#) now lists the CWC mural and QR code under murals and street art. Will continue outreach with local bloggers interested in urban artwork. Would like to partner with Devil Dog Brew to create a special coffee blend with CWC branding. For sales, 15% would go towards wildlife/habitat programs. This is a good opportunity and working on logistics.

Council Discussion

Will sales reach the target audience in person or only online? What will the reach be (Front Range or Statewide)? On West Slope there are many coffee shops, can we target these shops? Oskar Blues

supports the Fly Fishing Film Tour, if the coffee model is successful, we could consider a similar partnership (advocacy). Could be an option, but prefer focusing on the target audience rather than solely focusing on constituents. The partnership with Devil Dog will serve as a trial. Could have a QR code at Outreach Team (OT) events this summer. R&R will follow-up about online/in stores, reach, and OT.

Motion: Approve partnership with Devil Dog Brew - Shettel. Seconded. Motion carries unanimously.

Subcommittees

Need to fill vacancies in subcommittees by March: Public Relations/Earned Media, Influencers (suggest Shyanne), and Creative (one role). Anderson would like to help with Public Relations.

Action Items

March: Fine tune Rockies agreement due to complications with the walkout (shortened season). Need CPW's approval to sign on behalf of CWC for this agreement.

Approve Minutes - Gates

Motion - The Council approves the minutes as read from the December meeting (12/16) and January conference call (1/20) - Shettel. Seconded. Motion carries unanimously.

Treasurer Report - Sednek

Sednek will be acting Treasurer until a Council Member fills the role, contact Sednek if interested. Revenue is currently \$100k less than the prior two-year average (estimated revenue July - February) and expenditures are shy of being on target. Note: February had not closed at the time of this report. We will have an answer regarding the request for spending authority increase in March/April. The Council discussed if there was an impact due to the structure being fiscal year vs. calendar year. The budget has a reserve amount and we plan annually based on the CWC's spending authority.

Council & Subcommittee Reports - Gates

Shettel will get more involved with Backcountry Hunters and Anglers and Women in the Woods. D.Anderson works with an Ag platform where they are discussing sustainability (large companies seeking this). Can we talk about sustainability at the Planning Retreat (social, economic, environmental)? Kitching's work on other boards includes the need to add educational messages about respect and responsibility. Bohrer went to State Capitol as a County against the mountain lion/bobcat legislation. Colorado has invested millions on sage grouse plans and the new administration wants CO to redo their plan, which could affect oil and gas. Gates has been working with Shane Mahoney (CWC sponsored Partners Conference keynote speaker on 4/19) about his presentation and would like to have Mahoney talk with CWC at the April Planning Retreat. J.Anderson will interview six applicants for the OT lead position. Received five applications for the East Slope Angler Representative, will conduct interviews, and give recommendation to the CPW Director. With the expansion of the CWC team, submitted a decision item for a full time staff person 100% dedicated to the CWC (cost ~\$80k for wages and vehicle). The CPW leadership team will review this in March.

Action: Confirm Shane Mahoney for the April Planning Retreat Agenda - Gates

Legislative Update - Gates

Senate Bill 31 (mountain lion/bobcat bill): many sportsperson's were in opposition and it was voted down 4:1. Sportsperson's groups are collaborating as a coalition (CO Wildlife Conservation Project) to provide immediate connectivity regarding the legislative processes to push for science based wildlife management.

Bill 1104 (power lines trails bill): passed out of the house committee 8:5, building trails under power lines would impact wildlife corridors. This bill is not mandatory, but gives municipalities an option to do this.

Bill 1172 (Habitat Partnership Program bill): going through unopposed.

Bill 1168 (hunter education in schools): good for wildlife conservation, gun safety.

Bill regarding lead ammo: to ban lead ammo in CO, not sure where funding will originate.

Sportsperson's would likely not support if they are funding this. Lead anchors are already being prohibited in the fishing community.

Biodiversity/Climate Change bill: Have a Governor/Science based committee that would oversee the Parks and Wildlife Commission (PWC).

Action: Distinguish between CWC and PWC objectives for new Council Members.

Break - Lunch/Sportsperson's Caucus

CPW Leadership Team Update - Dobson

Keep CO Wild Pass will include a State Parks pass with vehicle registration (opt out program) and would like to have this initiated January 2023. This model is a shift in funding since there has been an exponential use of our outdoor spaces and State Parks. This legislation will provide adequate funding so our parks can support Coloradans. CPW will oversee/coordinate the search and rescue program (SAR) instead of DOLA since the majority of funding comes from hunters/anglers (H/A). Through the Keep CO Wild pass, more Coloradans will help support the SAR program and include mental health support/evaluation for SAR volunteers. Additional funding will go towards education programs on responsible recreation, wildlife conflict, and increase capacity on outdoor recreation (plan trails with wildlife in mind). Spillover fund would go towards equity diversity and inclusion (EDI) programs and the Colorado Outdoor Partnership (CO-OP) regional partnerships. The goal of the regional partnerships is to hear local voices regarding conservation and recreation. In 2021, the CO-OP supported five coalitions.

Created the State Wildlife Area (SWA) workgroup in 2020 with the goal to reduce recreation pressure on SWAs, prioritizing them for wildlife and wildlife related recreation. CPW oversees 350 SWAs across CO and created a SWA pass for people who do not purchase a hunting/fishing license. Will reconvene in March to begin discussing recommendations to reduce pressure on SWAs, will begin surveys for data, make a recommendation for public comment this fall, and introduce to the PWC by Jan 2023.

CPW purchased Colorado Clays, which will operate similar to the Cameo Shooting range, to be a place for shooting sports recreation groups. Looking at wildlife over/under passes to preserve big game migration corridors (priority for CPW and CDOT) so we can move people and wildlife across the landscape safely. Recovering America's Wildlife Act (RAWA) has 150 co-sponsors and bipartisan support. This would be one of biggest legislation passes to fund wildlife conservation since Pittman-Robertson, generating \$3 billion annually for the nation (\$29 million for CO).

Council Discussion

Bohrer would like to know more information about hydro energy. Contact Dobson to talk further.

Inquiry to Purchase CWC Assets - R&R Partners/Meason

Received a request from HOWL 4 Wildlife (a non-profit whose goal is to create an awareness campaign about wildlife related issues) to use the Tubes creative on their website and through social media to speak to a broader national audience. Will remove CWC logos/audio. CWC has a full rights talent buyout, but HOWL would have to negotiate/purchase rights from the production company.

Council Discussion

Would this affect CWC using the Tubes creative again? No, we do not anticipate using this creative again, but it will continue to live on our YouTube page. If CWC is interested, we could draft an agreement (did this in the past). If they are not buying it from CWC, would we enter a use agreement? Would have to get attorneys involved for use agreements. The Council has concerns about how the creative will be presented (liability for CWC) and will err on the side of caution since they do not want to have sportsperson's dollars misused.

Motion - To reject HOWL's request to use the Tubes creative - D. Anderson. Seconded. Motion carries unanimously.

Planning Retreat Location Discussion - Sednek/ J.Anderson

Would like to hold the CWC planning retreat in person at CPW headquarters in Denver (6060 Broadway) since this location has the capabilities for a hybrid meeting using DTEN units. Brown offered to host in Grand Junction at CMU. Sednek and J.Anderson are awaiting further guidance regarding boards and commission meetings. The Council agreed to hold the planning retreat in Denver.

Sportsperson's Day at the Capitol 3/17 and 4/21 - Gates

The 3/17 Sportsperson's Caucus may be a hybrid meeting and will have Sportsperson's Day at the Capitol on Thursday 4/21 (day after Partners Conference); both are from 12 noon to 1 pm. The 4/21 event would include a short meeting inside with a larger gathering outside where we feed as many people as possible with game meat. Would like CWC's participation with SWAG and info. Would the Council like to participate at either of these? Will have a Doodle Poll to see who would be interested in participating at both. Can discuss during the next meeting.

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

2022 Wildlife Council Meeting/Call Dates

Month/Location	Date	Day of Month
<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