



COLORADO WILDLIFE COUNCIL

Minutes

July 14, 2022- 10:00am - 10:45am
Virtual Meeting

Members Present: Dan Gates, Tim Twinem, Don Anderson, Eeland Stribling, Lani Kitching, Tony Bohrer, Brittni Ehrhart-Gemmill

Members Absent: Robin Brown & Shyanne Orvis

Also in Attendance: *R&R Partners: Jacqueline Meason (Corporate Director), Libby Lewis (Project Manager), Pat Buller (Creative)*

Call to Order / Introductions - Gates

Reviewed attendance and called the meeting to order. Mentioned meeting minutes and treasurer reports will be sent via email and approved in the next in-person meeting in August instead of in today's meeting.

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

FY 22/23 Timeline Review

Kicked off exploratory research last week. The annual quantitative will still take place in September as well as the annual competitive report taking place in December. Both are not impacted by exploratory overlap. We will be conducting two rounds of qualitative focus groups this year. Creative concepting will take place in winter and spring followed by production late this fiscal. Ongoing support includes paid media, social media, public relations, and account management.

Council Discussion

Twinem would like to be included on the research action items. R&R to send him the phase one questionnaire. Kitching suggests looking at like-minded groups, in additional government circles. R&R to send her examples of the past competitive reports.

Q2 Website Analytics, AR QR Code & Meeting Notice

Reviewed website data and explained nuances. Bounce rate is a little high, R&R to continue to watch and assess modifications to the site. Also exploring ways to increase time on page. Per usual, paid media is driving bulk of web visitation. Reviewed mural QR code data. Good activity to date. Mostly younger folks interacting with the AR effect. A meeting notice has now been added to the website homepage to address the concern it was hard to find for some in previous meetings.

Council Discussion

Curious if we see any out of state visitation and if its relevant. Explained that we do not purchase any media outside Colorado so if out of state traffic comes to the site they are doing so organically. Also, curios if the data shows we are reaching the in the wind audience and it does.

Rockies Partnership

The Rockies have continued to be a great partner for us. They agreed to our request to forgo ongoing kiosks and instead only focus on the September 25th Hunting & Fishing Day request. All council members can be on the field for the first pitch, work the kiosk table and stay for the game. Council members to take turns manning the kiosk table. R&R to send email to confirm attendance, share logistics, etc. Council to determine who is picking up and bringing kiosk table materials.

Council Discussion

Curious if Elbert (CPW mascot) can still attend. Yes, R&R to confirm if just for the first pitch or also at the kiosk. Discussed bringing camera to capture content. R&R to look into usage.

Council Spotlights

Briefly reviewed past spotlights. R&R to send request to all new council members to fill out questionnaire and send back with an image of them enjoying the outdoors. These are great content for the website and social.

Council Discussion

Curious if we can show upcoming events on the website. R&R confirmed that feature does exist and can be activated.

Council & Subcommittee Reports - Gates

Gates suggested members attend stakeholder meetings such as the one in Durango 7/26-27 as well as reach out to Orvis. Ehrhart-Gemmill mentioned the commission meeting next week and the wolf advisory meeting taking place week of 7/25. Also noted are CPW activities including the project with the Denver Zoo and the release of boreal toad tadpoles. Draw limited license week of 7/17. Colorado Day is 8/1 and entry to state parks is free. Asked the group if they would like more information on the Keep Colorado Wild Pass and she will provide a presentation. Kitching is hoping to attend the next commission meeting in Edwards. Bohrer hosting trappers’ event and is unable to attend the August council meeting. Anderson plans to attend the Larimer country project day. Stribling had a conversation with David Nocham with Trout fest (<https://coloradotu.org/troutfest>), is at Rockies stadium this 7/18; he cannot attend but forwarding info to be distributed to the council. Twinem had no updates.

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

2022 Wildlife Council Meeting/Call Dates

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

