



# COLORADO WILDLIFE COUNCIL

Conference Call Minutes  
March 17, 2022 ~ 10:00 am - 12:00 noon  
Zoom Call

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

**Members Absent:**

**Also in Attendance:** CPW: Ginny Sednek (Secretary); R&R Partners: Jacqueline Meason (Account Director), Pat Buller (Creative)

## **Introductions - Gates**

Made introductions and called the meeting to order.

## **R&R Partners Presentation (see presentation)**

### **Subcommittee Update**

R&R has outlined the subcommittees. Ehrhart-Gemmill will oversee all subcommittees. R&R will reach out via email, please respond directly.

### **Media Update**

Seeing good results on TikTok spots, outperforming benchmarks with outdoor rec target.

### **Rockies Giveaways**

Created assets for signage. Need to consider options for our giveaway day, 9/24 (National Hunting Fishing Day), minimum of 10,000 items from \$1-\$3. Cannot provide food since we are not a concessionaire. Will consider sustainable options. Council ideas: wildlife playing cards, buff/face mask. Need to have items separate from Outreach Team giveaways. Gates and Twinem are on the subcommittee for this decision.

### **Next Steps**

- April preview: 21/22 highlights, strategy & research, creative & activations, earned media, paid media, budget & timeline, 22/23 Recommendations

## **Council & Subcommittee Reports**

D. Anderson shared 'In the Field: The Hunter' with fellow Ag organizations. D. Anderson could help facilitate a volunteer/outreach team opportunity with a cattle operation associated with the habitat program. Gates would like Shane Mahoney (CWC sponsored speaker at Partners Conference) to participate at the planning retreat on April 5<sup>th</sup> and encourages the council to become familiar with Mahoney/Conservation Visions to see how his line of work ties in with CWC.

Action: Research Shane Mahoney and [Conservation Visions](#) - Council

## **CPW Leadership Team Update - Dobson**

### **CWC Future Meetings Discussion - Anderson & Sednek**

As of 2/24/22, state boards and commissions may resume in-person meetings with the following recommendations:

- A) A virtual participation option should be offered for board members and the public
- B) Meetings should follow local restrictions, including mask mandates and room capacity limits.
- C) We encourage all members attending the meeting in person to attest to their vaccination status to the board administrator, but it is not required.
- D) Anyone feeling sick or exhibiting COVID-19 symptoms, even if mild, must not attend a meeting in person.
- E) All members of boards and commissions attending meetings in person, as well as members of the public attending the meeting in person, may wear a mask if they choose and should always follow local guidance.

For vaccine attestation, there is a form on [CPW Connect](#), the volunteer database, where you can electronically fill out the Volunteer COVID 19 Policy Agreement form. Thank you to those who have already filled out this form.

**Planning Retreat Logistics - Gates & Sednek**

The deadline for planning retreat agenda items is Tuesday 3/22. The Council will have a group dinner at the Buckhorn Exchange in Denver, please RSVP if attending or not. The CWC budget will cover a packaged meal, but alcoholic beverages or other menu items will need to be covered by your personal funds. For lodging, please make your own reservations. The CWC budget will reimburse you up to \$150/night and Sednek will provide a discounted option to stay off HWY 36 in Westminster at a set cost of \$115. At the budget retreat, Sednek will go over how to fill out a reimbursement form to cover lodging, mileage, and per diem costs. Contact Sednek if you have any additional needs for the CWC planning retreat. There was interest in arranging a carpool from CPW headquarters to the Buckhorn Exchange.

**Action:** Coordinate carpool to/from Buckhorn Exchange - Sednek

**Partners Conference/PWC May Meeting/Sportsperson’s Caucus - Gates**

Gates encouraged CWC to attend the Partners in the Outdoors Conference where Shane Mahoney will be the CWC sponsored keynote speaker on 4/20. Reach out to Sednek or Anderson for assistance. The May Parks and Wildlife Commission meeting will be in Sterling, CO where Gates and Meason will present on behalf of the CWC. Encourage CWC members to attend in person or virtually. The Sportsperson’s Caucus on Thursday 4/21 will be at the Capitol and encourage attendance.

**Tourism Impacts on Wildlife - Kitching**

From a municipal perspective, we are seeing very high tourism to many outdoor locations. Would like to see the CWC have messaging (direct/subliminal) regarding responsible recreation (e.g. Glenwood Springs has campaign for responsible outdoor use). R&R Partners mentioned that we have started including these types of messages where relevant (e.g. share recreate responsibly messages, have influencers weave this into their posts, include this in longform/other ads where appropriate). Want to make sure we are finding the right balance about responsible recreation. Kitching and Brown will work on including these types of messages in the newsletter.

**Motion:** Adjourn the meeting. Brown. Seconded.

**2022 Wildlife Council Meeting/Call Dates**

Month/Location	Date	Day of Month
April - Planning Retreat	Mon 4/4 - Tues 4/5	1 <sup>st</sup> Mon/Tues
<i>May - Call</i>	<i>5/19</i>	<i>3<sup>rd</sup> Thursday</i>
June - Meeting	6/16	3 <sup>rd</sup> Thursday
<i>July - Call</i>	<i>7/14</i>	<i>2<sup>nd</sup> Thursday</i>
August - Meeting	8/18	3 <sup>rd</sup> Thursday
<i>September - Call</i>	<i>9/15</i>	<i>3<sup>rd</sup> Thursday</i>
October - Meeting	10/20	3 <sup>rd</sup> Thursday
<i>November - Call</i>	<i>11/10</i>	<i>2<sup>nd</sup> Thursday</i>