



COLORADO WILDLIFE COUNCIL

Minutes

Sept 15, 2022~ 10:00am - 11:00am

Zoom Meeting ~ 6060 Broadway, Denver, CO

Members Present: Dan Gates, Brittini Ehrhart-Gemmill, Lani Kitching, Don Anderson, Shyanne Orvis, Eeland Stribling, Robin Brown, Tim Twinem, Shyanne Orvis, Eeland Stribling

Members Absent: Tony Bohrer

Also in Attendance: CPW: Lauren Dobson (Assistant Director); R&R Partners: Paul Smith (Research), Jacqueline Meason (Corporate Director), Libby Lewis (Project Manager), Pat Buller (Creative), Dani Schneider (Account Coordinator), Jennifer Harlan (Media), Emmarose Villanueva Terry (Media), Lindsey Schuster (Media)

Call to Order / Introductions - Gates

Reviewed attendance and introduced Lindsey Shuster. Called the meeting to order.

R&R Partners Presentation - Exploratory Research Updates

Reviewed methodology Phase 1 update. Netting out funding regulation and friends of hunting and fishing. Broadly we are moving in the right direction via education. Findings show we may be plateauing with and moving up to more nuanced messaging. Identify sub pockets: adventurer, morally conscious, friends of hunters, hunter adjacent, hunting audience. Phase 2 Ethnojournals are concluding on September 21. Annual Survey results will be presented in the 10/20 meeting.

Council Discussion

Council emphasized not to use trophy hunting to make an argument. Council question how hunting benefits river levels.

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.

Partner Outreach

Discussed the partnership with MTN KDS and what it entails for the council. R&R Partners also discussed another outreach opportunity of donating CWC branded reusable bags to local farmers markets in Denver.

Council Discussion

Council wanted to know more information on the cost, timeline, and creative design of the reusable bags. The idea is still in the beginning of stage and R&R Partners is working with vendors to get material, cost, and timeline breakdowns. The creative design hasn't been started yet. Council asked if there could be a bag design contest within the community. That is a great idea and something we can approach in the Spring since markets are closing at the end of October, there may not be enough time to do that this fall.

Paid Media Update

Discussed the Colorado DMA map and how there is a significant difference in digital performance by geography. Reviewed the PBS POV and how it does not align with our In the Wind target.

Council Discussion

Council thanked media for the breakdown and for looking into PBS.

Mural Updates

Reviewed the major sites the mural was listed on and mentioned there has been additional outreach to other outlets.

CWC 101 Video

Formally known as the Nimrod Video, CWC 101 is going to be broken into chapters and significantly shorter.

Website Updates

Reviewed the new email signup verbiage, showed the new spotlight, and the updated bio for a council member.

Approve Minutes - Gates

April through August minutes - motion by Anderson, all approved

Treasurer & Leadership Report- Dobson

Lauren to provide treasury report by EOW. Discussed the recent meeting and reintroduced wolf release. The Recovering Americas Wildlife Act is close to passing and urged council to contact their legislators. Keep Colorado Wild campaign is working on funding. Looking into backcountry Search & Rescue fee and avalanche info.

Council & Subcommittee Reports

Kitching mentioned the approval of the Q4 Newsletter and attended Colorado Greywolf reintroduction. Stribling joined the Jedi Team (school age fishing and archery) and discussed Protect our Winters and a climate change film about fishing. Ehrhart-Gemmill discussed the open positions at CPW. No other council members had updates.

Public Comment

No public comment.

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