



COLORADO WILDLIFE COUNCIL

Planning Retreat Minutes

April 17 - 18, 2023

Origin Hotel Red Rocks ~18485 W Colfax Ave, Golden, CO 80401

Members Present: D.Anderson, Bohrer, Ehrhart-Gemmill, Gates, Kitching, Stribling, & Twinem

Members Absent: Orvis

Also in Attendance: CPW: Jennifer Anderson (Staff Liaison), Kristin Cannon (Acting Assistant Director), Brianna Fett (Outreach Team), & Ginny Sednek (Secretary/Treasurer); R&R Partners: Jacqueline Meason (Account Director), Dani Schneider (Program Manager), Pat Buller (Creative), Jennifer Harlan (Media), Paul Smith (Strategy), Katie Francis Logan (Social Media), Logan Riley (Website), Mandy Walsh (Research)

Call to Order / Introductions - Gates

Reviewed attendance and called the meeting to order.

Council Discussion - Gates (4-17-23 Part 1 Recording)

The Council and staff discussed the following:

- Hiring process of the West Slope Hunter Representative position.
 - CPW Acting Director appointed Kelly Weyand from SW Colorado.
- Succession planning and contacting qualifying counties for the Counties Rep. position
 - Counties position is not required to be a County Commissioner, can work as employees or elected official for city (municipalities) or county.
 - **Action:** Follow-up with which counties rely on hunting/fishing dollars - J. Anderson
- Create annual performance evaluation for R&R Partners (advertising agency)
 - Tie evaluation in with CWC priorities
 - Work directly with the Jacqueline Meason (Account Director) in person
 - **Action:** Compile notes and send out survey to CWC for evaluation - Sednek
- Consider a CWC meeting on the West Slope
 - Factor in travel of the majority to the West Slope and budget considerations
 - **Action:** Research W. Slope options for meetings and budget - Sednek

Identification of FY24 Priorities - Bohrer (4-17-23 Part 2 recording)

Council reviewed the Five Points of How to Make People Care, focusing on 'create meaningful calls to action'. Would like to see the audience be more educated on conservation issues, understand their impact on wildlife and wildlife management, create ambassadors of conservation through education, and understand that CWC/CPW are the experts. The Council will continue to fold these five points into their work and with R&R Partners regarding visual/message components.

R&R Partners Presentation - ([see presentation for details](#), 4-17-23 Part 2 recording @ 24:00)

FY 22-23 Recap & Highlights (Slides 4-6)

CWC has been working with R&R Partners for seven years. Will transition away from 'This is the Wildlife' to a new campaign. The black footed ferret TikTok video won a silver Addy.

Strategy & Insight (Slides 7-36 @ 26:30)

- The annual tracker survey will increase the sample size from 1,000 to 1,400.
- Reviewed the 7-8 months of research and identification of new audiences
 - Adventurous Environmentalist (AE): Need to get past morality issues with hunting, seek facts/figures; ages 18-44
 - Hunter Adjacent (HA) audience: Need more facts; ages 18-29

- Summarized success of three concepts:
 - A day in the life of a wildlife biologist (Biologist): Most impactful, good messenger/tone
 - Real Stories (Stories): relatable messenger, but lacks authority
 - Brought to you by hunting (Brought): a little too serious and lacks messenger
 - Biologist concept was the top performer and could move the needle the most since it addresses concerns about hunting through a trusted messenger.
- Action:** Share research questionnaire with the Council - R&R Partners

Council discussion:

Reviewed nuances of AE audience: they like facts/science and will seek out answers with organizations who are science experts (CPW, animal welfare). Good to build trust and respect; there is an opportunity to do this with the Biologist creative. Can we ask AE to take action? Could be difficult to ask this audience to take action since CWC is also asking them to change their mind. Could get the audience there over time, but need to educate them first. No significant results from the wolf question.

Creative Campaign Concepts (Slides 37-58; 4-17-23 Part 2 recording @ 1:18:00)

A day in the life of a wildlife biologist (Biologist) is the recommended creative for the next campaign. Reviewed concept scripts:

- Main: The Elk (0:30), Moose Success (0:30)
- Social: Seed Warehouse (0:30), Durango Bears (0:30), Outdoor Economics (0:15), Bridges (0:15), Batty (0:15), Brewer's Sparrow (0:15)
- Showed ideas for outdoor ads (billboards) and banner ads (online).

Council Discussion

Change poaching statement to 'poaching, which is illegal'. For consumer journey, provide a way for the audience to learn more, e.g. send to CWC website. R&R could show ads in tandem with social media posts (e.g. moose ad with moose social posts). Avoid using bear cubs in creative due to banned spring bear hunt. For seeding idea, don't say 'we feed wildlife', instead say 'we are creating habitat'. Additionally, show an elk herd grazing with calves and cows, rather than one bull. Move the core message to the start of the video since video retention on social media is 0:12 seconds. Include that bats are pollinators. Create ads with fish. Ads could incorporate bilingual CPW staff.

Paid Media Channels Strategy (Slides 59-77; 4-17-23 Part 2 recording @ 2:05:45)

Provided media glossary of terms for reference. Reviewed market research, media landscape, media behaviors, channel strategy, upcoming opportunities, and media studies. Broadcast strategy recommendation: focus on live sports and primetime programs; lighter presence starting October 2024 due to election (saturated market and high costs).

Council Discussion

Concerned about legislative initiatives against hunting around the election. Would like to look into what CWC can do proactively in regards to mission and budget. R&R can make adjustments to the schedule if needed and could make new creative using b-roll. R&R did not do A/B testing on 'This is the Wildlife' campaign.

Public Relations (PR) (Slides 78-80; 4-17-23 Part 2 recording @ 2:39:00)

Earned media metrics: 2.6 million impressions. PR Pitches: new campaign to media outlets, Rockies partnership, and small business Saturday.

Rockies Partnership (Slides 81-86; 4-17-23 Part 2 recording @ 2:40:29)

Reviewed Rockies Partnership details, tote bag, and showed new moose mural with augmented reality (AR). AR is accessed via a QR code on the mural and reusable bag.

Council Discussion

Prefer the black reusable bag since the moose antlers are easier to see. R&R has purchased the rights of the mural and CWC can use the artwork for other events. Council would like to purchase more bags without the Rockies logo for Outreach Team (OT) events.

FY23-24 Planning - Budget & Timeline (Slides 87-93; 4-17-23 Part 2 recording @ 2:54:04 - no audio)

The budget operates out of four buckets: Basic compensation, Creative Production, Research & Planning, and Media Placements. The requested budget for FY23/24 is \$2,800,000. The bulk of the budget will be spent under media and then creative. There are increased costs for travel, web hosting, and media. Research and planning will be lower this fiscal year. Reserved \$50,000 for a paid media opportunity fund. The proposed timeline is similar to prior years with the tracker study (quantitative survey) in September. Plan on launching the new campaign in Aug/Sept.

Council Discussion

Council would like to look into a one-time increase of spending authority request. Any spending authority increase needs to be approved by DNR and a request will not happen this fiscal year. In order to put together a request, CWC needs to have a detailed plan on what they will spend it on. This request needs to be based on something new that drives the mission forward and not only due to increased costs (e.g. media).

Action: Research spending authority increase options - J. Anderson.

The unit of success R&R uses to compare year to year is the support of hunting/fishing through the annual tracker study. Difficult to solely use impressions delivered since we can deliver more impressions with a higher budget, but could look at click through rate as a metric. Council would like to have more detailed expenditures (e.g. talent, media buys, etc.). R&R will provide the Council a quarterly reconciliation report of spending. We will still have some paid talent for the Biologist concept (voiceover) and will look into approved ways to compensate staff. R&R does maximize spending the budget, when production is cheaper they will optimize and spend in other approved ways (e.g. stock images/videos).

The reserve budget (\$400,000) was set by the Council when the spending authority was \$1.1 million in case they needed to pivot ads. The reserve is not as functional at this point in time because there is more than \$400,000 in the reserve which cannot be spent due to spending authority.

Recess

Call to Order: Day 2 / Introductions - Gates

Introductions were made

R&R Partners Presentation (continued)

Social Media (Slides 96-105; 4-18-23 recording @ 0:00)

Reviewed purpose of social media, analytics, new audiences, channel strategy for social media, and new content ideas.

Council Discussion

Would like to know more about our social media community guidelines related to behavior and comments. R&R removes posts that are hateful/derogatory, interacts with positive comments/questions, and sometimes does not allow comments. Recommend getting guidance from AG.

Action: Request guidance from AG about social media community guidelines - J. Anderson

R&R will consult with their creative team to establish guidelines/social toolkit to keep CWC social feeds consistent. Will work with current style guide, but we are moving away from 'This is the Wildlife'. Some Council members would like to have a tutorial on social media to understand it better, the social media subcommittee will help with this effort. Would like to see the content feel more authentic. R&R agrees and will move forward with raw/natural feel. Is there an option to have organic collaboration posts with influencers? If CWC wants to be more flexible with influencers there will be additional fees and can look at incorporating this request next fiscal year. Provide any influencer recommendations to R&R. Will look into ways to have more content to educate about hunting/fishing that is in line with CWC guidelines.

Q1 Analytics (Slides 106-111; 4-18-23 recording @ 34:40)

Significant increase in traffic to the website this quarter which was amplified by social media posts and driven by Undertone. Reviewed the top traffic channels (paid/organic), top locations (cities), and top landing pages.

Council Discussion

The average duration of time on the website is low, do we have a goal of time length on the website? Bounce rate and shorter sessions skew the average overall time on the website. Can look into page depth as a metric (information that was seen). It is best to have highly visible quick facts since the audience isn't seeking this information, they see some facts even if they do bounce.

The Council and R&R compared an example of another organization's website visits and high engagement. Curious why CWC website does not have similar audience interaction? R&R explained that they are not the same messages and the other organization could have seen more engagement from people who are passionate about the subject (advocacy inclined). CWC's message is educational and targets an audience who is not as knowledgeable, which could mean they are not as passionate. One message is reaching out to people who care, CWC is reaching out to people who don't care. At this time the targeted CWC audience are not advocates (neutral), but overtime with continued education they could become advocates.

For the website, do we know how many people are repetitive? R&R could look into tracking this via Google analytics. Can we track the audience that goes from CWC to CPW website? Yes, can track customer journey and where they came from (external sites). Interested to see if the wolf reintroduction is driving more traffic. The metrics tell part of the story and the tracker survey tells more of the story. Does R&R track CWC critics? Yes, keep track of what groups are saying.

Paid Media Recap 12/2022 - 2/2023 (Slides 112-131; 4-18-23 recording @ 1:02:10)

Reviewed current campaign results (This is the Wildlife) and learnings for traditional media (TV and out-of-home) and digital media (The Trade Desk, social media, and video). Overall 74,526,523 impressions (views) and 68,963 clicks (click 'learn more' on ad which takes them to website). Would like to expand the subscriber volume of the newsletter with the help of the Outreach Team.

Council Discussion

Concerns about effectiveness of the ski lift ads (visibility, interaction). R&R will look into other ski placement opportunities (e.g. ticketing office). Repetitive exposure is the goal of ski lift ads by using vivid imagery, not necessarily for engagement/text (do not recommend a QR code).

Council inquired about the benefit of hunting for food and if influencers could provide an authentic opportunity to talk about this? Past research (2018) showed that hunting for food did not perform well. R&R does not think the audience is there yet (does not apply to them) and concerned that this could cause harm. Even after the pandemic, this benefit is not a primary focus for the audience. Could look into folding this in, but do not think this will sway the target audience. Could be a message for the target advocates (cooking videos are popular) and test performance on social media. In the future would like CWC to have broader educational content on the website (e.g. cooking videos) to increase time of the website from a broad audience.

FY23/24 Budget/Timeline Approval (Slides 132-135; 4-18-23 recording @ 1:43:20)

Recommend a budget request of \$2,800,000. Hours are factored in for communication with the Outreach team. Increased hours under creative to build out assets. A lot of the creative production costs will come out of the current budget.

Council Discussion

If the Council has a desire to pivot directions, R&R has flexibility to rearrange the budget since the amount has already been approved. It is recommended that the Council spend their budget in full in order to provide more reasoning for a spending authority increase. The forecasted spending for the operating budget is \$30,000 (e.g. meetings, travel, retreats, etc.) and \$170,000 for the Outreach Team (salaries, travel, swag, events, sponsorships, etc.). If R&R Partners has remaining funds, will report back to the Council on how to spend.

Motion - To approve the budget at \$2,800,000 with R&R Partners - Gates. Seconded. Motion carries unanimously.

Motion - To approve the operational budget at \$30,000 and Outreach Team budget at \$170,000 - Kitching. Seconded. Motion carries unanimously.

The recommended creative direction is 'A day in the life of a wildlife biologist'. Important to factor in compensating staff due to their time commitment, could also make this an easier sell. Will work with CPW on approved compensation. If talent screening takes too long, the schedule is flexible to move into July. Another option is to work with biologists from other agencies.

Motion - To approve the recommended creative direction, 'A day in the life of a wildlife biologist'. Kitching. Seconded. Motion passes unanimously.

Approve Minutes - Gates (4-18-23 recording @ 2:08:10 - limited audio)

The 2/9 minutes need the following correction: term trophy hunting was brought up both aided and unaided. Council agreed to approve with that edit. The last paragraph of the 3/9 minutes needs to be edited. Will approve at June meeting.

Motion - The Council approves the minutes as read from the February meeting (2/9) - D. Anderson. Seconded. Motion carries unanimously.

Treasurer Report - Sednek (4-18-23 recording @ 2:11:48)

At the time of this report, 4/3/23, CWC's current fund balance is \$2.55 million and we estimate finishing fiscal year 2023 with \$3.295 million. Our current expenditures, \$1.882 million (highlighted in light red), are greater than our current revenue (highlighted in light green), \$1.439 million.

Council would like more information about the differences in revenue generated from hunting vs. fishing and where funds are allocated at CPW. Cannon mentioned that license revenue is pooled and difficult to know exactly where funds are spent. Can also be skewed with the combo small game/fishing licenses. Council would like more information about license demographics and location. Location information can be pulled. Demographics are a voluntary option and not linked to sales.

Action: Provide general overview of hunting/fishing revenue and allocation - Cannon

Action: Forward licensing demographics/location question to Danielle Isenhart - Sednek

Council & Subcommittee Reports - Gates (4-18-23 recording @ 2:18:53)

Council shared the work they are doing on the subcommittees, events they are attending, and organizations they are working with.

CPW Leadership Team (LT) Update - Cannon (4-18-23 recording @ 2:25:25)

The CPW Honor Guard will be traveling to Washington DC to honor an officer who died in the line of duty. CPW's new Director, Jeff Davis, will begin May 1. Current lead staff will go back to their prior appointments. Director Davis will prioritize hiring LT vacancies.

For the April draw, there were 35,000 more applications (not necessarily more people) compared to last year. Due to the severe winter weather, big game licenses in the NW region will be reduced. The revised draft wolf plan was presented to the Parks and Wildlife Commission (PWC) in April, final plan to be approved in May. Waiting on 10J and USFWS approval later this year. The PWC has 2-3 appointments concluding and will not know new appointments till the next meeting. The Governor appoints the new commissioners with some involvement from DNR, but not CPW. CWC would like to present to the PWC at the July meeting in SW CO.

Legislative Update & Sportsperson's Day at the Capitol - Gates (4-18-23 recording @ 2:37:07)

Gates encouraged the Council to attend the Sportsperson's day at the capitol (4/27) and to share the invitation with others. Gates shared bills relevant to CPW/CWC and will provide a summary to the Council at the end of the legislative session.

Council Member Vacancy Discussion - Bohrer (4-18-23 recording @ 2:55:20)

Encourage the current Council to find prospective applicants who are passionate about wildlife and conservation. Bohrer's second term will end September 2023 and will assist in filling this position. The Counties Representative position needs to represent a county that shows substantial economic impact from hunting and fishing. The West Slope Hunter Representative position has been accepted and filled by Kelly Weyand.

Action: Create position description for Counties Representative - J. Anderson

Action: Share AG comments about the Counties/Municipalities positions - J. Anderson

Sponsorship Opportunities - D. Anderson & Stribling (4-18-23 recording @ 3:05:50)

Council members introduced three opportunities that CWC could support: TroutFest (Stribling), Colorado Youth Outdoors (D.Anderson), and Outdoorsmen's Days (Gates). The Outreach Team (OT) will consider these options to see if they are the right fit and will make sure they are in concordance

with statute (not recruitment/retention). R&R Partners will reactivate the events widget on the CWC website to add events that CWC or OT will attend.

FY24 Operational Plan Timeline - J. Anderson (4-18-23 recording @ 3:28:22)

Annually, CWC is required to create an operational plan that is approved by the CPW Director. Will provide a prior operational plan for review with the May meeting materials. The expectation is for Council members to review a draft at the July meeting, provide edits/feedback, and approve final plan at the August meeting. If you have questions, contact J. Anderson.

Outreach Team Overview - Brianna Fett & J. Anderson (4-18-23 recording @ 3:32:05)

Brianna Fett is serving as the first CWC Outreach Team (OT) Event Coordinator. The other two OT members, Mike and Linnea, will start mid-May. Fett provided an overview of her background, research (CWC, R&R Partners, and past OT teams), and key points (audience and lessons learned). Reviewed the OT spending plan, event/sponsorship process, and vision. The timeline will change over the season as more events are filled. Council members are encouraged to forward ideas and participate at events.

Council Discussion

The Council questioned the rental vehicle cost. A rental vehicle is needed for the entire season so the OT can attend events. Costs will be lower with a season long rental and because we will not tow the trailer (smaller vehicle). Does the OT have a process for questions we can't answer or confrontations? The OT will go through orientation, read documents, connect with R&R, review potential conversations/questions, be knowledgeable of current events, and prescreen events to reduce potential conflicts. Also made sure to hire staff who work well with the public. For unanswered questions, can follow up with individual via email. Season will run through October. Request OT to participate with National Hunting and Fishing Day events at the end of September.

Parks & Wildlife Commission (PWC) Meeting - Gates (4-18-23 recording @ 3:52:15)

Request CWC to present to the PWC and meet new CPW Director at a future PWC meeting. Gates shared a webinar on 4/25 and will have access to the recording.

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

2023 Wildlife Council Meeting/Call Dates

Month/Location	Date	Day of Month
<i>May - Call</i>	<i>5/11</i>	<i>2rd Thursday</i>
June - Meeting	6/8	2nd Thursday
<i>July - Call</i>	<i>7/13</i>	<i>2rd Thursday</i>
August - Meeting	8/10	2nd Thursday
<i>September - Call</i>	<i>9/14</i>	<i>2rd Thursday</i>
October - Meeting	10/12	2nd Thursday
<i>November - Call</i>	<i>11/9</i>	<i>2rd Thursday</i>
December - Meeting	12/14	2nd Thursday