



# COLORADO WILDLIFE COUNCIL

Meeting Minutes

December 15, 2022 ~ 10:00 am - 2:00 pm

**Members Present:** D.Anderson, Bohrer (v), Ehrhart-Gemmill, Gates, Kitching (v), Orvis (v), Stribling, & Twinem

**Members Absent:** Brown

**Also in Attendance:** CPW: Ginny Sednek (Secretary/Acting Treasurer) & Kristin Cannon (Acting Assistant Director); R&R Partners: Jacqueline Meason (Account Director), Dani Schneider (Program Manager), Pat Buller (Creative), Libby Lewis (Media), Paul Smith (Research), Jennifer Harlan/ Emmarose Terry/Lindsay Shuster (Media); **Public:** Bob Radocy, Jenny Burbey(v) (v) = virtual

## **Introductions - Gates**

Reviewed attendance and called the meeting to order. Please raise your hand so the Chair can mention who is talking for virtual participants.

## **Council Appreciation - Cannon & Sednek**

Thanked the Council and R&R Partners for their work over the past year, including recognizing the involvement of the six new Council members. Our time/energy is budgeted and it is a significant commitment to be present to make critical decisions for the Council. Encourage you all to keep up your resilience and dedication as we move forward.

## **R&R Partners Presentation - (see presentation for details/graphics)**

### **Research Update**

Using a new platform for the first round of concept testing and have received good feedback on tone/message. Will receive report late December and make refinements for further concept testing in Jan/Feb. **Please attend January conference call**, will share three concepts and the Council will need to select two to move forward with.

### **Rockies Partnership (Refer to slides 6-17)**

New Rockies Partnership Ideas: consider one kiosk day rather than six, continue with digital assets, no statues at Coors Field, but will chose one or the other: tarp cover signage (high visibility since it is always on the field, it covers the rain tarp) or create a new mural in the stadium (potential for AR, but not included in budget yet).

## **Council Discussion**

The Council would like to see a stronger correlation between 'This is the Wildlife' and CWC logo/brand. R&R ensured the Council that the spots were branded with CWC logo so the campaign connected back to the brand. It can be difficult because we have dual branding, we want to make this correlation stronger. The Council would like immediate connections with the message, more than just branding CWC. Mural location will be important and can look into this more after budget is confirmed. Rain cover is all season, but may not be present for the playoffs.

### **Budget Discussion (Refer to slides 19-22)**

Need incremental budget increase for earned media/public relationships, increase brand awareness, expand campaign to include bilingual (will work with media team to identify platforms). The current budget is \$2,075,000 and the CWC spending authority is \$3 million. To be considered for future spending authority increase requests, the Council needs to spend close to 3 million. R&R is requesting an increase of \$575,000 total: \$350k - Rockies partnership & giveaway items (giveaways, mural or tarp), \$150k creative production, \$50k-Media, and \$25k- additional to cover potential costs with mural (see below).

## Council Discussion

Discussed the importance of engaging with the Spanish community, Rockies mural, giveaway items, and social media (SM) presence.

Outcomes: R&R Partners will look into identifying Spanish speaking Rockies players who hunt/fish and will also look into Spanish speaking influencers. Bilingual assets depend on budget and creative approach, R&R will then determine if they will use Spanish voiceover or have a Spanish spokesperson. For correct Spanish wording, R&R will work with their Mexico City team and local relationships for authenticity. The requested \$50k is for paid media, R&R will focus on Spanish next fiscal.

For Rockies, the mural/cover are additional items that only replace statue placement. Will still have the other digital assets and signage. Regarding humanization of wildlife and the selection of towels as a giveaway item. R&R Partners and Twinem reminded the Council that the giveaways are not targeted for hunters and anglers (H/A) (not the target audience), but for the general public. The black footed ferret was selected due to better feedback. The giveaways are selected for quality and value for attendees. R&R will make sure to give subcommittees more time to approve creative and content (e.g. giveaway item, social media videos, etc.).

CWC does utilize social media (SM) for organic and paid posts, in addition to influencers. The Rockies is just one part of our media reach, we have a lot of budget that goes towards media (broadcast to digital). Regarding expanding our direction on SM, R&R put on hold the SM audit due to the new research phase, but will revisit next year. Currently we use SM to push the audience to other locations (e.g. website). For next year, will need to make sure R&R has enough hours to go towards managing the SM accounts. CWC only has accounts on Facebook (FB) and Instagram (IG). IG includes more of our audience, but we put more content on FB. The Council wanted to change CWC's strategy on Instagram (not actively posting, currently used as a publication for the website). R&R will wait to see the completed research of CWC's expanded and target audience, then will revise SM moving forward. R&R will pursue more photo/video assets with new creative since we currently use a lot of CPW images/videos and don't want to rely on stock images (looks fake). The Council would also like to see CWC build a more community on SM (e.g. like Trout Unlimited).

**Action:** Change CWC's Strategy on Instagram - R&R Partners

The Council was interested in the mural option due to the interactive component, therefore R&R suggested for the Council to approve an additional \$25k to cover potential costs. R&R agreed that the mural is more ownable to CWC and brand.

**Action:** Look into mural option further (location, cost, etc.) - R&R Partners

**Motion:** To approve R&R Partners proposed incremental budget increase of \$575,000 - Kitching. Seconded. Motion carries unanimously.

## Paid Media Update (Refer to slides 24-34)

Influencer Ty Newcomb drove 2 million impressions. Spotify did well and over delivered (added value). The additional ask of \$50k will go towards ski lift ads at Copper Mountain (same creative and timing as Winter park), any additional will go towards amplifying our message on FB. Pursued Copper Mountain and Winter Park because more locals recreate there (target audience). Council would like to explore other ski resorts (compare audiences). R&R will look into this and other out-of-home placements. On Spotify, played video ads as sponsored sessions (receive reward, e.g. free skips) and the ads had high performance. Council requests that acronyms (VCR, etc.) are spelled out. Council would like to look into partnership opportunities with CU Boulder/college football.

**Action:** Explore partnership opportunity with CU Boulder - R&R Partners

### CWC 101 Video

Played CWC 101 video (revision of Nimrod video). Still working on getting content, would like to pursue taking more photos for real life content. Voiceover and copy are completed.

### **Council Discussion**

The Council was pleased with how the 101 video was turning out, even though it is still very long (>6 min). Would like to see text of facts and figures in the 101 video. Using real life images/people works well for the audience since it adds authenticity (e.g. real CWC meeting photos). Council clarified that the Keep CO Wild pass is not on license plates, but purchased with vehicle registration. Council would like to make sure the messaging about wildlife management is clear (dilemma about H/F and reintroductions). Use generic bear photos (not cubs). Council would like to make sure we are highlighting positive elements of CWC, not just negative ones (formation of the Council due to ballot initiative). For posting, suggest including intro copy to go along with the video to tell more of the story. There are not any remaining funds from this project because this was not scoped, it has all been incremental. CWC showed interest in the Leave No Trace program.

### **Public Comment**

Radocy thought the video was a good representation of the Council. Thought that CWC failed since the ballot initiative to reintroduce wolves passed, voted against scientific wildlife management. The Council needs to do research on the 2020 election to know why people voted the way they did. Goal of CWC, for public to learn about wildlife management to make decisions at the ballot.

### **Earned Media Update** (Refer to slides 38-40)

Article in Pikes Peak Courier (online) earned 500,000 impressions. CWC mural highlighted on CO Tourism website, now has been featured twice.

### **Statues Update** (Refer to slides 42-45)

Statues will be housed at Foothills Mall for an extended period (no end date). The mall posted on Instagram, emailed to 1,200 subscribers about statues/AR component, and were in articles in the North Forty News/Local Today. Earned 2 million impressions.

### **Approve Minutes - Gates**

**Motion** - The Council approves the minutes as read from the October meeting (10/20) and November conference call (11/10) - Anderson. Seconded. Motion carries unanimously.

### **Treasurer Report - Sednek**

As of 12/2/22 the Council fund balance is \$2.949 million. Overall the budget is on track with a slight reduction in actual revenue compared to estimated revenue. Current projections show ending the year with \$3.506 million, consistent with the \$500,000 annual increase in the fund per fiscal year. The slight reduction in revenue may be due to coming down from the 'Covid high' to more normal levels. This year's revenue was more average and we may have more insights with next year's revenue. Council would like to know if the Parks and Wildlife Commission (PWC) license allocation of resident vs. non-resident will affect CWC revenue.

**Action:** Inquire slight revenue decrease and PWC license allocation affecting revenue - Sednek

### **Council & Subcommittee Reports - Gates**

Bohrer: county is working closely on the wolf reintroduction and sage grouse plan, CO has a strong plan and WY/UT need to prepare their plans. Attended CCI conference and concerned that we may see items on the ballot regarding mountain lions and hunting.

Kitching: Looks like wolves may be introduced in residing county by the end of next year. Assisting with NEPA process regarding open space and CPW Parks (water conservation, river restoration, recreation).

Orvis: Finalized influencers. Working with other organizations rooted in conservation and social media campaigns. Will get back into guiding/career next year.

Anderson: Will speak at the CO Livestock convention about CWC (400-500 attendees in Breckenridge at end of June), would like to utilize 101 video. Helped move the statues to Fort Collins.

Twinem: Working on 101 video and will assist with new content creation. Would like to share an article with Council regarding 'Science of What Makes People Care' in regards to our mission. It involves modern marketing and calls to action unique to changing points of view. Informative, look at it from the lens of Council.

Erhart-Gemmill: For influencers, went back to Undertone to request that influencer options represent Coloradans and focus on inclusion. Will have new influencers. Spoke at panel on conference and mentioned work with CWC.

Stribling: Keynote speaker at CO Watershed conference, messaging how to have conversations with people about caring about our natural resources. Would like to see CWC connect with more community groups who fish, hunt, backpack, etc., to show that the council is there and aware.

Gates: CO for Responsible Wildlife Management had ads on DT/Comcast/Stations for Yellowstone, the Voice, World Cup, and had legislators reach out about it. Looking forward to 2023 campaign.

**Action:** Share article 'Science of What Makes People Care' for future agenda item - Twinem

#### **CPW Leadership Team Update - Cannon**

The wolf reintroduction plan is now public and will have sessions for public feedback/comments. Encourage the Council to review and comment as well. Will adjust the plan after input and release final plan in April for approval from the PWC, finalized in May. The CPW Director position is open, closes 1/18/23. Interview will include an external stakeholder panel. The license allocation will update the areas that are 80/20 and 65/35 to give resident hunters more opportunity, but don't want to punish outfitters/communities. Big game structure will renew in 2025 (season lengths, when, etc.), will be finalized in 2024. The CWC was interested in presenting to the PWC, recommend July PWC meeting. In the legislature, CPW does not have anything big at the moment.

**Action:** Share more information about the license allocation per concerns about reducing non-resident hunter licenses (e.g. soft cap) - Cannon

#### **Outreach Team (OT) - Cannon**

Would like to pursue hiring three temporary employees (Mar - Nov) for CWC OT. One with administrative duties and two attending outreach events. Seeking permission from the Council to hire these positions and would like Council involvement in the process (e.g. share announcements, review applications, interview, etc.). Anderson, Erhart-Gemmill, and Stribling volunteered to help with hiring committee. Hiring can be difficult because these are only temporary positions and do not have benefits. If we are only able to hire 2/3 temp employees could make that work. Council would like to know the cost for three temp employees. Have a backup plan for how the OT can support CWC in case employees resign early. R&R does not recommend being part of the Rockies partnership (e.g. attend games), due to budget.

**Action:** Cost for three temporary OT members - Sednek

**Motion:** Move forward with hiring CWC Outreach Team - Stribling. Seconded. Motion carries unanimously.

A decision item was submitted for full time staff for CWC. Will solely be focused on CWC rather than a percent of several employees. The Council agreed with this.

### Legislative Consultation - Gates

CWC received legislative consultation in the past with R&R Partners and then Fulcrum Group. It was expensive, but helped make connections with legislators and Sportsperson's day at the Capitol. Would like CWC to look into contracting work to provide this service to the Council, to get information out to legislators about CWC on a regular basis in a non-biased manner. This role would not be a lobbyist. Would like to know more about what CWC could do legally if we hired a legislative consultant (give facts, not pro/con). This is not scoped for the work with our advertising agency, so we would have to contract with another vendor.

**Action:** Provide list of deliverables to the Council for review and advice from AG on what a legislative consultant could offer CWC - Sednek

**Action:** Create list of potential vendors - Council

Bills mentioned: Lon/bobcat bill. Indigenous lineage for free fishing/hunting license. Wolf license plate, 50% to CPW and 50% wolf advocacy. Lead ammo ban bill. Wolf compensation bill (compensation matrix to Ag producers).

### Sponsorships & Partnerships - Erhart-Gemmill, Gates, & Sednek

Have draft guidelines to ensure sponsorships align with the Council and guiding principles. Will email with 12/15 minutes for review at January conference call then adopt in Jan/Feb. Provided guidelines are from the CPW/DNR perspective (checklist) and need to ensure we meet our principles. The budget could provide \$25,000 for total sponsorships, \$5,000 per individual sponsorship. Come to January conference call with 1-2 sponsorship ideas we could put into place (local to statewide). Sponsorships can include events/organizations/classes that give us logo recognition. Not an event that needs staff. As a Council we can have ownership of these sponsorships and seek partnerships that speak to our regions. We can pilot doing sponsorships since this is new.

Barb Bowman from The Colorado Tourism Office (CTO), connected with Kitching at the Partners Conference and extended an invitation to CWC to become a Stewardship Partner in the Care for Colorado Coalition. They feel the Council would add an important voice to the Coalition. CPW, GOCO, NPS, USFS, and many others are current Stewardship Partners. The coalition began when CTO connected with Leave No Trace in 2017 to take a leadership position in responsible travel/stewardship in order to protect Colorado's outdoor resources. The Founding Partners of CTO and Leave No Trace produced 7 Care for Colorado Leave No Trace Principles as a guide. The Care for Colorado Coalition was formed in 2019 to amplify these principles. The Coalition includes both Stewardship Partners and Members. Partners are state or federal agencies/associations and join at no cost (e.g. CWC). Members are individual businesses that join for a \$150 donation to Leave No Trace. Both Partners and Members receive recognition on both the Colorado.com and Leave No Trace websites and have access to all assets/content produced by the CTO.

Please take a look at the Care for Colorado Content Hub to see some of the assets (e.g. videos, brochures, posters and social media) that are available for the public and the Coalition. In addition, the CTO has produced two Care for Colorado toolkits with pre-packaged content and assets making it easy for Coalition Partners and Members to access and share. The CTO also produces Monthly Messaging for the Coalition to share as well.

The Care for Colorado Coalition meets on a quarterly basis to discuss and address impacts/issues. The next virtual meeting is Thursday 1/19/23 from 11-12:30 and invite CWC to participate (1-2). Sednek plans on attending the first meeting.

### Partnership Perks:

- Toolkits
- Use of all Care for Colorado assets/content
- Use of official Care for Colorado Coalition Stewardship Partner Digital Badge
- Stewardship Partner recognition (logo) on the Leave No Trace website and Care for Colorado Coalition industry micro-site
- Recognition in references on Colorado.com, Colorado Tourism Office publications and in other channels as appropriate
- Permission to use the Care for Colorado Principles in the organization's messaging language
- Permission to customize the "Are You Colo-Ready?" brochure
- Subscription to the Care for Colorado Coalition Monthly Messaging

### Partnership Expectations:

For CWC to help amplify the Care for Colorado stewardship message through their own media outlets and platforms. Currently, the Coalition does have an annual agreement that simply outlines the guidelines to use the content and assets

### **Council Discussion**

Support this partnership since it aligns with CWC community building. Orvis was interested in attending the meetings and utilizing the assets.

**Motion:** To become a Stewardship Partner - Ehrhart-Gemmill. Seconded. Carries unanimously.

### Council Member Roles & Involvement - Gates

The meeting/conference call calendar is set a year in advance and would like to make sure Council members are present and engaged. The Council is responsible for action items and to make decisions on large sums of money. When we don't have a quorum (5+ Council members) our work and decisions are pushed off to the next month. Realize we are asking a lot from ourselves and everyone, so if nothing else, please review the minutes in advance of meetings since it is your responsibility to be informed. Need to be prepared so we can direct the ad agency since we are spending sportspersons dollars. Per the bylaws, Council members who have two consecutive absences can be contacted by the Chair for potential removal. When we don't do our part, we put more work on staff and R&R Partner. We ensured that there were minimal conflicts with the 2023 schedule and it is your obligation to attend and stay engaged. Additionally, we encourage existing members to mentor and bring new council members on board.

### Council Meeting Recordings - Sednek

Per the November meeting the Council was interested in recording the Council meetings, which will not replace the minutes. Some concerns that Sednek shared was that a recording could be used in lieu of attending meetings/calls. True, recordings may offer more insight into the conversation, but decisions need to be made in the present and not after the fact. It is also important to know that the role of the minutes is to capture what was done, and not what was said. The Council should keep this in mind when comparing to the recording. R&R Partners agreed to record the meetings and save to a dropbox that we can then file on the Google Drive or elsewhere. Sednek also wanted to Council to be aware that they will be recorded and that recordings could be requested through the Colorado Open Records Act (CORA). CWC needs to abide by the Colorado Open Meetings Act (COMA), we will need to retain these recordings for 6 months after the minutes have been approved.

### **Council Discussion**

Recording meetings could keep the Council focused and on task, do not anticipate that they will be used in lieu of attending. Council members were in understanding of being recorded and being

subject to CORA requests. The Council would like to move forward with video/audio recording of the meetings. R&R mentioned the option of having a portal on the backend of the CWC website where the Council could access the recordings via login/password.

**Action:** Contact AG regarding COMA requirements and storage location of recorded meetings - CPW Staff

**Public Comment**

Jenny Burbey: Thank you for your time. Was surprised CPW wolf education budget was only \$200,000. How does general public find out about CWC/Rockies events? There is an events calendar on the CWC website, but currently we do not have any events. How do we get more hunters and anglers (H/A) aware of CWC messaging? R&R mentioned that H/A are not the target audience and that we ask the Council members to do the outreach to let their constituents know about CWC events. We do not target H/A with paid media (ads). The Council could reach out to H/A groups to notify the community with what is going on with CWC. Could help educate what sportsperson’s dollars do and offer to listen/participate on a broader level. R&R could speak at an event. CWC has a quarterly newsletter and can add content there. Would like more messaging for wolf planning for education and outreach.

**Action:** Add Burbey to public notice - Sednek

Bob Radocy: Believe in the CWC’s model, it is now in WA and MI. Inquire with AG if CWC can have a hired employee. Nimrod is a small organization that produced the video and gifted it to the Council. Mentioned Hillsdale College teaching the North American Model of Wildlife management. Sportsman’s Alliance - H/A have a textbook to go into high schools can study wildlife management. Council should consider post-election research. Would like website to do a better job informing about scientific wildlife management and predator management (e.g. wildlife populations). Concerned there will be a ballot initiative in 2024. Need to talk about depredation and where the money will come from. For sponsorships, need to address if they satisfy the mission of the Council. Need to make sure CWC ads are in the CPW hunting and fishing brochures.

**Action:** Reach out to marketing about CWC ads in the brochures - Ehrhart-Gemmill

**Action:** Contact AG regarding employee for CWC - CPW Staff

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

**2023 Wildlife Council Meeting/Call Dates**

Month/Location	Date	Day of Month
<i>January - Call</i>	1/12	2 <sup>nd</sup> Thursday
February – Meeting	2/9	2 <sup>nd</sup> Thursday
<i>March - Call</i>	3/9	2 <sup>nd</sup> Thursday
April - Planning Retreat	4/17 - 4/18	3 <sup>rd</sup> Mon/Tues
<i>May – Call</i>	5/11	2 <sup>nd</sup> Thursday
June – Meeting	6/8	2 <sup>nd</sup> Thursday
<i>July - Call</i>	7/13	2 <sup>nd</sup> Thursday
August - Meeting	8/10	2 <sup>nd</sup> Thursday
<i>September - Call</i>	9/15	2 <sup>nd</sup> Thursday
October – Meeting	10/12	2 <sup>nd</sup> Thursday
<i>November - Call</i>	11/9	2 <sup>nd</sup> Thursday
December - Meeting	12/14	2 <sup>nd</sup> Thursday