



COLORADO WILDLIFE COUNCIL

Conference Call Minutes

July 13, 2023 ~ 10:00 am - 12:00 noon

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

Members Absent: Bohrer, Orvis, & Twinem

Also in Attendance: CPW: Ginny Sednek (Secretary/Acting Treasurer), Brianna Fett, Linnea Turner, & Mike Weigang (Outreach Team), Becky Mares (Acting Staff Liaison), & Kelly Kaemerer (Assistant Director of Info/Education); R&R Partners: Miriam Swofford (Corporate Director), Dani Schneider (Account Coordinator), Pat Buller (Creative), Paul Smith (Strategy), Jennifer Harlan (Media), Lindsey Shuster, Logan Riley (Website).

Introductions - Gates

Made introductions and called the meeting to order.

R&R Partners Presentation - (recording @ 02:55 min)

Q2 Analytics (Slides 22 - 30)

In Q2, there was a 10% decrease in overall website visits, attributed to a pause in activity in June. Undertone was the top driver of paid traffic, while engagement levels decreased during this period. The TradeDesk emerged as a strong traffic source, but Facebook had limited engagement. Will analyze outbound link clicks and focus on driving traffic to 'benefits' and 'take action' pages to improve engagement. The homepage had a low scroll depth, indicating the need for updates and more engaging content to optimize user experience.

Council Discussion

Would like to measure new page users with the new target audiences. Yes, R&R will pursue this.

Paid Media (Slides 3 - 21, recording @ 17:00 min)

In terms of out-of-home (OOH) paid media, the original recommendation included ski lift chairs, a light rail wrap, and two billboards. R&R did not find any other ski ad opportunities, so the revised recommendation is to have a light rail wrap and 3-4 billboards. OOH advertising is subject to supply and demand and the inventory changes. The ski lift chairs provided 16.6 million impressions, providing more impressions at a lower cost.

Council Discussion

Having more billboards would attract people who do not engage ski activities. The Council is not convinced that ski lift ads are being read. Would like to look into longer term billboards, especially since 2024 is an election year. R&R will see if long term (1-year) billboards will work with the budget and inquire about changing creative flights. Important to be selective on the location (pending inventory) and prefer better locations over long term placement. Concern was also expressed about potential ballot measures and the importance of a continuous educational campaign. R&R will provide more information at the August meeting regarding OOH locations and duration.

Motion - To approve the light rail wrap and to collect additional information for OOH - Ehrhart-Gemmill. Seconded. Motion passes by majority vote.

Rockies Partnership Update (Slides 31 - 33, recording @ 46:54 min)

The Rockies posted on their social media with 'fishing for facts' and will gather analytics. The promo game will be Sunday September 17, which includes the moose tote giveaway.

Production Updates (Slides 34 - 39, recording @ 48:55 min)

Filming of a 'Day in the Life' was successful and the creative subcommittee reviewed the :30 second ads. In order to build upon the new campaign, please [fill out this survey](#) with new stories and how programs/activities benefit from hunting/fishing.

Council & Subcommittee Reports (recording @ 57:10 min)

Council shared their work on subcommittees, events they are attending, and organizations they are working with. The creative subcommittee provided feedback on the new ads. The social media subcommittee wants to help create more organic and authentic content, with assistance from the Outreach Team. The Council would like to be on the agenda for the Parks and Wildlife Commission meeting in August. Gates updated the Council on petitions that could affect CWC.

Action: Provide more information to Council Members regarding ballot measures - CPW Staff

CPW Leadership Team Update - Kelly Kaemerer (recording @ 1:11:36 min)

Kelly Kaemerer (pronounced Kam-er-er) is the new Assistant Director of Information and Education and is impressed with the work CWC is doing.

Outreach Team (OT) Update - Fett, Turner, & Weigang (recording @ 1:21:32 min)

The CWC newsletter has received 57 additional subscribers since the end of May, 73 subscribers total. The OT has promoted this effort with giveaway contests. The OT has attended several events with good engagement, notably Arvada on Tap. The upgraded flags/banners are doing well. Have transitioned away from the trivia wheel, instead working towards starting conversations, promoting the newsletter, and encouraging engagement on social media.

Fett has accepted a new job with the Mule Deer Foundation. Will wrap up the season and transition remaining duties to Turner and Weigang.

For sponsorships, working with the event organizers to receive wrapped data reports.

The Council thanked the OT for their hard work and new ideas. Moving forward Turner and Weigang will operate out of the CWC email account (wildlife.council@state.co.us).

Council Discussion

Gates encouraged the OT to participate at the Outdoorsman’s Days banquet.

Motion - To adjourn the meeting - Ehrhart-Gemmill. Seconded. Motion carries unanimously.

<u>2023 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Date	Day of Month
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