



# COLORADO WILDLIFE COUNCIL

## Meeting Minutes

June 8, 2023 ~ 10 a.m. - 2 p.m.

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

**Members Absent:** Bohrer & Weyand

**Also in Attendance:** CPW: Jeff Davis (Director), Kristin Cannon (Acting Assistant Director), Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary/Treasurer), Brianna Fett, Linnea Turner, & Mike Weigang (Outreach Team); R&R Partners: Miriam Swofford (Account Director), Dani Schneider (Program Manager), Pat Buller (Creative), Jennifer Harlan (Media), Melissa Erst (Project Manager), Paul Smith (Strategy)

### **Call to Order / Introductions - Gates**

Reviewed attendance and called the meeting to order.

### **Introduction of CPW Director Jeff Davis (Part 1 Recording @ 02:42)**

Director Davis shared his background with Washington State working on habitat and conservation policy. He is excited to work in Colorado, thanked the Council for their work, and answered questions.

### **R&R Partners Presentation - (Part 1 Recording @ 15:20)**

#### **Creative Updates (slides 3-10)**

Moved forward with new production company called Futuristic. Cannon and CPW staff have been helpful identifying talent and locations. A production overview will be provided to the creative subcommittee. Reviewed the creative calendar and production budget. Most of the costs (\$417,000) will occur this fiscal year (June - FY23) with post production costs (\$50,000) occurring next fiscal (July/Aug - FY24). Will deliver final assets in August and the talent/video has a five-year usage rights. Council members can attend filming.

### **Paid Media Recommendation (slides 11-39 Part 1 Recording @ 21:50)**

Reviewed target audiences (adventurous environmentalist [primary] and hunter adjacent [secondary]), media consumption behavior, channel strategy, and audience journey. Media consumption behaviors look at top level media channels and platforms to determine usage - heavy, moderate, or light. Researched Spanish language and determined that English dominated all categories and do not feel it is necessary to deliver the message in Spanish. The audio platforms are Spotify and Pandora, recommend sponsored sessions with Spotify due to positive user experience. The key performance indicators are reach, brand lift, and the annual tracker study. Brand lift will be in the annual tracker study.

Reviewed the paid media recommendation: budget (\$1.645 million), timing (7/23/23 - 6/24/24), and the tactics (TV, OOH, The Trade Desk, YouTube, Facebook/Instagram, Reddit, Snapchat, TikTok, Email). OOH (out-of-home): ski lift ads, light rail wrap, and billboards.

### **Council Discussion Topics/Outcomes**

- Performance of the Rockies sponsorship: R&R can test Rockies fans as a subset of the audience.
- Compare CWC with other organizations for approach/data: R&R relies on CWC historical data to guide the campaign. The proposed media recommendation has flexibility to make changes and shift funds to get highest reach.
  - OOH Options: Would like to determine the best location, find other ad options outside of the ski resorts (e.g. ski parking lot busses), and to understand how OOH ads are measured. R&R will look into additional OOH options, but ski lift ads have good value (high impressions for

lower cost) and provide a captive audience. Ski lift ads will show for 4-months and then transition to the light rail wraps.

**Action:** Compare other OOH locations and options (impressions/cost) - R&R Partners.

- Sponsoring GoPro Games: Short events can be a challenge to have ads at. The Outreach Team (OT) did look at sponsoring, but it was expensive.
- OOH during the Election: Need to decide early, for FY24/25 decide at the planning retreat. Important to be strategic around election time due to high clutter and high cost.
- Audience Journey: Would like to see CWC nurture the lower end of the customer journey (advocates). The OT is working on promoting the newsletter to grow the reach. The website will be updated with new assets to match the new campaign before it launches in August. R&R recommends boosting organic posts for page followers. The Council would like to see more 'call to action' for advocates on the website. R&R mentioned that it is good to further the educational messages, this current audience is skeptical and does not fully understand legal hunting /fishing. If pushed to actions, could raise audience skepticism. Right now, need to get them past moral qualms with hunting, education first and then advocacy. We will need to be thoughtful of next steps on what we ask the audience to do. Would like to see tactics on how we transition the audience from awareness to an advocate. CWC has a 'get involved' page and will look into more action steps here.

#### Rockies Partnership Update (Slides 40-43 Part 1 Recording @ 1:37:35)

The AR effect of the mural is live and QR code is working. Added CWC logo and hashtag so people can share on social media. The Rockies will have a social post called 'fishing with facts' and will share with the Creative subcommittee.

**Motion** - The Council approves the paid media recommendation (TV and Digital Media), excluding Out-Of-Home and opportunity budget - Ehrhart-Gemmill. Seconded. Motion carries unanimously.

#### Approve Minutes - Gates (Part 2 Recording @ 0:09)

**Motion** - The Council approves the minutes as read from the March call (3/9), April retreat (4/17-18) and May call (5/11) - Anderson. Seconded. Motion carries unanimously.

#### Treasurer Report - Sednek (Part 2 Recording @ 01:50)

At the time of this report, 5/30/23, CWC's current fund balance is \$2.527 million and estimate finishing fiscal year 2023 with \$2.88 million. Current expenditures are \$2.626 million and current revenue is \$2.161 million. Regarding concerns over the reduced license numbers in NW Colorado the Council could see approximately \$48,400 reduction in revenue (see licensing presentation from May). This will not significantly impact the estimated ending fund balance of \$ 2.8 million. Additionally, the reduction in licenses in the NW could lead to more over the counter license sales.

Gates will keep the Council informed about conversations regarding the reduced licenses in NW CO and their impacts on the NW region, CPW, and CWC.

#### Council & Subcommittee Reports - Gates (Part 2 Recording @ 08:59)

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

Colorado Youth Outdoors (CYO) has an event that will be recommended for next year’s OT to attend. CYO has inquired about attending the August meeting.

The Council will work more on promoting what they do with CWC.

**CPW Leadership Team (LT) Update - Cannon (Part 2 Recording @ 40:07)**

This will be the last CWC meeting Cannon will attend since CPW is in the process of hiring a permanent Assistant Director of Information and Education. Frank McGee was hired as the new SE Regional Manager. Director Davis is in the process of hiring a Deputy Director. CPW is in the middle of [Big Game Structure](#) with public meetings around the state. Encourage attendance or engage online at [www.engagecpw.com](http://www.engagecpw.com). CPW’s intent is to make sure rule 10J is in place before wolves are reintroduced. CPW is in the process of finding wolves for reintroduction. The Parks and Wildlife Commission (PWC) will have new commissioners starting in July. The Council would like to present at the August (24-25) PWC meeting in Steamboat Springs. Council members are encouraged to participate in-person or virtual, and will be reimbursed for travel expenses.

**Outreach Team (OT) Update - Brianna Fett (Part 2 Recording @ 52:42)**

Mike Weigang and Linnea Turner started with CWC mid-May and have attended two events. They reviewed engagement at the attended events and how weather could have impacted the amount of meaningful interactions. The OT has several new sponsorships and is booking out the summer into fall. The Council could look into attending the Pathways Conference (virtually) since there are many discussions of wildlife and the era of mutualism.

**Council Discussion**

From a fresh set of eyes, what can CWC be doing better? OT thought a call to action would be good to see. The Council would like to see the OT have ways for meaningful engagement with adults and kids. The OT is looking into a visual way to interact with people who just walk by.

Event suggestions: Trappers Days in Fort Lupton and one-night events (e.g. concerts). The OT does have a couple of one-night events and worked to attend events across the state, but many are in Denver/CO Springs. Finding events can be a challenge: many events are not interested in educational booths and need to find events that align with the CWC mission.

Council would like to see the trailer is parked for visibility. Looking at locations for the trailer at State Parks. CWC can talk about the future of the trailer.

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

**2023 Wildlife Council Meeting/Call Dates**

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