



COLORADO WILDLIFE COUNCIL

Conference Call Minutes
March 9, 2023 ~ 10:00 am - 12:00 noon

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

Members Absent:

Also in Attendance: CPW: Ginny Sednek (Secretary/Acting Treasurer), Jennifer Anderson (Staff Liaison), & Kristin Cannon (Acting Assistant Director); *R&R Partners:* Jacqueline Meason (Account Director), Dani Schneider (Program Manager), Pat Buller & Kyle Curtis (Creative), Paul Smith (Research), Libby Lewis (Media); *Public:* Dean Riggs

Introductions - Gates

Made introductions and called the meeting to order.

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

Campaign Success (Slides 3-15)

Conduct an annual tracker study to indicate success. The 2016-2019 tracker study was focused on 'Hug A Hunter/Angler' campaign, online-only survey, audience was voting general population, and question wording was broad. General results: 60-64% support for hunting and 80-85% for fishing.

The 2020-2022 tracker study was focused on 'This is The Wildlife' campaign, SMS to text to web survey (more participation), audience was voting general population and In the Wind, and clarified wording to include legal/regulated. General results: 76-79% support for hunting and 81-84% for fishing. Overall 9/10 respondents support others who hunt and fish and 80% of Coloradans understand that license fees support wildlife. Have seen positive growth in the past 3 years (overall fishing receives higher perceptions compared to hunting).

In 2016: only two media flights per year, \$850,000 budget, and limited media channels.
In 2023: continuous media (always on), \$2,650,000 budget, and a variety of media channels.
R&R operates out of four budget buckets: basic compensation, creative production, research & planning, and media (most funds).

Council Discussion (@ 28 min)

What has been done historically for creative overage/underage? R&R has an in-house producer to help with the budget. This year there is a larger production budget since we are building a new media campaign. Will the Council have visibility on where money goes? Yes, R&R can show the Council on how the budget is being spent. How much staffing was increased from 2016 to now? R&R has had a consistent team with some new additions due to new/increased services (e.g. earned media). Will follow-up with this information.

Subcommittee Approval Process (Slides 16-17)

R&R appreciates subcommittee's work to keep timelines moving forward. Request the Council reviews final approval processes/material thoroughly to avoid re-recording in the future. Important we are all on the same page when assets are being produced to reduce backtracking and spending more funds to re-do materials.

Rockies Partnership (Slides 18-24)

Giveaway item: last year distributed 11,000 towels. Requesting Council feedback on 2023 giveaway item (options: hat, reusable tote, beach towel, socks, and rally towel). Will plan on producing 10,000 (min) to 15,000 (max). When selecting an item we consider input from

Rockies, product cost, and attendee usage. The item will include the CWC logo and range in price from \$4.40-\$1.60/item per 10,000 items.

Council Discussion (@ :29 min)

The Council considered cost and usage of the giveaway item. Socks were ruled out due to sizing and lack of visibility. Many liked the rally towel and tote. Hats were liked, but sizing and low quality may reduce usage. Totes are useful now since you need to pay for bags at stores and see people using these (increased reach). Pizza cutter, utensils, bottle openers are avoided since the Rockies will not allow any items that could be used as a weapon. R&R needs Rockies input on the giveaway item to reduce repetition and to ensure it is not offensive. Will seek 15,000 items (max). R&R will look into using modern camo prints (popular), but need to consider timing, budget, purpose (focus on wildlife success stories rather than hunting).

Motion - To move forward with the tote as the giveaway item - Ehrhart-Gemmill. Seconded. Motion carries by majority vote.

Mural details: will be located by Gate B, large size 14.6' x 9.1', and will feature the moose since it is a conservation success story. CWC promotional day will be Sunday, September 17th.

Care for Colorado (C4C) (Slides 25-26)

Utilizing the C4C stewardship logo on the website, social media, and newsletter.

Action Items

Boosting West Slope Hunter Representative ad on social media? Yes, the Council supports this.

Council & Subcommittee Reports (@ :47 min)

Ehrhart-Gemmill: The hunter/angler (H/A) pulse survey will be in proposed April budget, purpose is to reach/understand H/A as advocates. Approved direction on Rockies mural. Requested change on 101 video voiceover was to keep content evergreen. Provided content for the CWC newsletter to highlight boreal toad conservation and partnership with Denver Zoo. Influencer content has been good and exciting to see them post in other places (LinkedIn).

Stribling: Will work with Trout Unlimited (TU) at Trout Fest (Rockies stadium on 7/8) to get families and kids interested in Colorado fish conservation.

Kitching: Working on CWC newsletter. Thanked Sednek for work on 5Point Film Festival sponsorship.

Twinem: Working on creative subcommittee with Ehrhart-Gemmill.

Bohrer: Attending 10(j)* rule meetings about wolves. Concerned about anti-gun legislation.

Gates: Concerned about anti-gun legislation, including age requirements that could impact youth hunting. CPW and DNR are not allowed to testify, but some NGOs testified. Encourage Council to look into bills regarding guns. The next Parks and Wildlife Commission (PWC) meeting will be held in Aurora, includes meetings to discuss 10(j) rule (3/14-3/16).

*[10\(j\) Rule](#) is a provision under the Endangered Species Act that allows for greater management flexibility of a reintroduced species (e.g. lethal management).

CPW Leadership Team Update - Cannon

The CPW director position applicants were interviewed by stakeholder and employee groups. The five finalists will be interviewed by the PWC, who will recommend two applicants to DNR Director Gibbs. The CPW I&E Branch Assistant Director position has closed, will keep the Council informed, and continue to be involved until the position is filled. The Future Generations Act was a success and put CPW in a good place to have more infrastructure work. CPW will begin work on the big game season structure ([Engage CPW](#) is where the public can give feedback on this). PWC will meet in March which includes the 10(j) meetings. The revised wolf plan will be presented to the PWC at the April meeting and a final vote to adopt the plan will occur at the May meeting (including 10(j)

regulations). Statewide Sportsperson's roundtable (group of elected and appointed sportspersons to represent the state) met and had good discussions and brought up concerns/issues. CPW did go to PWC with big game license allocation between resident and non-resident. Staff recommends status quo for preference points and 75% resident and 25% non-resident across the board. The CO-OP had some resignations, seeking applications for sportsperson's positions. Consider and talk with Gates about this. Fishing and small game licenses are for sale, big game draw is open with a deadline in April. The new I&E Branch Assistant Director will be the CWC Leadership Team liaison.

Sponsorship Opportunity - D. Anderson (tabled to April meeting)

Set Planning Retreat Agenda - Sednek

Reviewed present/historical budget information to prepare the Council for the planning retreat since they will need to select the campaign direction and set the budget for the following fiscal year. The CWC budget operates differently than a personal budget. Currently the budget is still growing, but the Council cannot spend it due to spending authority.

Prior to 2019, the CWC spending authority was \$1.1 million. In July 2019, it was doubled to \$2.2 million with the doubling of the CWC fund surcharge (\$0.75 to \$1.50). In July of 2022, the spending authority was increased again to \$3 million. Requests to increase the spending authority require a lot of work from CPW staff, in this case Jen Anderson worked hard to justify this increase. When CWC limits the budget and do not spend up to the spending authority, it does not create a good argument for future requests to increase. Additionally, CWC was informed by prior R&R Partner's leadership (Sean Tonner) that letting CWC funds build and stock pile does not look good and creates an argument for funds to be swept. Therefore, the recommendation would be to spend the budget in full with the majority of funds going towards the advertising campaign (focused on CWC's mission).

Considering the \$3 million spending authority, the forecasted expenditures are:

Operating: \$30,000

Outreach: \$170,000

Advertising: \$2,750,000 - \$2,800,000

Council Discussion (@ 1:17)

The reason why Council funds are increasing/high are due (in part) to the required qualifying licenses from the big game draw. Additionally, there were more licenses sold during the pandemic, but that has slowed down. Need to consider the possibility of a cut-back down the road (e.g. if required qualifying license during the draw was dropped). Sednek will provide some graphs of the licenses purchased over the past several years at the planning retreat and will schedule a CPW Licensing team member to join a future CWC meeting.

Planning retreat agenda: Created a draft agenda for Council review/feedback. Council would like to make sure there is enough time to discuss sponsorships and other items (legislation and PWC).

The CWC Outreach Team (OT) Event Coordinator, Brianna Fett, will attend the retreat. The remaining OT members (2) will start in May. Council would like time to talk about engagement and expectations of the OT.

Public Comment

Dean Riggs attended the meeting to express his interest in the West Slope Hunter Representative position with CWC.

The acting director will make the final selection for this vacant position. The Council will work with J. Anderson to review applicants.

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

<u>2023 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Date	Day of Month
April - Planning Retreat	4/17 - 4/18	3rd Mon/Tues
<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