



COLORADO WILDLIFE COUNCIL

Meeting Minutes

November 9, 2023 ~ 10 a.m. - 1 p.m.

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

Members Absent:

Also in Attendance: CPW: Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary/Acting Treasurer), Linnea Turner & Mike Weigang (Outreach Team); R&R Partners: Miriam Swofford (Account Director), Danielle Schneider (Account Coordinator), Pat Buller (Creative), Paul Smith (Strategy), & Logan Riley (Web); Public: N/A

Call to Order / Introductions - Gates

Reviewed attendance and called the meeting to order.

R&R Partners Presentation (Recording @ 0:03:16)

Q3 Web Analytics (slides 3-7)

Saw a significant decrease in traffic from Q2 to Q3 (no paid media), but did see an increase in organic visits to the website. Email blast from the Rockies was a big traffic driver.

Council Discussion

The Council would like to see the website updated to include new users. R&R will do this moving forward. The current metrics for new users per quarter are: Q2 (58,242) and Q3(6,261). The Council would like to have a comparison from last year to this year. R&R can provide this data when it is available. There was increased traffic surrounding sponsored CWC OT events. Organic traffic ebbs and flows, see an average of 30-40 sessions per day with 50-60 on average around events.

Creative Updates (slides 8-21)

Phase 1 (11/15/23 - 1/31/24) will feature moose, seed warehouse, and batty ads. Phase 2 will feature elk, bridges, and economics ads. Prioritizing moose due to the messaging. The moose ad will run at the Broncos game the weekend of 11/11-11/12. The billboards will be at five different locations. If the Council wants to swap the boards in February, the change out fee will cost \$3,150 (suggest using the opportunity fund for this cost).

Council Discussion

What do we have for community management since we have a new target audience? At the April planning retreat, R&R was told to follow the CPW guidelines. What is the process for negative comments? R&R has brought comments to Council and staff in the past for recommendations. Will follow the same protocol.

Research Updates (slides 22-41)

Reviewed the key findings and recommendations from the annual tracker study and specifics regarding the new target audience, adventurous environmentalist (AEs). AEs are more likely to be opinion shapers, influencing others around them. Therefore, we want to prepare AEs with the correct knowledge. For the advocate audience, only 15% are aware of CWC, leaving room for improvement on awareness/education. Overall, year over year, numbers have been consistent. Hunter/angler advocates are open to advocacy through channels that are convenient to them and they need to hear from CWC first.

Council Discussion

Is there something about past campaigns that was not successful? We are still seeing strong support scores, indicative of success. This tracker study took a look to see where we were at with the new

audience. Having AEs as the target is a strategy to continue to move approval in a positive direction. Hunters and anglers were added to this study to get a pulse to see where they are at. The Council can see this data as a launching point for the Council to learn more about these audiences.

Action: create a list of 10 people on social media that CWC can look into for advocacy - Orvis

Is there a way to survey people who have been surveyed in the past to measure progress? R&R does not usually do this since we are not looking for personal identifying information. The goal is to talk to a subset of a group, which would be a mathematical representation of a larger group. Is there a way to see if there was change in opinion of past respondents? R&R will think about this.

Rockies Partnership Updates (slides 42-51)

Reviewed 2023 partnership and potential opportunities for 2024.

Council Discussion

The Council has enjoyed the partnership with the Rockies. Is there the possibility to move the pregame video to a mid-game video for more views? R&R will ask. MacGregor Square may have the halo effect with other sporting events, but are there certain events/times when CWC would not be featured? Could a wildlife rehabilitator come for an opportunity?

Action: Need consolidated Rockies feedback by the December meeting - Council

PR/Earned Media Updates (slides 52-48)

Looking into small business Saturday for businesses positively impacted by hunting and fishing.

Action: Small business recommendation for small business Friday by week of 11/13 - Council

Motion: Move to approve billboard swap budget of \$3,150 - Kitching. Seconded. Passes unanimously.

Outreach Team Final Presentation - Turner, Weigang, & Anderson (Recording @ 1:43:55)

Reviewed the Outreach teams (OT) over the past three seasons (2020, 2021, & 2023). New additions in 2023 included hiring an additional team member to plan events and sponsoring events (12 events costing \$23,250). The overall budget for this year was \$108,617. The OT found events focused on the target audience and attended 24 events in 13 cities. The OT tried different engagement tactics and the season saw 3,500+ engagements overall and 90+ meaningful engagements. Festival/fair events had varied engagement and minimal time spent on education. Education and food/alcohol events went well because people were either there to learn something or the events were more social which allowed for more engagement time. Other learnings: the audiences had a baseline knowledge of wildlife and conservation; sales based vendor events did see much engagement; and fact sheets were helpful. The OT also initiated social media partnerships with similar organizations, where four weekly posts are shared on the partner organizations social media site.

Future recommendations: have a more interactive booth that is fun and educational; host events (e.g. panel, talk with an expert, etc.); create partnership networks; have clear 'what's next' steps; attend educational, food & alcohol, and outdoor recreation events; have more clearly defined roles of the OT. The panel idea is a space for deeper conversations about conservation from different representatives in conservation.

Council Discussion

How did the OT respond to questions about CPW vs CWC? Mentioned that CWC is education based and has a partnership with CPW. The OT will provide their final report for review in December.

Council & Subcommittee Reports - Gates (Recording @ 2:13:27)

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

Set 2024 Calendar - Sednek (Recording @ 2:24:20)

Reviewed the proposed calendar for 2024 where most meeting dates are held on the third Thursday of the month except for July which would be on the 2nd Thursday. Additionally, suggest moving the planning retreat to March so the Council and support staff have more time to plan for FY25. Will need to know the general location of the planning retreat at the December meeting.

Action: Decide upon a location for March Planning Retreat by December meeting - Council

Council Discussion

The Council is still interested in having a day at the Capitol in February. The Sportsperson’s Caucus is currently held on the third Thursday of the month. The Council tabled approving the 2024 calendar until the December meeting. Some Council members would like to have meetings outside of Denver.

Action: Provide 2024 calendar ideas and locations at the December meeting - Council

5Point Sponsorship for 2024 - Kitching (Recording @ 2:31:42)

In 2023 CWC had an entry level sponsorship (\$5,000) and proposed sponsoring the 2024 5Point Festival using the new assets.

Council Discussion

The Council was in support of CWC sponsoring the 5Point festival again and it was suggested to have Council member involvement at the event.

Motion: To approve the 5Point sponsorship at the \$5,000 level - Ehrhart-Gemmill. Seconded. Passes unanimously.

Initiative 91 Update - Gates (Recording @ 2:41:45)

The Council can go to the Secretary of State website to see the latest language of hearing board titles. Initiative 91 changed their title, removing the language of trophy hunting.

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

2023 Wildlife Council Meeting/Call Dates

Month/Location	Date	Day of Month
December - Meeting	12/14	2 nd Thursday