



# COLORADO WILDLIFE COUNCIL

Conference Call Minutes  
September 14, 2023 ~ 10:00 am - 12:00 noon

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

**Members Absent:** Stribling

**Also in Attendance:** CPW: Jennifer Anderson (Staff Liaison), Kelly Kaemerer (Assistant Director of Info & Education), Ginny Sednek (Secretary/Acting Treasurer), Linnea Turner, & Mike Weigang (Outreach Team); R&R Partners: Miriam Swofford (Corporate Director), Dani Schneider (Account Coordinator), Greg King (Creative Director), Pat Buller (Creative), Paul Smith (Strategy), Jennifer Harlan (Media), Paul Smith (Strategy)

## Introductions - Gates

Made introductions and called the meeting to order.

## R&R Partners Presentation - (recording @ 4:15 min)

### Rockies Partnership Updates (Slides 3-5)

Sunday 9/17/23 will be the CWC Promotion day. D.Anderson will be throwing the first pitch.

### Creative Updates (Slides 6-7)

Will provide the creative subcommittee with two different looks, the approved look will be applied to all media assets. Depending on the timeline, the new creative could go live 11/1/23. Will need full Council approval at the 10/12/23 meeting.

### Paid Media (Slides 8-9)

Showed the revised flow chart where 'This is the Wildlife' creative will run 9/25 thru 10/31. The limited focus includes TV (primarily sports), social media (paid ads), and the Trade Desk. Will have a lighter spend, saving funds for a heavy launch of the new creative.

## **Council Discussion**

R&R Partners clarified that the cost to run 'This is the Wildlife' will be \$45,505 (2.7% of the year's budget). The Council requested to run 'This is the Wildlife' in the interim so CWC is not dark while the new campaign is being completed. CWC has been dark since June and it would be good to have a presence in the marketplace. It is a conservative spend, but it will be sufficient to get in the public view. Council would like to see what the engagement has been since June.

**Action:** Get refreshed website visits since June - R&R Partners

What is the strategy behind the placements? To utilize core foundational tactics, target sports to get a higher reach, and complement TV with targeted digital. To have a presence with a limited budget.

**Motion** - To proceed with 'This is the Wildlife' media presence for \$45,505 before launching the new campaign - D. Anderson. Seconded. Motion passes by majority.

### Annual Tracking Survey Updates (Slides 10-11)

Track awareness and understanding. Launched on 9/6/23. Sample size of 1,400 CO voters

### Q4 Newsletter (Slides 12-13)

Will launch the Q4 newsletter in October. The Outreach Team has helped increase subscribers to over 300. Would like the Council to give feedback for what is in the newsletter.

**Action:** Provide R&R Partners with Newsletter topic ideas - Council

## **Council Discussion**

A suggestion was to thank Tony Bohrer for his service and have a photo from Steamboat.

### Council & Subcommittee Reports (recording @ 28:23 min)

The Council and staff recognized and thanked Bohrer for serving on the Council. Bohrer looks forward to seeing what the Council does.

The Counties Representative application closed and there are 5-6 candidates that have met the criteria. J.Anderson will work with Director Davis on the process to fill this position.

The Council would like to proceed with having elections for Chair, Vice Chair, and Treasurer at the October meeting. It will be made note that the term will be for two years and two months so the next election can occur December 2025. Nominations for these positions are at the Council's discretion, this includes nominating yourself or other Council members.

**Action:** Add Council elections to the 10/12/23 meeting agenda - Sednek

The Council shared their work on subcommittees, events they are attending, and organizations they are working with.

The Creative Subcommittee explained why the new campaign release was paused. They felt the campaign was lacking cohesivity and wanted to see more connection across all channels/assets. They wanted to make sure the primary message was the main focus (day in the life of a wildlife biologist), for the creative to feel more genuine, and to have premium asset designs. The creative subcommittee augmented the feedback process and has a standing weekly meeting. They appreciate R&R working with the subcommittee to take a step back to address concerns.

R&R Partners will present to the subcommittee on 9/18/23 to select one of the design directions. They will also look at the tagline and update scripts. R&R Partners will need approval of the updated campaign as a whole at the 10/12/23 meeting so they can launch 11/1/23.

Would like to see updated information about wildlife on the website since some information is outdated (i.e. boreal toad partnership efforts). R&R will make sure the website matches the design aesthetic and requests updated information be sent to them.

The 5Point sponsorship wrapped data included 4,476 unique experiences (in person/virtual) and 1.623 million online/print/broadcast impressions to date. Could consider this again next year.

### Outreach Team (OT) Update - Turner & Weigang (recording @ 1:19:20 min)

Reviewed recent and upcoming events. Had over 425 engagements at the past couple of events, 270 of these engagements were at the San Juan Brewfest. Invited the Council to help at the Pumpkin Harvest event in Denver 10/14-10/15. Currently planning a panel event (10/21) to talk about conservation and will invite Council members. The OT will wrap up at the end of October.

### **Council Discussion**

What has the OT learned from the attended events? Sales based markets have not worked well. Social gatherings, like brewfests, had higher engagement.

### Travel Reimbursement Information - Sednek (recording @ 1:28:14 min)

Thanked the Council for their time as volunteers. Since travel is built into the budget, Council members are encouraged to fill out the travel reimbursement forms for Council related business (e.g. CWC meetings, Rockies Day, Outreach Team events, etc.).

What can be reimbursed:

- Lodging, if traveling over 100 miles
- Mileage
- Per Diem
  - Specific rate depending on city/county. When per diem can be received depends on departure/arrival time. No need to keep food receipts. Let Sednek know if you would like to claim per diem and she will select the correct amount per location/timing
  - Cannot provide per diem for meals that are provided (e.g. CWC lunches, hotel breakfasts, etc.) unless there is a dietary restriction.

For Council members traveling to a meeting, if there is inclement weather, you are encouraged to virtually participate.

To clarify, is it OK to delete the recorded council meetings after 6 months? The Council wanted to make sure the process was simple and agreed that the recordings can be kept for a full fiscal year and then deleted afterwards. Therefore it is ok to proceed with deleting the recordings from FY23.

A question was asked regarding volunteer time for other CWC related activities. Sednek will record volunteer time (drive time and meeting time) for the scheduled in-person and virtual meetings. Volunteer time for other related CWC events (e.g. OT events, PWC meetings) need to be entered by the volunteer. This would be specifically for driving time, meeting time, and presenting time. Not for socializing time.

The Council would like to look into other meeting locations across the state. This will be decided in November/December when the Council sets the calendar for the following year.

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

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<b>2023 Wildlife Council Meeting/Call Dates</b>		
<b>Month/Location</b>	<b>Date</b>	<b>Day of Month</b>
<b>October – Meeting</b>	<b>10/12</b>	<b>2<sup>nd</sup> Thursday</b>
<b><i>November - Call</i></b>	<b><i>11/9</i></b>	<b><i>2<sup>nd</sup> Thursday</i></b>
<b>December - Meeting</b>	<b>12/14</b>	<b>2<sup>nd</sup> Thursday</b>