



COLORADO WILDLIFE COUNCIL

Meeting Minutes

April 18, 2024 ~ 2:00 - 4:00 p.m.

DNR Headquarters (room 719) ~ 1313 Sherman St., Denver, CO 80203

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

Members Absent:

Also in Attendance: CPW: Ginny Sednek (Secretary/Acting Treasurer); **R&R Partners:** Miriam Swofford (Corporate Director), Angela Suganuma (Account Manager), Pat Buller (Creative), Jennifer Harlan & Tom Hardman (Media); **Public:** Jennifer Burbey and Mike Costello (v)= Virtual Attendance for Council

Call to Order / Introductions - Gates

Made introductions and called meeting to order.

R&R Partners Presentation (Recording @ 02:45)

Creative Scripts & Production Planning (slides 3 - 18)

Reviewed creative strategy for 23/24 production, reported that concept overviews were shared with CPW EMT for approval, and reviewed updated scripts.

Council Discussion

Before moving forward with production, will need to await CPW EMT feedback/approval. Provided clarification about the swift fox creative (CO assisted other states with reintroductions). Need to change the script tense (in both 1st and 3rd person). Would like to say 'Colorado Parks & Wildlife', but there are timing issues. Could say 'us' since the person is in CPW uniform. Want more authentic creative, not as scripted. R&R Partners needs to know who the CPW talent is ASAP and ideally looking for fresh talent. If production comes in below budget, it will be reallocated to spend prior to 6/30/24. Production will be a triple bid process and will breakdown the cost (\$400,000 total, includes production and post production). Would like 'Guided by Science' to include an image of a bobcat or mountain lion (collared).

Action: Email production companies to R&R Partners - Twinem

Action: Update creative overviews of swift fox and guided by science - R&R Partners

Paid & Social Media Updates (slides 19 - 23)

Media spots appeared during sports events (March Madness, NCAA Games). Will have spots during NFL draft and NHL playoff spots. Will look into PGA programming and paid search (Google). On Undertone, the cost per influencer is \$9,000, recommend continuing Undertone. Traffic in the Denver Metro Area is still larger than the Grand Junction area even though West Slope traffic has increased. For social media, seeing followers increase from 2021-2023. R&R will look into Q1 of 2024 for new social followers.

Council Discussion

The Council sees value in Grand Junction even though the population is smaller since it is a hub for western slope communities. For SW Colorado, Durango is included for digital CWC ads, but is outside of the CO DMA for traditional TV. The Council wants to look into TV ads for these areas outside of the CO DMA (Montezuma and LaPlata counties).

Rockies Creative & Promo Item (slides 24 - 28)

Made adjustments to the promo bag. The QR code is also updated along with the KOA scripts. The Rockies want to focus on the sunset idea and run the fox content at the end of the season. Will this be on all 3 of the Rockies platforms (it wasn't last year)?

FY25 Hunter/Angler Subcommittee Budget - Ehrhart-Gemmill (Recording @ 1:11:40)

Working with R&R on production of creative assets (flyers, rack cards, banners, digital files, etc). Working on a scope of work to hire a project manager (contractor) to facilitate this work. Shared the proposed subcommittee budget for FY25 (\$120,000 total).

Motion - To approve budget proposed as presented for the FY25 Hunter/Angler subcommittee - Anderson. Seconded. Motion carried unanimously.

Council & Subcommittee Reports - Gates (Recording @ 1:19:10)

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

Council members are working on ideas for a contractor. The CWC website still says 'meet the outreach team'. For sponsorships, Kitching suggested TroutFest at Coors Field (6/29/24) as the presenting sponsor for \$9,950. This level includes a 15 minute video opportunity and 15 minute presentation. Would like to have several CWC members attending.

Motion - To approve TroutFest sponsorship of \$9,950 - Williams. Seconded. Motion carried unanimously.

Anderson will continue to work with CYO regarding a sponsorship that supports CWC's mission. Gates suggested that CWC sponsor Outdoorsman Days, (Aug 9-10) for \$3,000.

Motion - To sponsor Outdoormans Days for \$3,000 - Williams. Seconded. Motion carried unanimously.

Burbey will send information to CWC about sponsoring the Durango Cowboy Poetry event (fall). Ehrhart-Gemmill will consolidate the information for sponsorships. For swag, have \$10,000 set aside for FY24 and FY25, and the contractor hired will work on ordering items.

Operational Plan Review/Feedback - Sednek (technical difficulties, not recorded)

Do not have a draft operational plan and will provide one for review prior to the May CWC meeting.

Public Comment (technical difficulties, not recorded)

Burbey thanked the council for their work. Costello asked if CWC could provide information about CWC to new CO residents. Ehrhart-Gemmill mentioned that mailers did not show a good return on investment for CPW (\$650,000 to mail to all CO residents, only 242 people used mailer QR code). The Office of Tourism could have a welcome packet. There was interest in ages 14-18 and how CWC sponsorship dollars could support their access to the outdoors.

Motion - To adjourn the meeting - Anderson. Seconded. Motion carried unanimously.

2024 Wildlife Council Meeting Dates

Month/Location	Date	Day of Month
----------------	------	--------------

<i>May - Virtual</i>	<i>5/16</i>	<i>3rd Thursday</i>
June - In-Person	6/20	3rd Thursday
<i>July - Virtual**</i>	<i>7/11**</i>	<i>2nd Thursday**</i>
August - In-Person	8/15	3rd Thursday
<i>September - Virtual</i>	<i>9/19</i>	<i>3rd Thursday</i>
October - In-Person	10/17	3rd Thursday
<i>November - Virtual</i>	<i>11/21</i>	<i>3rd Thursday</i>
December - In-Person	12/19	3rd Thursday

****July meeting is on the 2nd Thursday due to the PWC meeting on the 3rd Thursday**