



COLORADO WILDLIFE COUNCIL

Meeting Minutes

January 18, 2024 ~ 10 a.m. - 12 noon
Virtual Meeting Via Zoom

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

Members Absent: Stribling & Twinem

Also in Attendance: CPW: Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary); *R&R Partners:* Dani Schneider (Account Coordinator), Miriam Swofford (Account Director), Logan Riley (Web), Paul Smith & Chloe Jex (Research), Amelia Holt (Project Supervisor), Jennifer Harlan (Media), Pat Buller (Creative), and Jacqueline Meason (Corporate Director)

Call to Order / Introductions - Gates

Called the meeting to order and took attendance.

R&R Partners Presentation (Recording @ 00:2:40)

R&R Partners discussed staffing changes. Miriam Swofford and Dani Schneider will be transitioning off the team, and Jacqueline Meason and Amelia Holt will join the CWC account.

Competitive Report (slides 5 - 10)

Reviewed highlights from the competitive report, showing other states' public education campaigns. Arizona Game and Fish had commonalities with CWC's current campaign regarding science based wildlife conservation. The Michigan Wildlife Council moved towards a more generic production.

Council Discussion

Surprised to not see fishing and hunting be part of the Michigan ads. R&R stated Michigan has not tended to show fishing/hunting in the past (more urban audience). Overall, what other states display will be different from Colorado.

Website Analytics (slides 11 - 20)

Reviewed the Q4 analytics for both This is The Wildlife and A Day in the Life. Overall, saw increased web traffic driven by the launch, including 31,000 new users and organic traffic. Engagement rates did fall, which can occur with increased traffic to a broader audience. Good engagement on the benefits page and it would be beneficial to drive more traffic there. Seeing shallow scroll depth on the home page. To increase this, a strategy is to change the layout with more engaging information higher up to encourage scrolling. Did not see much visitation correlated with events, but did see correlation with earned media and TV ads.

Council Discussion

Curious about audience impressions of the ads? R&R could look into doing brand awareness research to learn more and/or Google search queries. Was the increase in traffic around Christmas due to the wolf release? R&R said it was through paid media efforts via undertone page grabber (strong driver of engagement). On the website, is there a location to place messaging for advocates to use on their own social media? R&R does have social listening to see if folks are sharing information on social media (brand listening). The Council would like to see a comparison of web traffic over the whole year given voter interest and ballot initiatives. Yes, R&R can have a layover regarding larger issues.

Paid Media Updates (slides 21 - 53)

Media performance from This is the Wildlife (Sept-Oct): 3.89 million total impressions and 4,712 total clicks. Overall, metrics performed at or above benchmark, but did see ad exhaustion on social media.

Media performance from A Day In the Life (Nov-Dec): 33.85 million total impressions and 56,126 clicks. Reviewed performance on TV, out-of-home, Rockies sponsorship, and digital media (digital video, social media, influencers, etc.).

Council Discussion

Billboards are an effective way to advertise, another location could be along I-25. Is there a way to see KPI with reactionary impressions? What line is the lightrail wrap? It is the route that goes throughout the city (not airport commuter rail), but not specifically placed on a certain route.

Rockies Partnership Recap (slides 54 - 64, recording at 1:20:00)

Provided the Council a comparison of option 1 and 2 for the 2024 Rockies Partnership. Reviewed the selection of dates for the CWC promotional day (7/19, 8/31, and 9/14). The 9/14 game is close to National Hunting/Fishing Day (9/28) and is vs. the Chicago Cubs.

Council Discussion

The Council liked the radio spots, but were unsure how many people tune into the Rockies games.

Action: How many listeners tune in during the Rockies games - R&R Partners

Motion - For the 2024 Rockies sponsorship, stay with option 1 at \$300,000 with the addition of \$25,000 for the :30 Second in-game radio spots during the 81 games - Anderson. Seconded. Motion carried unanimously.

Council would like to move forward with 9/14 as the promotional day.

Creative Updates (slides 64 - 70)

Currently running phase 1 of creative assets and will begin phase 2 in February. Wanted to know Council feedback on the 24/25 messaging thought starters.

Council Discussion

The Council liked these ideas for messaging: predator management, outdoor access, Ag producers as conservationists, and rivers and streams. For the February meeting, R&R needs direction on messaging so they can present scripts at the March retreat and total FY25 budget amount.

Action: Provide 24/25 feedback on new messaging at February meeting - Council

Action: Provide R&R a total budget amount at the February meeting - Council

Spending Authority & FY24 Budget - J.Anderson & D.Anderson (Recording @ 1:39:20)

For this year, the remaining outreach budget is \$120,000 and the remaining operating budget is \$23,000. The Council will need to decide what to do with the \$120,000 if we do not have an Outreach Team. R&R Partners may have more time and strategy for these additional funds. For next year, the current budget allocated to R&R Partners is \$2.8 million. The Council will need to decide what to do with the remaining \$200,000 at the February meeting. Proposed to clean up the treasurer's report and remove language about the reserve (1 row and 1 column).

J.Anderson met with the CPW budget analyst and confirmed that we did miss the request to increase spending authority this year. Will need to submit a request in the fall of 2024, if approved it will go

into effect July 2025. They would like to see at least three years of the Council spending their entire budget, up to \$3 million. Our budget analyst, Patricia Nord, will be invited to the February meeting to discuss the current trends of the CWC fund.

Future of the Outreach Team—Gates (Tabled for February)

Council & Subcommittee Reports - Gates (Recording @ 1:44:17)

The Best Western in Buena Vista will be the location for the March Planning Retreat. Please RSVP as soon as possible so lodging and catering arrangements can be made.

J. Anderson reminded the Council to review the Outreach Team reports and comparison sheet in preparation for the February discussion. CPW license verbiage has to align with statute language (Wildlife Management Public Education Fund). Would like to understand what the future conversation with TU looks like.

Action: Review Outreach Team reports and comparison sheet - Council

The Advocacy Subcommittee will provide a direction at the planning retreat. Ehrhart-Gemmill proposed R&R includes hiring a freelance copyright in the budget for longform articles. How does R&R evaluate what type of stories resonate best with the target audience? Want to understand which topics will move the needle.

Gates informed the Council that Sportsperson’s day at the Capitol will be on Thursday April 18.

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

2024 Wildlife Council Meeting Dates

Month/Location	Date	Day of Month
February - In-Person	2/15	3 rd Thursday
March - In-Person Planning Retreat	3/20-3/21	3 rd Wed/Thurs
April - In-Person - Sportsperson’s Day at the Capitol	4/18	3 rd Thursday
<i>May - Virtual</i>	<i>5/16</i>	<i>3rd Thursday</i>
June - In-Person	6/20	3 rd Thursday
<i>July - Virtual**</i>	<i>7/11**</i>	<i>2nd Thursday**</i>
August - In-Person	8/15	3 rd Thursday
<i>September - Virtual</i>	<i>9/19</i>	<i>3rd Thursday</i>
October - In-Person	10/17	3 rd Thursday
<i>November - Virtual</i>	<i>11/21</i>	<i>3rd Thursday</i>
December - In-Person	12/19	3 rd Thursday

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