



Conference Call Minutes
July 6, 2018 ~ 11:00 am - 12:30 pm
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216

Members Present: Emery, Gates, Gurzick, Justman, Melcher, and Neinas

Members Absent: Bohrer, Burke, and Shettel

Also in Attendance: Bob Broscheid (CPW- Director), Gary Thorson (CPW- Assistant Director), Jennifer Anderson (CPW-Council Liaison), Ginny Sednek (CPW-Council Secretary), Jacqueline Meason (R&R Partners - Account Director), Amanda Bergman (R&R Partners - Brand Manager), and Sean Tonner (Group Fulcrum)

FY 18/19 Operational Plan and Budget - Anderson

The operational plan and budget had minor additions to the accomplishments/budget section, included clarification of acronyms/strategic goals, and set a specific goal regarding research percentage increase/decrease.

Director Broscheid encouraged the Wildlife Council to invite Shane Mahoney from Conservation Visions to attend a meeting, present about the 'Wild Harvest' initiative, and consider being involved in this movement.

Council Discussion

The Council was interested in learning more about the 'Wild Harvest' initiative and will invite Mahoney to the 8/1/18 meeting. The Council would like to know the messaging strategy and who the target audience is. There is potential with the movement of hunting as a food supply, but the Council would like to make sure that this would be an economically valuable endeavor. The Council does not want to dilute the message and reduce the budget for the new campaign. There would be \$65K remaining in the budget until the Council reaches their spending authority of \$1.1 million. The Council agreed to include the \$65K for special projects in the 18/19 operational plan. The Council will commence the 8/1/18 meeting at 9 am to accommodate this presentation.

Action: Contact Mahoney and invite to the 8/1/18 Council Meeting. (Anderson)

Motion- The Council approves the proposed Operational Plan and budget for FY18-19 - Gates
2nd Justman

Motion carries by Council vote.

Event Trailer and Assets - Neinas

The trailer was damaged, is in the process of being repaired, and the overall cost will be discounted. Once the trailer is wrapped it will be a good billboard and the Council would like to identify different locations where the trailer can be used as advertisement (i.e. Cameo Shooting Facility).

Aug/Oct Meeting Locations - Neinas

The Wildlife Council considered hosting meetings on the East and West slope to offer the public the opportunity to attend a meeting. Council members saw the importance of having access to the public, but also realize that the public may not attend, therefore the Council should consider marketing the meetings in advance. The meetings are more of a continuing conversation and the public may get lost in what is being discussed. The Council agreed to have the August meeting in Denver. The Council will consider future meeting locations at the 8/1/18 meeting.

Action: Add meeting locations to the 8/1/18 meeting agenda. (Sednek)

June Meeting Follow-up - R&R Partners

R&R ensured the Council that the Outdoor Retailer Show should not impact the focus groups. Additionally, R&R advises against having the focus groups include minors (under 18) since they are not part of the target audience and would be difficult to include in the study.

Focus Group Screener and Final Scripts - R&R Partners

The focus groups will take place on Tuesday 7/24 and Wednesday 7/25 from 5-9pm at FieldWorks in Denver and they will be recorded. R&R Partners needs to know the total attendance by Friday 7/13. The Council and R&R made slight modifications to the scripts; any further edits need to be received by 7/13. The Council agreed to move forward with the scripts and screener.

Statue Placement - R&R Partners

R&R is finding stand alone events and long term placements for the origami statues. The Budweiser Event Center is interested in hosting the statues at the County Fair (8/3-7) and for 6 months. Other leads are the Shops at Foothills Mall. Long term locations are beneficial, but we need to ensure there is security. Most of the onetime events are 'pay to play' and R&R would like the Council to pick certain events to attend. The Council is interested to know if there is a tracking device to monitor if these paid events are beneficial (social media, hash tag, etc). R&R can brainstorm ideas to track interaction. The Council is interested more in free locations/events. R&R will review the whole fiscal year and re-evaluate at the August meeting. The Council and R&R will need to coordinate with CPW on transporting the statues.

Additional Council Business

Anderson submitted the letter regarding surcharge increase to the Director which was then submitted to commission secretary. We will have an update at the next Council meeting. The CPW hatchery section was interested in having a supply of the 'Hug a Hunter/Angler' stickers for visiting public. The Council agrees to purchase these stickers for the hatcheries. Another idea was to put out these stickers at hotels during hunting season.

Action: Add 'sticker discussion' to the 8/1/18 meeting agenda - Sednek

Gates has been working with the SCORP and Sportsman's roundtable and would like for the Wildlife Council to be part of this conversation. The goal is to reduce misunderstanding of what the Council does and to get the message out to the right people.

Motion: To adjourn Conference Call - Justman
2nd - Gates