



COLORADO WILDLIFE COUNCIL

Conference Call Minutes
November 6, 2019 ~ 10:30 a.m. - 11:30 a.m.
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216

Members Present: Brown, Emery, Gates, Gurzick, Melcher, Neinas, & Shettel

Members Absent: Bohrer & Justman

Also in Attendance: CPW: Ginny Sednek (Council Secretary); R&R Partners: Jacqueline Meason (Account Director).

Spending Authority Update - Neinas

It is important for the Council to show how funds are currently being spent so we are well informed when we move forward with a request to increase CWC's spending authority.

2020 Meeting Dates - Sednek

Per the Doodle Poll results, the Council will proceed with the proposed calendar of meeting on the second Thursday of the month, except for February (2/20/20), April (2-3/4/20), and June (6/18/20).

Action: Send out 2020 meeting dates - Sednek

R&R Partners Presentation

Origami Statue Signs and Trailer

A total re-wrap of the trailer will cost approximately \$5,000 vs. \$1,000 for a patch. The recommendation is to do a full re-wrap of the trailer.

Council Discussion

Some were interested in getting more longevity out of the current wrap. Are there risks of wrapping over a current wrap? R&R assured that re-wrapping the trailer should not affect the longevity of the new wrap. Chairperson Neinas reminded the Council that there are funds available in the operational budget to do a full re-wrap instead of patching the current wrap. The new wrap will not be associated with a campaign; instead, it will be branded with the new CWC logo. In addition to wrapping the trailer, the signs will be re-wrapped as well.

Motion: To re-wrap the trailer and signs - Chairperson Neinas
Motion carries by a majority council vote.

Sednek will work with R&R Partners to receive a quote from the vendor and coordinate the re-wrap.

Fall Media Update

The campaign ended 10/31/19. R&R will provide a full report for the December meeting.

Creative Concepting

Beginning round two of creative to use for the spring media buy; important to have new assets to make this a robust effort. Will review this at the December meeting.

Next Steps

R&R will have a creative presentation and pre-production updates at the December meeting. R&R has been conversing with the Director and Actor with the prospects to shoot creative in January (winter assets). Will be sending out the annual tracking study questionnaire and will work with a smaller sub-committee of the Council to approve the questionnaire.

Council Discussion

Gates suggested using recognizable landmarks or buildings in CO for the creative (e.g. Capitol building). Will need to see what resonates with the audience and ‘This is the Wildlife’ messaging so it makes sense and is not forced. Using landmarks in CO makes sense, and public buildings should be OK (displaying private sector buildings is not advised). The council liked the idea of using public spaces. R&R will look into permitting at the Capitol and other public buildings.

Council Reports

Gates will be attending the National Assembly of Sportsmen’s Caucuses Summit and will be presenting a similar idea in 2020 at the Business Conservation Summit. There is buy-in and interest from national groups about what CWC is doing. It is important to realize that CWC is carrying this on a local and national level. Gates mentioned how important it is for the Council to be aware of other discussions occurring in CO. For example, in opposition of the wolf campaign, the CO Farm Bureau, CO Cattlemen’s Assoc., and CO Wool Growers Assoc. have formed Coloradans Protecting Wildlife coalition. Melcher would like to discuss this further at the December meeting. In December, Brown will be presenting at the Habitat Partnership Program (HPP) meeting in Grand Junction. The PWC presentation that R&R created could be something Brown could use at the HPP meeting. This presentation will be shared with the entire Council.

Motion: To adjourn conference call - Brown
2nd - Shettel
Unanimously passes by Council vote.

Actions

- Send out 2020 meeting dates - Sednek

<u>2019 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Meeting	Conference Call
December - Denver	Wednesday 12/4	-