



# COLORADO WILDLIFE COUNCIL

Minutes

August 13, 2020 ~ 10:00 a.m. - 2:00 p.m.  
Virtual Meeting

**Members Present:** Brown, Bohrer, Gates, Gurzick, Justman, Melcher, & Shettel

**Members Absent:** Neinas

**Also in Attendance:** *CPW:* Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Andrew Ludwig (Outreach), Garrett Boudinot (Outreach), Lauren Dobson (Assistant Director); *R&R Partners:* Jacqueline Meason (Account Director), Katie Payne (Media), Patrick Buller (Creative); *The Fulcrum Group:* Sean Tonner; *Public:* Bob Radocy

## **Introductions - Melcher**

Made introductions and called the meeting to order.

## **Approve Minutes - Melcher**

**Motion** - The Council approves the minutes as read from the June meeting (6/18) and July conference call (7/9). - Shettel. Seconded. Motion carries by Council vote.

## **Treasurer Reports - Gurzick**

For FY20, revenue was higher than expected (likely due to increased fishing license sales), expenditures were on target, and remaining fund amount is \$1.9 million. Waiting for Period 13 to close, but expect little change. For FY21, estimated revenue the prior two years averaged and expenditures are combined estimates from advertising/operating/outreach/opportunity. Is there potential for CWC funds to be swept? Larger cash reserves are susceptible, but are a last resort. CPW will continue to monitor (since the OHV reserve was swept) and can check with DNR's budget director.

## **Council Reports - Melcher**

The first week in September CPW (and other agencies/organizations) will message 'Recreate Responsibly'. The drastic increase of recreation on public lands has unfortunately included increased littering, vandalism, social trails, etc. Could CWC/Outreach team promote this message? Council members on the west slope mentioned high numbers of recreators along with the hot/dry conditions further exacerbating forest fires. Gates has been listening to the Sportspersons Round Table and, for the Habitat Stamp Committee, there are concerns where the funds are going. CWC needs to be aware of these conversations and continue to message benefits of H/F. Dobson mentioned that CPW is monitoring the forest fire situation and may allow hunters to return licenses. Anderson announced that Erin Crider was selected as the East Slope Angler Representative by Director Prenzlow and will attend the September conference call.

There is a lawsuit (not officially served) against CPW for the license requirement on State Wildlife Areas (SWA) stemming from the requirement for individuals to identify as H/A (who are not). PWC does not intend to reverse their decision and CPW is pursuing different license types (e.g., other states have a wildlife watching permit). The Habitat Stamp originated for this purpose, but funding becomes complicated due to federal structure/regulations on how lands are used. CPW is taking the first two years to educate users (do not require licenses for pull-outs/passing-through). How can we get this info to our legislators? Could CWC play a bigger role in communicating about the new license requirement? People become more open and begin to understand their own impact when it is explained how reducing human access benefits wildlife health and that H/F funds SWAs. Recreation pressure has increased to the degradation of SWA's purpose (land managed for wildlife/habitat with minimal human impact). COVID has driven people outside and people are re-engaging with the pleasures of the outdoors. We have an opportunity to educate about responsible use and the value added by wild

places. The new requirement opened the door for this conversation, we can guide the effort of balancing conservation and recreation (we all lose when we lose habitat for wildlife). These types of messages could resonate with ITW since they are conscientious of their impact. CWC would like to see better communication with PWC, there was disconnect and now we are dealing with the fall-out. CPW has learned from this will ensure a better integration.

**Action:** Gather SWA information/reasoning for CO legislators - Dobson

Do we anticipate increased conflicts this hunting season with increased recreation? CPW works with trail organizations to post signs in popular areas. Could highlight that this is the allotted time for individuals to harvest food.

**Action:** Share fall hunting communication info with CWC/R&R - Dobson

### **Outreach Team Update - Ludwig & Boudinot (see presentation)**

The in-person engagement complements the campaign, furthers the messaging/brand-awareness, and allows visitors to ask questions. Becomes an opportunity to talk about CPW not receiving general tax dollars, recreation pressure, responsible recreation, hunting for food, and how CWC is a conservation group (visitors leave learning something new).

Developed a survey (100+ received, 52% ITW, 79% CO voters) as the 'transaction' for visiting the booth. Observe high message retention and an increase in support (before/after impressions). Interactive platforms on social media help put a face to CWC (Instagram stories/live). Would like to pursue partnerships with other groups/organizations to increase brand recognition, build trust, and reach out to ITW in new ways. Ideas include constituent groups (Hunt to Eat/Backcountry Hunters & Anglers/Flylords), diversity/inclusion in the outdoors, and outdoor recreation groups. Partnerships are based on financial means, but provide important connections and time well spent. What would CWC like to get out of this? Is this something we would like to do?

**Action:** Consider partnerships with CWC - Council and Outreach team

### **CWC Merchandise and Spending Authority Update - Anderson**

Would like to sell CWC stickers/t-shirts on the CPW store (separate from outreach giveaways). CPW will keep sales revenue and requests permission to sell apparel. We will pilot selling merchandise and revisit at the spring planning retreat. Anderson and Gurzick will continue to provide updates.

**Motion:** To allow CPW to sell CWC t-shirts and stickers on the CPW store - Gurzick. Seconded. Unanimously passes by Council vote.

The response from CPW about increasing CWC's spending authority was positive and supportive. Need to put together a proposal for CPW Leadership by November. The proposal will need to magnify what we have done, how we have and will increase effectiveness, and new directions/ideas to be pursued with an increased budget (not doing more of the same thing with more money). If approved, could see the spending authority increased by July 2022. Ideas: permanent/sustainable outreach team; coalition/partnership building. Will schedule time to collaborate on this proposal.

### **Strategic Consultation - The Fulcrum Group**

The fall spend will be ~\$160 million dollars (US Senate race). A lot of items on the ballot: national popular vote, US citizen vote requirement, abortion, repeal on Gallagher Amendment, cigarette tax, raising gambling limits, paid family leave, decrease income tax, gray wolf issue, etc. Will begin seeing ads in Sept/Oct. The legislature will reconvene in Oct/Nov to pull bill titles.

### CPW Relevancy Study - Gurzick (see presentation)

CPW worked with Cactus, advertising agency (CO lottery ads), to survey Coloradans perceptions of CPW and messaging for long term funding. Awareness of CPW scored high (87%). During virtual focus groups asked what came to mind about CPW: working to protect the resource and land, high trust, make sure resources are here in the future. High support for CPW policies. For CPW funding question, 28% responded with user fees (higher than thought), 26% taxes, and lottery/GOCO 18%. Trigger statements that resonated with respondents: sustaining CO for future generations (ranked highest).

### R&R Partners Presentation - (See presentation for details)

#### Summer Media Recap - 7/1-7/31

Measured ad/brand recall, impressions, and annual tracker study (primarily video). Will be flexible with TV since production studios have been closed. 'Toast' video on YouTube has 57% completion rate (benchmark 30%). See strong performance from custom 'outdoor enthusiast' audience. For the YouTube brand lift study (measure effectiveness and brand recall), we see positive lift in all three measurements (positive feelings/responses). The 6-second bumper ad was the most efficient and cost effective asset. Trade Desk (pre-roll video) delivered over 5 million impressions and saw 99% completion rate (outperforming benchmark).

#### Organic Social Media Update: Content Pillars

Revised and added 'the Council' as a distinct pillar. Social budget includes a small amount to engage with advocates, will allocate more to boost outreach team posts. Other social posts remind audience who CWC is (purpose/mission). Will boost high performing posts. Followers like live stories, polls, and ways to engage.

#### Creative Presentation

- *Video ads:* For season three of 'This is the Wildlife' campaign want to focus on wildlife conservation stories with spokesperson Sam: The Fox (30 second), Fish Story (15 second), Bear Hug (15 second), and Ferret (15 second). We like these ideas because the spokesperson helps connect the dots from H/F to management and highlight non-game successes.

#### **Council Discussion**

What percent of the 960 species are game species vs non-game? 80 are game species, 880 are non-game. Would like to think more about the bear creative since CPW does not relocate all bears all the time. Need to ensure these messages are OK with CPW. Could look at the rehabilitation CPW does for bears during the wild fires (do not want a bear next to a campfire).

- *Long-form video (4-5 minutes of video for social and website; cut into snackable videos too)*
  - Sportsperson Spotlight: follow one hunter/angler to go more in depth, telling the complex story of stewardship/sustainability (work with a real person, not stereotypical).
  - Sam in the Field: Sam interacting with biologists (e.g. Dirty Jobs). Partially scripted and can narrate over videos. Can include trail camera footage.
- *Experiential Creative*
  - Educational IPA: Partner with local brewers to create custom CWC labels/packaging. The third party tells the message: table tents with CWC QR code, urinal wall mural with fun facts (nature's call), expanded experiences like festivals (COVID dependent). May take a year for this idea to come to fruition. Natural partnerships create a precedence and can build upon each other to create more opportunities.
  - Scenic Paint in the City: Create a mural centered on audience engagement, include facts, and comes alive using augmented reality (AR). Mural will become part of Colorado. Shared through photos on social media.

**Council Discussion**

The Council liked the wildlife approach of the creative ideas. Do you need an app for AR? Will use Facebook and Instagram since we already have these. There is a lot of potential for engagement with AR (animals, facts, audio, digital). What is the upkeep of the mural (e.g. damage)? R&R will hire a local artist and work with an organization for upkeep. What about grain silos? Need to consider logistics and a good location for the mural. The Sportspersons Spotlight would be a good opportunity to gain support for hunters. Gurzick mentioned that CPW has some stories like this already and can work with R&R for efficiencies. Will go into production mid-September, but cannot have clients on set so need direction now.

**Motion:** To move forward with wildlife conservation stories - Gates. Seconded. Unanimously passes by Council vote.

**Discussion:** Re-write the bear creative and look into public reaction to wildlife collars.

**Action:** Ask Mike DelliVeneri about wildlife collars (public response) - Gurzick

**Action:** Work with Brian Dreher regarding biologist creative/language - Anderson

**Motion:** To move forward with Sam in the Field concept - Gates. Seconded. Unanimously passes by Council vote.

**Discussion:** Concerns of Sam sounding like a spokesperson for CPW (overexposure). Will be mindful of this in how Sam interacts with the audience; just be some person asking questions.

The Council liked both experiential ideas but R&R does not have hours budgeted to do both. Many people like murals. The reach of the mural could be limited, but AR can be used in many ways (do not need to be physically in front of the mural). The beer idea could have statewide appeal and has a holistic approach (beer, table tents, and wrapped stalls).

**Action:** Research information on both options (beer/mural) for September call - R&R Partners

Website Strategy Update

Critiquing current website (headlines are not popping out). Need to give visitors a reason to stay on the website, current time on is 14 seconds and would like to see 1.5-2 minutes. New website will use the platform WordPress (user-friendly, easier to fix), have more icons/infographics, increase our partners, more content, video, current facts, quick reads, listicles, photography, and user generated content. Want to encourage traffic when we do not have paid media. Will walk through site map and make decisions with the committee.

Quantitative Study Timeline

Drafting the questionnaire with new questions. Research will begin in September. Could we see polling fatigue in September? Yes, so it will take a little longer to call more people. Could preface that we are not polling regarding a political campaign.

**Motion:** To adjourn the meeting - Shettel. Seconded. Unanimously passes by Council vote.

<b>2020 Wildlife Council Meeting/Call Dates</b>		
<b>Month/Location</b>	<b>Meeting</b>	<b>Conference Call</b>
<i>September - Call</i>	-	<i>Thursday 9/10</i>
<b>October - Denver</b>	<b>Thursday 10/8</b>	-
<i>November - Call</i>	-	<i>Thursday 11/12</i>
<b>December - Denver</b>	<b>Thursday 12/10</b>	-