



COLORADO WILDLIFE COUNCIL

Minutes

June 18, 2020 ~ 10:00 a.m. - 2:00 p.m.

Virtual Meeting

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

Members Absent: Brown & Bohrer

Also in Attendance: CPW: Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Andrew Ludwig (Outreach), Garrett Boudinot (Outreach), Lauren Dobson (Assistant Director), Dan Prenzlow (Director); R&R Partners: Jacqueline Meason (Account Director), Katie Payne (Media), Kyle Lewis (Strategy), Mandy Walsh (Research); *The Fulcrum Group*: Sean Tonner

Introductions - Neinas

Introductions were made and Garrett Boudinot was welcomed as the new outreach team member.

Approve Minutes - Neinas

Motion- The Council approves the minutes as read from the April meeting (4/3) and May conference call (5/14). - Melcher

2nd - Shettel

Motion carries by Council vote.

Treasurer Reports - Gurzick

Revenue is higher and expenditures are lower than anticipated as we near the end of the fiscal year (6/30) where the remaining fund will roll over into FY21. We expect an additional increase in revenue in June as draw licenses are paid for. On 7/1/2020, all visitors to State Wildlife Areas (SWA) over 18 years old (yo) will need to possess a valid hunting or fishing license; unsure of the impact to the CWC fund. COVID-19 has not significantly decreased license sales, instead people are recreating closer to home and State Parks visitation has increased by 20-30%. Dobson reported that one-day and annual fishing license sales have increased in the 25-34 yo category and then the 35-44 yo. Would like to know if the one-day license buyers turn into annual license holders. For the draw, we saw 20,000 new customers in the age range of 20-40 yo. We hope that the CWC message connects with these new customers and could be a good opportunity for targeted messaging.

Council Reports - Neinas

Not much reported regarding Council business, but members have been attending their other affiliated meetings. Gurzick reminded the Council that CWC is still a sponsor of the Partnership Conference and encouraged all to attend the informative virtual sessions. This is the first year CPW had a secondary draw instead of just a leftover draw. So far, 10,000 people have applied and should be a good strategy to sell leftover licenses. Anderson announced the East Slope Angler vacancy received five applications. After applicants are reviewed, a recommendation will be made to the CPW Director.

Outreach Team Update - Ludwig & Boudinot

The new outreach team member, Garrett Boudinot, is an active hunter/fisher and geologist by training. The outreach team is seeking to engage with visitors at State Parks (e.g. Staunton's Marmot Fest) and Farmer's Markets. Had an interview with Tightline Outdoors and will have a segment on the Terry Wickstrom radio. The team plans to participate at the Western Colorado Outdoor Expo's virtual series. The booth is coming together well and they have developed a strategy to track event success and assess interactions. Putting together an online survey for visitor feedback on learnings, message retention, impact, demographics, before/after behavior, etc.

Council Discussion

It is imperative that CWC is recognized and acknowledged to build brand awareness/trust. Want to ensure the logo is a centerpiece and the message/benefits are apparent. The outreach team has intentionally displayed the CWC logo on the banner/booth/nametags/uniform/swag to build trust, increase brand recognition, and have a consistent message to help the audience connect the dots. What would these visitors normally be doing and can we collect this data? Gurzick will contact CPW Policy and Planning about this inquiry since we can learn a lot from the influx of new CPW customers.

Action: Contact CPW Policy and Planning about new customer survey. - Gurzick

Strategic Consultation - The Fulcrum Group

The budget was submitted by the JBC for the legislature to review and will be finalized soon. Hope to see some relief from federal stimulus and CARES Act to assist with budget shortfalls. Expect to see the effect of these shortcomings over the next 2-3 year since the budget baseline is set annually. The Council should be aware of the current sweep of cash accounts due to the budget deficit and the large reserve amount could be targeted. Media spending is starting to increase for the political season.

Action: Email CWC a follow-up of more information about the state budget. - Tonner

Review Council Bylaws - Melcher

Want to discuss when Council seats are filled so when current terms end there are not be extended vacancies, especially for seats that are challenging to fill. Additionally, it will be helpful to get new members up to speed and ensure a quorum. This will be critical in early 2022 when 3 terms end (Ag, West Slope Angler, and Marketing).

Action: Email current terms to CWC, add as agenda item for 7/9 call. - Sednek

Action: Review Statutes and Bylaws regarding criteria for each individual seat. - Council

Tim Emery Recognition - Neinas & Anderson

Neinas appreciated Emery's contribution and will miss his voice (tone and tenor) as 'the disrupter'; not afraid to ask a questions to keep us honest. Anderson thanked Emery for his dedication, communication between meetings, and commitment over the past eight years. R&R was appreciative of Emery's participation outside of meetings and keeping everyone on their toes. The entire Council expressed gratitude and invitations to go fishing.

Emery reflected on his time with CWC; joined when 'Hug a Hunter' was launched and saw the creative evolve to 'Frenemies', 'Tubes', then 'This is the Wildlife'. He warmed up to R&R and thanked them for moving the Council forward. Appreciates all the Council members and CPW staff. He reminded all to keep true and not to forget our constituents. Will continue to watch the CWC.

Emery was awarded a wooden plaque in appreciation and hopes he continues to educate others about the CWC. Emery is welcome at future meetings for a proper in-person send-off.

FY20/21 Operational Plan and Sub-Committee Selection - Anderson

Thanks to all who reviewed and submitted suggestions to the Operational Plan.

Additions: RFP Committee, Council member obligation to report on sub-committees, and split budget to outreach team (\$50k) and opportunity fund (\$40k).

Motion: To approve the FY 20/21 Operational Plan as presented. - Shettel

2nd - Justman

Unanimously passes by Council vote.

Will send the final FY 20/21 Operational Plan to Director Prenzlou for approval. For future changes, an addendum can be made. The Council discussed their subcommittee interest, noted by Anderson and R&R. Sub-committee selection and expectations will be presented at the 7/9 conference call.

Action: Add as agenda item for 7/9 call. - Sednek

R&R Partners Presentation

Quantitative Study Evolution

R&R discussed how to evolve the research and better adapt the survey to measure success through Key Performance Indicators (KPIs) (for in depth details see 6/18 R&R presentation). The primary focus is public awareness; we currently do not have a formal way to measure partnership support and legislative support (Council was interested in measuring these too). KPIs: awareness of messaging, knowledge of license fees benefits, and support of hunting/fishing. Would like to expand some sections, layer additional questions, and revise ambiguous questions. The ballot Initiative question is confusing; suggest rebuilding to be clear/concise and diversify to see support levels (not rely on one question). Want the research to be reliable, understand the metrics, and focus on tracking/measuring the KPIs.

Council Discussion

The Council wanted to ensure past surveys are comparable (apples to apples). Another suggestion was to keep the original question with new follow-up questions. Can questions change over time? Does this affect the RFP process and future advertising agencies? The survey has evolved over time (some questions were misleading) and this will not affect the RFP process. R&R is proposing to shift the course of the survey to stay current and be dynamic since media has also changed. R&R will look into keeping the original question and research similar survey questions in existence. R&R strongly recommends re-working the ballot question; it is very confusing and not getting accurate results. Gates recommended looking at other surveys/studies (e.g. Responsive Management) for messaging and data collection. R&R reviewed the Michigan Wildlife Council's survey and will research others. Gates and Dobson encouraged the Council to attend the Responsive Management workshop in Denver (December). R&R will follow-up about the survey/workshop.

Spring Media Recap (See 6/18 R&R Presentation for details)

The measurable goals were ad recall and impression delivery. Delivered over 85 million impressions (CO only) across 12 different channels, ad recall lift was 9.92%, 7.1 point increase brand lift on Facebook, and \$154,000 added value from partnerships/upfront negotiations. Digital media is purchased through bidding and is difficult to predict performance, especially with a pandemic, but this is why it is good to have a variety of channels. Were flexible with broadcast since we shifted away from sports. Saw many impressions in Out-Of-Home (OOH) since it was kept up four additional weeks. Facebook/Instagram performed above benchmark and the brand message was memorable (have a control of both an exposed and not exposed group). Will compare the efficiency of ad recall versus reach in the summer campaign. Influencers had good content and authenticity, but the posts are time consuming to ensure correct language (will use existing content and not bring on new influencers right now). On YouTube, the performance was double compared to benchmark, has efficient pricing, and higher traffic. Recommend shorter content (6 and 15 seconds) so viewers watch message to completion. Snap Chat is a new channel with an efficient price, but difficult to test. Captured people using snapchat in the outdoors, so will not pursue this summer due to out of state visitors. For programmatic digital, everything performed above benchmark except rich media (not recommended for summer). Will continue with the strong placements and monitor how behavior changes with the pandemic. Our goal is to get people to understand our message with the ads rather than driving them to the website. Video and audio works

best for messaging; displays are a secondary method and will decrease this budget for just re-targeting (not first time users). Neinas thanked R&R for all the details in the presentation.

Summer Media Recommendations

Will go live in July/Aug spending \$400,000 on the following channels: TV, Facebook, Instagram, Digital Media, and YouTube. Will use new assets and adjust strategy per channel. The TradeDesk will have heavy geo targeting on outdoor properties, emphasizing on video. YouTube will have short videos (6 and 15 second) and will look at the brand lift study. Gurzick liked the well-rounded approach and the good media mix for a diverse campaign.

The Council acknowledges the direction for the summer media recommendation.

Looking Ahead FY20/21

Website: July-September; reach out to sub-committee for timeline.

Creative Production: July-September; concepting, creative presentation, and production for summer/fall assets.

Quantitative Study: Draft questionnaire to survey in September (will assist winter campaign).

Clarification on re-introduction language: Goal is to have more wildlife conservation messaging content and using these terms correctly could work well. Seeking specific success stories, verbiage, and species to highlight in under 6 seconds.

Council Discussion

The Council is very cautious about using re-introduction language since it is a sensitive subject for their constituents and will remain relevant after November. Would like to have a scientific conversation to ensure messaging is not misinterpreted. The terms mean something different for a biologist versus the general public. Dobson and Gates mentioned using different language (e.g. bringing them back, wildlife enhancement). R&R will see what makes sense with the audience.

Action: Direction about the re-introduction language. Gates and Dobson

Other states have expressed interest in creating their own councils and Gates would like CWC to maintain a virtual platform to connect with states/stakeholders/interested parties so they can learn/observe/participate at future meetings. CPW now has more capabilities with Zoom, so when we return to in-person meetings outside attendees could join us virtually. The outreach team can work on the partnership piece to sportspersons community and make some connections (could encourage future Council members).

Motion: To adjourn the meeting - Emery

2nd - Shettel

Unanimously passes by Council vote.

<u>2020 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Meeting	Conference Call
<i>July - Call</i>	-	<i>Thursday 7/9</i>
August - Denver	Thursday 8/13	-
<i>September - Call</i>	-	<i>Thursday 9/10</i>
October - Denver	Thursday 10/8	-
<i>November - Call</i>	-	<i>Thursday 11/12</i>
December - Denver	Thursday 12/10	-