



# COLORADO WILDLIFE COUNCIL

Conference Call Minutes

November 12, 2020 ~ 10:00 a.m. - 12:15 p.m.

Zoom Call

**Members Present:** Brown, Crider, Gates, Justman, Melcher, & Neinas

**Members Absent:** Bohrer, Gurzick, & Shettel

**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), Marsha Boam (Project Manager), Pat Buller (Creative); *The Fulcrum Group*: Sean Tonner

## **Introductions - Neinas**

Made introductions and called the meeting to order.

## **Council and Sub-Committee Reports - Neinas**

County Commissioner status: Bohrer elected for Moffat County and Justman's term concludes January 2021. Crider worked with the EPA for a fly-athalon and created a 2021/2022 committee.

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

The Outreach team (OT) put together a report with a tremendous amount of content for the Council/R&R Partners to review. This report will be useful for the next OT to build upon the current work. Council has found great value in the OT as their work continues between CWC meetings.

## **Suggestions/Learnings**

- More OT staff needed for larger events
- State Park locations: a challenge was that visitors were not expecting booth interaction
  - Still had good conversations, majority of events were at State Parks
  - Visitors had difficulty distinguishing CWC from CPW
- Farmers Markets: worked well since they are a booth focused leisurely experience
- Remote venues (radio, interview, Instagram stories, etc.): good/easy experience with high volume reach
- Booth games (in non-COVID times) to maximize engagement and encourage new visitors
- Continue to seek public feedback: listen to concerns, adapt, and make suggested adjustments
  - Statues: misinterpreted as monetization of wildlife
  - Changed Banners: trophy species made booth appear hunting focused
- Initiate conversations with wildlife conservation, then benefits of H/F to conservation/wildlife and CO
  - OT allows for deeper conversations about H/F
  - Had 1,300 individual conversations (visitors asked what they can do to help)

## **Survey Results**

314 individuals completed the survey and we successfully reached CO voters (69%). Message retention was high (over 90%). Before and after support of H/F saw (across the board) increased support and decreased opposition/neutrality. More difficult to move people out of neutral with big game hunting. Fishing had highest support before interaction.

Some visitors mentioned that H/F licenses keep CO beautiful. OT did not make this specific claim, but it is what visitors walked away with. This was on the CWC website, but was changed since it is a broad and intangible claim.

### **Conclusions about OT:**

- Conversational outreach helps build trust, increase support, and decrease opposition
- Continue to seek feedback from the audience
- Future outreach schedules: suggest larger events to reach target audience
- Expand personnel and infrastructure
- Value of remote research strategies and partnerships
  - Council members could participate in these in the off-season to help advance CWC goals

### **Council Discussion**

Very impressed with the impact and information gathered regarding the circumstances. R&R will look into the misinterpretation of the statues (better signs/messaging?). T-shirts were the #1 way for people to come to the booth. Neinas recommended Kastlfele; a Denver based sustainable t-shirt company that uses recycled water bottles as material. Since we are initiating with a conservation message, consider seeking more environmentally friendly giveaway items. Suggest sharing CWC items with CPW staff and volunteers to increase awareness. What other options do we have to educate CPW employees? Anderson worked with the OT for the DWM and Park trainees; asked them about the \$1.50 education surcharge on all licenses. Could meet with CPW trainees annually.

Is the OT a wise spend vs. more dollars behind ads (return on investment)? R&R cannot give a dollar-to-dollar comparison. Yes, ads can deliver many impressions, but it is a competition for attention. In-person conversations have rich value for CWC's complex message. The OT is an important addition to CWC; grassroots efforts help tie things together so we have a wrap-around campaign. We can film events for social media (put up a notice), but will need to request permission for 1-on-1 engagement testimonial. R&R was concerned about having an individual, which we just met, be spokespersons. Do we see increased engagement on the CWC website after events? Could use a unique URL or QR code to track if people come to the website, but would not want to tie website visits to a metric of success, just an additional benefit. The OT has a different goal, but can look at tracking.

### **Strategic Consultation - The Fulcrum Group (see attachment)**

Proposition 117 does this include existing enterprises (e.g. CPW)? Dobson confirmed that 117 would not affect CPW, but seeking more information if there is a grace period if CPW lost enterprise status.

### **Spending Authority Draft - Anderson (see attachment)**

We are seeking an increased spending authority with the support of CPW's CFO. CWC has morphed into a full public/media relations campaign over the last couple of years. To justify an increased spending authority, we cannot only do more of current efforts, we need to seek new opportunities and extend reach to new groups. Ideas: expand work of OT; incorporate bilingual/multilingual messaging; tangible benefits to CPW (build upon CPW's work: Future Generations Act and CPW/DNR WIGs); tangible benefits to Colorado; longer campaign windows (evergreen presence on YouTube).

**Action:** Council approval of continuation of OT at December meeting - Anderson

### **Consultation Update - Anderson**

Casting consultation piece is on hold, working with Gates for more information. In early 2021, will talk about CWC member recruitment. Consider bringing on new CWC members as alternates 3-6 months prior to a term ending to retain institutional memory. What about terms that end before the planning retreat/budget approval? Anderson will seek Council assistance on this topic, Melcher and Crider expressed interest. Can we include prior CWC members in this work group? Can use paid media dollars to boost open seats on social media.

**Action:** Look into working with past CWC members for the recruitment work group - Anderson

**2021 Meeting Schedule Discussion - Council**

The Council agreed on the proposed 2021 meeting schedule and moved the August meeting to Thursday 8/19.

**Motion:** Approve 2021 meeting schedule (Melcher). Seconded. Unanimously passes by Council vote.

**R&R Partners Presentation**

**Creative Production Update**

Working on broadcast, social, and long-form videos for a 1/4/2021 launch. Will share the new media for the upcoming campaign at the 12/10 meeting.

**Website Redesign Update**

Close to finalizing copy, gathering video/images, and updating CWC member bios for a conservation focus. The website and campaign footage will be consistent. Subcommittee will approve an internal version and website will launch the first week of December.

Selecting 3-4 influencers to use on social media.

**Motion:** To adjourn conference call (Melcher). Seconded. Unanimously passes by Council vote.

<b><u>2020 Wildlife Council Meeting/Call Dates</u></b>		
<b>Month/Location</b>	<b>Meeting</b>	<b>Conference Call</b>
<b>December - Denver</b>	<b>Thursday 12/10</b>	<b>-</b>