



# COLORADO WILDLIFE COUNCIL

Conference Call Minutes

September 10, 2020 ~ 10:00 a.m. - 11:00 a.m.

Zoom Call

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

**Members Absent:** Bohrer

**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*: Jessica Leyba

## **Introductions - Neinas**

Made introductions and called the meeting to order.

## **Welcome East Slope Angler Representative - Anderson**

Erin Crider was welcomed as the new East Slope Angler Representative. Crider's Grandma taught her how to fish at a young age and learned how to fly-fish four years ago. Additionally, she actively created and joined several different angler groups. For the past two years, she has been on the Trout Unlimited board, focusing on Board succession planning, recruitment of millennials into water conservation and fundraising. She moved to Colorado from Missouri 7 years ago and her background is in sustainable beef and dairy cattle.

## **Council Reports - Neinas**

Everyone welcomed Crider to the Council and look forward to meeting in person. The impacts of the fires on wildlife and the watershed has been a concern for all. CPW finished the weeklong 'Recreate Responsibly' campaign, a collaboration with other agencies/non-profits/businesses/etc. to foster a 'Care for Colorado' ethic with the public. Will look at the analytics for the campaign reach.

## **Outreach Team Update - Ludwig & Boudinot**

The Outreach team continues to talk with visitors at State Parks and presented before/after data with the CPW Leadership Team (LT); the LT is interested in incorporating the self-advocacy approach with CPW. Additionally the team is exploring strategic partnerships to help CWC achieve its goals of brand recognition, building trust, and finding new ways to reach the target audience.

- **Hunt to Eat** - CO based apparel company with a huge online presence and alignment with CWC's message: hunting/fishing (H/F) are part of a lifestyle/culture. They are motivated and excited to partner with CWC. Target audience is CWC constituents.
  - Looking into apparel collaboration as coalition building among constituents. Need a reciprocal sales venue, cannot just be on Hunt to Eat (sales on CPW store?).
  - Use online media as an additional outreach platform with deliverables.
- **Blackpackers** - CO based organization focused on equity, which aligns with CWC message. Has an existing relationship with CPW, but have not contacted yet. Target audience is ITW.
  - Build awareness and trust with ITW.
  - Consider CWC sponsorships/grants to help make H/F more equitable.

## **Council Discussion**

Hunt to Eat would be a great partner to work with to help build more awareness with CWC constituents and individuals interested in hunting since new sportspeople would seek information here.

**Action:** Consider outreach partnerships for further discussion at 10/8 meeting - Council

**Strategic Consultation - The Fulcrum Group** (No updates)

## R&R Partners Presentation

### Summer Media Flight

Flight concluded on 8/31/2020 and will have a report at 10/8 meeting. All digital/social tactics performed at or above benchmark. The :06-second bumper had very positive results (short ads are less annoying). Media dollars will go towards more research (brand lift study is seeing positive lift). Current challenges include the inflated rates surrounding live TV (sports) and tech issues with the Facebook business account to gain access to Instagram.

### Creative Concepting

Working with Anderson/Sednek on locations and CPW staff. Gates and Shettel approved the creative scripts focused on wildlife conservation. Will acquire more video assets during production for the new website. Casting the week of 9/14, scouting locations on 9/18 near Ft. Collins, and will film creative 9/28 - 10/1.

### Mural Activation

Costs: muralist, building, security, augmented reality (AR) component, hard costs, and agency hours. Choose a muralist to help negotiate/find buildings (\$15,000 for building and mural). Could hire security service when installing (cannot guarantee vandalism would never occur) and can pay muralist to do touch ups. Pursuing AR so the mural comes to life (via Facebook); this requires 300 agency hours to build the activation, videos, and facts. Will table this discussion after current creative is complete and revisit in January 2021 to see if remaining hours exist (only 1,000 hours for creative). Could consider painting the mural this year and add AR next year. Another idea was to look into painting electrical boxes/etc. at State Parks.

### Website

The committee confirmed the wireframes (structure) for the website. Tabs: Benefits, Wildlife, Take Action, and Who We Are. Will be more streamlined for scrolling (not as many pages) to increase time on the site; include larger visuals, videos, infographics, and data points. Will consult website committee for design (color/fonts), then content creation.

### **Council Discussion**

Will we track improvements in traffic/engagement with the new website? Yes, will use Google analytics to compare year-over-year and will report progress bi-monthly. The site will be dormant for a short period before launching to get kinks out. Gates encouraged the Council to stay engaged with the process and be familiar with the website.

### Quantitative Study

Changed/clarified some questions of the study and will deliver final report at 10/8 meeting.

### **Additional Council Discussion**

Dobson provided guidance in regards to opinions about ballot initiatives, you are allowed to make a statement/opinion as an individual (using your personal email account), but you cannot make an opinionated statement as a member of the CWC/CPW.

Would like a CWC council member to participate on CPW's working group regarding the State Wildlife Area (SWA) requirement for recommendations to the non H/F community. The goal is to have a recommendation to PWC by January 2021.

Recovering America's Wildlife Act (RAWA) will be reintroduced at the Federal level. CWC should look into educating the non-H/F public about how non-game wildlife benefit and how H/F licenses are the foundation of wildlife conservation. Another good reason for CWC legislative outreach.

CWC would like for more involvement with the Parks and Wildlife Commission (PWC).

- Have (1) PWC Commissioner attend CWC meetings
  - Consider sportsperson representative Comm’r Garcia or Comm’r Blecha.
  - Liaison Comm’r could share an update at PWC meetings (e.g. GOCO update)
- Quarterly CWC presentations at PWC meetings
  - 15-20 min
  - Include 1-2 CWC members in attendance
  - Depend on production timeline and upcoming events

CWC feels it is important to invite a PWC Comm’r to streamline dialog, increase awareness, create a better connection, and foster a relationship between CWC and PWC. Dobson can facilitate the CWC invitation to quarterly PWC meetings and inquire about a PWC Comm’r attending CWC meetings.

**Action:** Discuss the CWC/PWC interaction further - Dobson & Neinas

**Motion:** To adjourn conference call (Gates). 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>
<b>October - Denver</b>	<b>Thursday 10/8</b>	<b>-</b>
<i>November - Call</i>	<b>-</b>	<i>Thursday 11/12</i>
<b>December - Denver</b>	<b>Thursday 12/10</b>	<b>-</b>