



COLORADO WILDLIFE COUNCIL

Minutes

April 15, 2021 ~ 1:00 pm - 6:05 pm
Virtual Meeting

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

Members Absent:

Also in Attendance: *CPW:* Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Eeland Stribling (Outreach), & Lauren Dobson (Assistant Director); *R&R Partners:* Jacqueline Meason (Account Director), Marsha Boam (Manager), Lindsey Greenwood (Media), Katie Payne (Media), Pat Buller (Creative), & Sara Macfarlane (Strategy); *The Fulcrum Group:* Sean Tonner; *Contractor:* Crystal Egli; *Public:* Karin Mahuna, Luke Wiedel, Jenny Burbey, & Edward Mercina

Introductions - Neinas

Reviewed attendance and called the meeting to order.

Approve Minutes - Neinas

Motion - The Council approves the minutes as read from the February meeting (2/18) and March conference call (3/25) - Melcher. Seconded. Motion carries unanimously.

Treasurer Reports - Gurzick

Revenue and expenditures are on track. Expect revenue to increase before June with license sales.

Council & Subcommittee Reports - Neinas

Gurzick announced that Danielle Isenhardt (CPW Licensing) will present at the next meeting (5/20) about the draw and license numbers. CPW saw a 10% increase in draw applications. CWC is sponsoring keynote speaker, Eduardo Garcia, at the Partners in the Outdoors Conference and encourage all to attend the virtual sessions.

Action: Request last year's license sale numbers for 5/20 meeting - Sednek

CPW Leadership Team Update - Dobson

CO residents have an increased interest in the outdoors and hunting/fishing (H/F); 30% increase in resident anglers (19-44 year old demographic) and increased visitation at State Parks. Want to promote responsible stewardship as people reconnect with nature. The Parks and Wildlife Commission (PWC) approved the State Wildlife Area (SWA) pass (implement on 5/1). SWAs designed to protect wildlife habitat and need to reduce the pressure (utilized like parks). The new pass will be communicated on social media, in regulation people can be fined, but will start with education. Will continue discussions with the SWA stakeholder advisory group. PWC will begin transitioning to in person meetings hopefully by June. Will announce the wolf reintroduction facilitator once selected. Working with CO Dept. of Transportation (CDOT) and the Wildlife Transportation Alliance regarding Governor Polis' Executive Order to protect big game migration range and corridors. Current projects (overpasses and underpasses) include I-25 by Monument and HWY 160 in SW CO. The Colorado Outdoor Partnership (CO-OP) is in the application phase to establish regional partnerships and grant funding for responsible recreation coalitions. The Conservation/Recreation roundtables and formed to create a plan to enjoy, protect, and conserve resources (with wildlife at the forefront). Anderson is working spending authority increase; need to consider annual-by-annual increases and a detailed plan of anticipated spending. RFP deadline is Monday 4/19 will continue to update the council.

Outreach Team Update - Anderson and Stribling

Encourage Council members to connect with Stribling and share any outreach event ideas. Brown suggested Council members to attend events with Outreach Team (OT), suggest an event sign-up. Will

have corn hole as a game to increase engagement and serve as an educational tool. Created a tri-fold brochure from the CWC website and working on updating the survey language. R&R offered to help with both efforts to be cohesive with brand standards (contact Sara Macfarlane). Just finished with interviews for second OT employee. Collaborating with the Sierra Club and Conservation Colorado for CO Public Lands Day. Neinas suggested contacting Pikes Peak Outdoor Rec Assoc. (PPORA) and Rebecca Ferrell with CPW for ideas about CO Public Lands Day.

Board Succession Planning (see attached document) - Crystal Egli

Egli appreciated talking with all CWC members for current perspective and ideas for improvement. Interview Overview:

- **Changes to application process:** Council wants to assist reviewing applicants. Ensure candidates know this volunteer position requires more engagement/work between meetings (realistic time commitment). Instead of looking at job experience, look at volunteer experience of candidates.
- **Outreach/team marketing:** Increase marketing/awareness before seeking applicants.
- **Changes in onboarding procedures:** Bring new members on before term begins (audit as non-voting volunteer) to help with institutional knowledge. Immersion days to learn more about CPW/CWC. Training on communication and Council procedures and one-on-one meeting with the Chair.
- **Ideal candidate traits:** Knowledge of what CWC does, why it is important, and why they want to be on the CWC. Understand the time commitment. Interested in different perspectives, well-rounded skills/interests, engagement, commitment, personality, and networking abilities.
- **Diversity:**
 - **What we are good at:** Diverse opinions (feel respected and heard), have more women on the Council (2/9) than before (0/9).
 - **What we lack:** Race/ethnic diversity, gender diversity, family structure, younger, novice hunter/angler, and wider range of representation/cultures.
 - **Considerations:** Target audience or 'In the Wind' member as a volunteer or consultant. Would like Ag to have two seats since a lot of wildlife are on private lands. Consider H/F business owners. Look at impacts of adding another seat.
- **How we interact and communicate:** R&R is good at communication. Council thought immersion trip was helpful. Seek seats who are interested in advertising/marketing.
- **Structural Changes:** Board succession and recruitment are different. Clarify who needs to be an elected official and what happens when they leave office? Have thoughtful turnover.
- **Misc. Ideas:** Junior Wildlife Council (high school/college) for creative solutions. Council wants to review the original charter (historical perspective).

Strategic Consultation - The Fulcrum Group

Legislative session ends 6/12 and will await Governor Polis' signature. Outreach to legislators will be to the House Ag Committee for 10 min on 4/19 (Neinas, Meason, and Tonner) and will inform DNR of this presentation (Doug Vilsack and Allison Cosgrove). An optimistic state budget passes out of the House today. Redistricting occurs this year (every 10 years), will be delayed due to the census delay (expect November), and will be the first citizen led committee to draw lines.

R&R Partners Presentation - (see presentation)

FY20/21 Recap & Highlights

Produced 3rd season of 'This is the Wildlife' campaign, successful transition to virtual, restructured the quantitative survey, had two media flights, and launched the new website. R&R thought that filming and production of the long form video was like immersion trip.

Strategy & Insight

Qualitative research real life interviews and even people who did not support H/F saw the value of it (video). There is a demographic shift in CO and need to diversify messaging and include shared values of a younger audience. Neinas suggested sharing the video at the Partners Conference, on social media, with CPW staff, PWC, etc. Use the attention received on social media (awareness >> education >> support >> advocates). Continue to build a common identity across the state and advocate touch points.

Channel & Paid Media (see presentation for specifics)

Neinas encouraged the Council to review the slides to get familiar with the terminology. Role of planning and buying is to message the right audience (age, background, etc.) at an efficient cost. Responsibilities are to find platforms to meet goals, buy/place media, optimize plan, and coordinate efforts of all media. We have a lot of creative so we can increase the frequency with less fatigue.

Planning Parameters: Objective (education) >> Goal >> KPI (used to measure goals)

Challenges: Negotiating rates, optimizing, contextualize media results

Planning terms & considerations: Impressions (# delivered to audience), reach (frequency to unique individuals), and frequency (#of times people are exposed)

Buying considerations: Partner (direct, beneficial with long standing relationships) and programmatic (more efficient prices and targeted). Both have pros and cons; therefore buy both for different reasons.

Media Flight Update

March delivered 17 million impressions (39 million overall). Page Grabber had strongest clicks through the Centro platform. Ski-lift digital ads over-delivered. YouTube bumper ads drive 63% (Fox and Ferret top performers). The Facebook brand lift study is positive (+4.6 lift between control and test group). Influencers are focusing on SWAs.

Optimizations: Native performing strongly, adjust bids based on performance, :15s ads performing better than :30s, maximize 'day-parting' for top performing hours.

FY21/22 paid media recommendation: almost year-round flights instead of seasonally for continual education. Upcoming opportunities include experiential, expand mural opportunity, and channel testing. Paid media studies include alphas/betas, brand lift, Facebook's Share Of Voice (SOV) to compare other campaigns similar to CWC.

Creative

Currently see good interaction and received several American Advertising Federation awards. For the fourth season of 'This is the Wildlife', want to talk more about what the audience wants to hear. Will continue to talk about the economy and add more conservation/wildlife. Will continue to expand diversity and representation. Want to pursue another 'In the Field' video about a hunter's point of view (change perspectives). Will pursue education opportunities about land conservation (e.g. SWAs). Consider merchandise to increase brand awareness and have sales go back to wildlife.

Mural & AR Project

A good way to increase engagement with the brand, especially with a stylized augmented reality component (AR) to match the mural. Seeking a location, potentially permanent. AR includes 3D modeling, texture, lighting, art/technical/function on Instagram platform. Instagram has size restrictions, so stylized works best for the two animals (big game and fish). A bird will also be on the mural, but not AR. Want to focus on H/F and will have facts about the animals. Options include sound effects (nature sounds) and/or a selfie view. The

increase in agency hours is due to concepting, creative, and building. Want the mural to be cohesive with brand standards.

Total Budget - \$47,250 (mural design/painting - \$15,000, content capture (rights) - \$5,000, AR build-out - \$10,000, and agency hours - \$17,250).

Council Discussion

Really like this idea, but concerned about timing with the RFP process. R&R assured that the proposed budget will secure all expenses by 6/30/21 (8-9 week process) and all rights would be part of CWC. Selected AJ as the artist since he is cost effective, experienced in painting wildlife, and helps with negotiation. For the shelf life, the artist is seeking permanency and a larger surface on a building (location TBD). The artwork will follow a creative process, similar to the artist’s style, and will bring to the creative subcommittee (Shettel and Gates). Will brand the mural as CWC vs. the campaign. Could establish a relationship with the artist for touchups. CWC would like a location with heavy pedestrian traffic. Can track engagements with AR, but not necessarily the mural itself (similar to billboard with high impressions). There should not be additional costs with AR (features/functions) since it is within the Instagram platform. If we wanted more features, there are opportunities to add to it. The mural would be a good opportunity for the Outreach team and influencers/owned channels to promote the mural and increase impressions/engagement (shared and earned media are good). CWC would like to continue to move forward with the mural project. Council wants to see the process of the artwork and suggest an in person meeting to see the finished mural.

Public Relations

Annual PR Strategy: Media relations, creation of press materials, work with other partnerships, ongoing pitching (mural, reporting, topics).

FY21/22 Planning (Budget & Timeline)

Quantitative study in September, but will not have qualitative research in FY22. New creative direction in August with assets in December. Will look at demographics to see if it makes sense to run media during the summer/winter Olympics. Always want to be on in some capacity. Quantitative research will be more this year due to SMS texting competitive. Overall budget: \$2,075,000

Motion - To adjourn the meeting - Melcher. Seconded. Motion carries unanimously.

2021 Wildlife Council Meeting/Call Dates		
Month/Location	Meeting	Conference Call
<i>May - Call</i>	-	<i>Thursday 5/20</i>
June - Meeting TBD	Thursday 6/17	-
<i>July - Call</i>	-	<i>Wednesday 7/7</i>
August - Meeting TBD	Thursday 8/19	-
<i>September - Call</i>	-	<i>Thursday 9/16</i>
October - Meeting TBD	Thursday 10/21	-
<i>November - Call</i>	-	<i>Wednesday 11/10</i>
December - Meeting TBD	Thursday 12/16	-