



COLORADO WILDLIFE COUNCIL

Minutes

August 19, 2021 ~ 9:00 am - 3:00 pm
History Colorado ~ Denver, CO

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

Members Absent:

Also in Attendance: *CPW:* Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Eeland Stribling (Outreach), Jeremy Sifuentes (Tech), & Lauren Dobson (Assistant Director, Acting Treasurer); *R&R Partners:* Jacqueline Meason (Account Director), Lindsey Greenwood (Media), Pat Buller (Creative), Sara Macfarlane (Strategy); *Public:* Peter Churchbourne (NRA)

Introductions - Neinas

Reviewed attendance and called the meeting to order.

Approve Minutes - Neinas

Tabled to October meeting.

Treasurer Reports - Sednek

The ending fund balance for FY21 is \$2,579,789. Period 13 closed after the report was taken, will ensure expenditures, revenue, and ending balance are updated to reflect the accurate FY22 starting fund balance. Additionally, the FY22 portion details the billing forecast of anticipated expenditures.

Council & Subcommittee Reports

Shettel attended a wolf meeting and the White River National Forest Stakeholder meeting. Bohrer spoke at the Parks and Wildlife Commission meeting and talked with CPW/DNR leadership regarding wolf restoration. Crider has good clinic turnout with new and advanced anglers. Brown attended wolf restoration meetings. Anderson reviewed expiring CWC positions, the draft announcement, and onboarding timeline (includes key campaign decisions for CWC to move forward).

Outreach Team (OT) Update - Stribling

Seeking partnership opportunities with pro-teams (Altitude Sports: Rapids, Nuggets, Mammoths, Avalanche; and Rockies) since there is good overlap with the target audience. R&R can help with negotiations (currently partner with Altitude) to ensure we receive the impressions needed. Attended the Douglas County Fair and Rodeo for three days, sponsored the steer wrestling, and had a CWC flag waved during a rodeo. Will be at State Forest State park for the Moose Festival.

Streamlining the purpose of OT events, how to share the mission, and attend events where people want to engage. Engagement also helps with message retention. Additionally, people have expressed interest working for the OT. Are there consistent conversations that come up? People are surprised by the amount of money and jobs hunting and fishing bring to Colorado (R&R could help make a pie chart infographic). People are also interested about certain CO wildlife species. To help the transition to the next OT, Stribling and Tamlyn will create a template of events attended, contacts, pros/cons.

Council Discussion

How much does CWC funding come from in-state vs out-of-state licenses?

CPW Leadership Team Update - Dobson

- Legislative session: working through implementation/planning of Keep CO Wild Pass, which includes collaboration with multiple agencies. In November, will update the CWC about the Future Generations Act regarding CPW's work to accomplish the ten goals (e.g. hatchery renovations).
- Wolves: CPW is working on a draft plan for wolf restoration, for more information/updates visit <https://www.wolfengagementco.org/>.
- State Wildlife Areas (SWA): goal is to reduce recreation pressure to protect SWA for wildlife and wildlife related recreation. Working through tiered approach of SWA properties - more restrictive access for areas with greatest wildlife/conservation values (breeding, nesting, etc.) and lessen through the tiers. Will have a draft plan for seasonal restrictions, make an initial recommendation to the PWC, and make modifications as needed. Looking to reserve parking for sportspeople and would like to conduct visitor surveys with volunteers. Should we alert sportspeople that SWAs may become a reservation system? Get their feedback on what they would like to see or what they think about this.
- Wildlife crossings: working on under/over passes on HWY 13 and I-25 to mimic work on HWY 9. Looking to protect migration corridors. Underpass/overpass reduce wildlife/vehicle collisions by over 90% (due to collisions lose 2% of big game populations and cost \$6.3 million in medical expenses). CDOT is a massive planning partner. What about partnering with insurance companies?
- Outdoor Equity Grant program: will have a board sat by October 15th. Board will decide how funds will be spent. Goal is that by FY23/24 will invest \$3 million per year.

Strategic Consultation Discussion - Anderson

Tabled to October Meeting.

Bylaw Review and Comment - Melcher

Would like to see the chair and vice chair meet prior to meetings to be more cohesive. Add staggered terms to the bylaws? Even with staggering terms, eventually most councils will have an issue with this. Could start with 2 years and up to 4 years. When revisions occur, would like the Council to be active participants in the process.

Traditional Wildlife Management Messaging Conversation - Gates

Tabled for October Meeting.

R&R Partners Presentation - (see presentation)

Creative Presentation

R&R presented new creative ideas related to SWAs (see presentation) and the Council initially liked the ideas. In the Field (long-form video): humor lighthearted, dispel myths and misunderstandings. Want this to be authentic and need to identify the sportsperson to work with. R&R wants to work with Cosmic Pictures again (worked with them for all 'This is the Wildlife' shoots). Director and Sam (main actor) work well together and understand the needs.

The Council directed R&R to remove option #2 from the :30 second idea. For filming, recommended to find SWAs to film at that do not currently have high pressure.

Council Discussion

Gates wanted to see a more direct message regarding SWAs. R&R can do sequential messaging with deeper educational nuggets. Shettel suggested the nursery analogy when talking about SWA closures

(e.g. elk calving grounds) rather than a bedroom. Make sure language is correct about SWA funding/etc. Did not like using shed hunting as an analogy since there are misconceptions. When do we increase the 960 species fact to 961 (wolves)? When CPW does. Do we need to showcase SWA's? Why not just wildlife habitat in general?

Origami Statues

Will re-wrap the statues since the money wrap was misinterpreted (remove vinyl and re-wrap/paint). R&R presented three options and the Council wanted to move forward with the mural idea, work with AJ (mural artist) to paint the statues to match the trout/elk from the mural (\$9,000). CWC would like to see the statues travel with a long-term placement (Cabela's, Bass Pro, Scheels, etc.).

Channel Strategy

The channel strategy informs the media plan. Want a robust media mix for the two audiences, In The Wind (ITW) and Stakeholder/Advocate. Use data to see consumption/media habits of the audiences and to have an index of what they follow. Internet/Digital Video Display and Out-Of-Home (OOH) have heavy use for both audiences. Anticipate seeing TikTok use increase and recommend incorporating. Move from Awareness >> Intent >> Conversion >> Action >> Nurture. This is behavioral map starting with high-level mass awareness/messaging, to action and engagement. We measure success as we move down the funnel.

Paid Media Recommendations

\$1.245 million for media running between 9/13/21 - 6/30/22.

- Media Audiences: ITW is growing and changing (lean into these changes). Will add diversity and inclusion segments, new to CO, outdoor, and geo-targeting.
- Stakeholder inclusion: remain visible with stakeholders so we are top of mind.
- Growth: retarget audiences, leverage look a likes.
- Allocated \$300,000 to broadcast (sports and primetime).
- Top allocations: Digital Media (\$391k), Broadcast (\$300k), Facebook/Instagram (\$216k). Will measure channels and rate according to the audience to see performance (\$25k).
- Digital media: heavy with Connected TV.
- Social Media: optimize towards brand awareness, Influencers, and promote mural.
- Email: currently do not collect email addresses right now. Look into Mailchimp for a quarterly email with content we already use.

Motion: To move forward with the proposed FY21/22 media budget allocation - Gates. Seconded. Motion carries with Council vote.

Council Discussion

What is the cost per view in each segment of the media pie chart? R&R responded that inflation is high, but could look at the media spend, justify what is going well, and what we should continue. Also, include CPM (cost per million views).

Earned Media Highlights

News release of interactive wildlife mural (3 minute hit). Working on getting on mural lists and add mural to google maps (good to review the mural to help amplify it). Will report how many people opened up the app.

Subcommittee Expectations

Outlined involvement and time commitment (below).

Review Category:	FY 21/22 Members:	Estimated Time Involved:	Commitment Details:
Public Relations/ Earned Media	Gary Melcher	1 hour per quarter (4 hours total)	Review and provide feedback on future releases throughout the year.
Social Media	Tony Bohrer Robin Brown	2 hours per quarter (8 hours total)	Review and provide feedback on quarterly calendars and ad hawk post opportunities throughout the year. Quarterly calendar reviews are in September, December, March and June.
Campaign Influencers	Andy Neinas Erin Crider	5 hours total	Assist with selecting influencers from the provided options. Review influencers' posts and any rounds of revisions. Influencer reviews are in September and February.
Creative Production	Bob Shettel Dan Gates	27 hours over the fiscal year	Reviewing production of final video scripts and casting approvals (August-September: 9 hours), video clips (late October-November: 2 hours), radio scripts and spot (late October-November: 1 hour), digital Banners (November-December: 1 hour), other campaign elements (November-December: 2 hours) and non-campaign elements (July-December: 12 hours, about 1 hour per month, give or take)

Council Member Spotlight

Thank you all for doing the work so we have additional content.

Action Items

Script approval in early September. Production in October. Review next wave of quantitative study.

Action: Set up Pre-hour executive session to September Call

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

2021 Wildlife Council Meeting/Call Dates		
Month/Location	Meeting	Conference Call
<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	-