



COLORADO WILDLIFE COUNCIL

Minutes

February 18, 2021 ~ 10:00 a.m. - 2:00 p.m.
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), & Lauren Dobson (Assistant Director); *R&R Partners:* Jacqueline Meason (Account Director), Marsha Boam (Manager), Lindsey Greenwood (Media), Pat Buller (Creative) & Mandy Walsh (Research); *The Fulcrum Group:* Sean Tonner; *Public:* John Justman & Luke Wiedel

Introductions - Neinas

Reviewed attendance and called the meeting to order.

Approve Minutes - Neinas

Motion - The Council approves the minutes as read from the December meeting (12/10) and January conference call (1/21) - Melcher. Seconded. Motion carries unanimously.

Treasurer Reports - Gurzick

Estimated and actual projections are on target. Revenue is more and expenditures are less than projected. August's actual revenue was double the projected revenue, likely due to fishing license sales and secondary draw. Dobson and Anderson will meet with the financial resources section to discuss an increase in spending authority. Neinas would like to assist with this conversation. Need new goals/ideas to justify the increased spending authority, will also include inflation and obligation towards our constituents.

Action: Email Council FY20 EAA Report to compare with FY21 - Sednek

Council & Subcommittee Reports - Neinas

Council members discussed work in their communities. Gates mentioned several proposed bills regarding wolves in Colorado, the trapping petition from HSUS, and facilitated the CWC presentation with the Sportsmen's Caucus. Gurzick has a new role at CPW as the Heritage Program Manager (connect CPW's story to the public) and will currently remain as the CPW seat. Anderson hired Eeland Stribling as the Outreach Team lead (start 3/1). Neinas discussed CWC with other networks (e.g. Pikes Peak Lodging Council) and recommended Council to engage with their networks/groups even if not affiliated with hunting/fishing. Water ties into habitat and wildlife, Neinas suggested all to be aware of current events regarding water in their drainages and in CO. R&R thanked subcommittees for responses and mentioned the Bernie meme outperformed any other post to date!

Strategic Consultation - The Fulcrum Group

The legislature reconvened on 2/16. Watching HB21-1037: limit designated lands gray wolf reintroduction and HB21-1040: general fund money for wolf reintroduction. A proposed 2022 ballot entails blocking introducing non-native predators to CO (e.g. Grizzly Bear). For a CWC presentation with legislators, recommend 3/17 and/or 3/18 (Agriculture and Natural Resources Committees). Gates is interested in participating, but noted the PWC meeting is also on 3/17-18.

Board Succession Planning - Melcher

Per statute, Council members can serve two (four-year) terms for a total of eight years. Moving forward, all Council members will talk with the Staff Liaison and CPW Director about their past and future commitment. Gates' 1st term will be concluding soon and will follow the Director's request.

Questions

- Are terms determined per individual or per position?
- When is the best time for a new Council member to join?
 - Before/After Planning Retreat?
 - Brown thought the retreat was helpful as a first meeting

Challenges

- Current vacancy in municipalities and will have three additional vacancies early 2022
- Some of the CWC positions are difficult to fill (Counties, Municipalities, Marketing, Ag)
 - Takes time and effort to get people to apply and commit to a volunteer position
- Someone may not stay their full term
- Potential for change:
 - Going out to RFP this year
 - Turnover of 4 positions within a year

Ideas

- Council member orientation
- Stagger terms (ask Director/AG)
- Have new Council members start early as member of the public/non-voting member
- Current Council members could stay on as non-voting members
- Continue to recruit on social media, gives us more options/reach.
 - Action:** Promote upcoming vacancies with networks - Council
 - Action:** Make this a recurring agenda item and email CWC statutes - Sednek
 - Action:** Clarification about Council terms with the AG/DNR Boards - Anderson

R&R Partners Presentation - (see presentation)

Media Update - January Reporting

Seeing positive results, boosting impressions, see strong performance with high impact assets, and working on optimizing top performing material. Centro replaced The Trade Desk. Strong impressions on YouTube; 63% completion view for :06 second bumper and strong view results/efficiency with the :15 ad. CTV is highly competitive, but looking into ways to increase views and reach. Seeing engagement (likes/comments) on social media.

New Media Opportunity

Working with Alpine Media on digital and trackable ski lift ads (2/8-3/31). Seeing strong results and receive live reporting. The Council approved this in a timely manner so we had assets out before President's weekend.

Web Analytics (see graphs in slides)

So far, seeing good traffic (statewide visitation) throughout the campaign, 80% on mobile. The main driver to the website is Page Grabber. YouTube does not drive many viewers to the website; the primary goal is to show the ad. More time spent on the 'Who We Are page'. Over the last several campaigns, the bounce rate has consecutively decreased (good!).

Council Member Spotlight

Set up a Q&A format (do not need to answer all questions) and will promote on our social channels. Thank you Crider and Neinas for responding.

Action Items/Next Steps

Does the Council want to attend any of the 'How to talk about hunting' webinar series on 4/15-16? Tonner suggested a future meetup/event with influencers and the outreach team.

Sportsmen's Caucus Meeting Presentation

CWC (Neinas) and R&R Partners (Meason) presented at the Sportsmen's Caucus meeting. Reviewed Council makeup, surcharge, mission, creative, target audience, consumer journey (the platforms we use), messages that resonate (economy and wildlife conservation), and current ads.

Public Comment

Luke Wiedel thanked the Council for all their work and for presenting at the Sportsmen's Caucus. Could the Council educate the public about wolves (reintroduction, social tensions, plan implementation) now that Proposition 114 passed? How can we make this a positive proactive plan? The work CWC does is effective and the hunting/angling community is here to help with this effort.

Council Discussion

Anderson will work with Dobson on how CWC should proceed in coordination with CPW/DNR. It will be a process of developing messaging over the long term. Encourage people to participate in the public meetings and reach out to constituents for wolf planning meetings. Anderson will include CWC in the conversation about sharing educational materials about wolves. The Ag community gave feedback on a non-biased educational video from CSU about wolves. An idea was to have a photo of a gray wolf and introduce it as the new member of the 961 species. Could also educate about how CPW will manage wolf reintroduction. Locations to share information could be the CWC website and social media. Does the general public visit the CWC website for this information? Are there other ways we can be creative to share the message? R&R mentioned we have been reactive with comments on social media since the topic is controversial/polarized. We currently drive them to the CPW website for information. Need to consider that many followers are also constituents, but also need to engage with non-hunting/angling public and bring the issue to light. It would be helpful to have access to tools and channels so we have a better response plan. There is an opportunity and responsibility to educate the public with unbiased fact-based information and amplify messaging from CPW/DNR about wolf reintroduction.

Action: Find more info about CSU video - Melcher

Action: Coordinate wolf reintroduction education with CPW/DNR - Anderson & Dobson

There being no further business, this meeting is adjourned (Chair Neinas).

2021 Wildlife Council Meeting/Call Dates		
Month/Location	Meeting	Conference Call
<i>March - Call</i>	-	<i>Thursday 3/25</i>
April - Virtual Planning Retreat	Thurs 4/15 - Fri 4/16	-
<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	-