



# COLORADO WILDLIFE COUNCIL

Conference Call Minutes

May 20, 2021 ~ 10:00 am - 12:00 noon  
Zoom Call

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

**Members Absent:** Bohrer & Neinas

**Also in Attendance:** *CPW:* Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Eeland Stribling & Kaiya Tamlyn (Outreach), Lauren Dobson (Assistant Director), & Danielle Isenhardt (License Manager); *R&R Partners:* Jacqueline Meason (Account Director), Marsha Boam (Project Manager), Katie Payne (Media), Pat Buller (Creative); *Contractor:* Crystal Egli

## **Introductions - Brown**

Made introductions and called the meeting to order.

## **Council and Subcommittee Reports**

Crider mentioned Trout Unlimited has more events and opportunities to collaborate with Backcountry Hunters & Anglers (BHA). Shettel attended the White River National Forest Round table and there are concerns about drought. Gates has been attending the Sportsmen's Caucus and keeping an eye on Legislature. Brown spent time at the Cameo Shooting Center during an event, Girl with a Gun. Gurzick announced CPW will celebrate its 125<sup>th</sup> anniversary in 2022. The RFP evaluation team reviewed proposals, held interviews, and will have a decision soon.

## **CPW Leadership Team Update - Dobson**

Keep CO Wild Pass passed in the Senate and moved to the House. This bill is a funding restructure for State Parks and allows the public to purchase a state parks pass with their annual vehicle registration (a clearly articulated opt-out pass). CO is the third state in the nation with Outdoor Equity Fund legislation (HB 21-1318), an annual grant program for underrepresented youth/families to reduce barriers. CPW will house this \$3 million program under the Information/Education Branch. WAFWA has a Hispanic Hunter Recruitment effort with stakeholder meetings about attracting and retaining diverse hunters. The State Wildlife Area (SWA) Pass group will begin again late May to discuss reducing recreation pressure, seasonal closures, and non-compatible recreation types. The wolf stakeholder advisory groups will commence with Keystone (facilitator). The majority of the meetings will be on West Slope in communities impacted by reintroduction.

## **Outreach Team Update - Stribling & Tamlyn**

Kaiya Tamlyn is the new Outreach Team (OT) member. Her background includes wildlife education and rehabilitation in Florida. Kaiya's long-term goals include graduate school at CSU.

For CO Public lands Day, worked with other organizations to discuss public lands and inclusivity in the outdoors. Participated on the Terry Wickstrom Radio to talk about hunting and fishing. For the summer: will visit different hatcheries around CO for tours/interact with the public; attend BHA events; will have a CWC brochure at the booth with facts; have a cornhole board for engagement at events. Looking into sponsoring the Douglas County Fair & Rodeo event (7/31-8/8) - \$2,500 for booth space, ¼-page ad (R&R can help with this), banner for events, and a 30-second window to talk about CWC. Anticipate 38,000 impressions for this event. CWC would like the OT to be educated about ballot initiative 16 (PAUSE) so they can answer questions regarding agriculture and conservation.

**Action:** Talking points about ballot initiative 16 (PAUSE) for Outreach Team - Melcher

### License Sales Annual Report (see presentation) - Danielle Isenhardt

Due to the pandemic, 2020 saw a large increase in fishing license sales, including both resident annual youth and adult licenses. Small game licenses have not increased except as a qualifying license for the draw. Combination and spring turkey licenses have increased. Applications are trending upward (dip in 2019 was due to implementing the qualifying license requirement). Two-fifths (40%) of draw applicants are solely for preference points. Elk and deer are the top two application species. The 2021 draw saw record numbers and had an extended deadline. Seeking ways to encourage people to apply early (e.g. loyalty program for early applicants or remove preference points from draw and have as a product). Non-resident/resident bear license sales increased due to reduced cost. Elk licenses decreased for resident/non-resident most likely due to wildfires in 2020. Due to unforeseen circumstances, many licenses were returned in 2020 (included restoring preference points and SAR/CWC fees). Preliminary SWA sales show 352 passes sold (includes the CWC surcharge). Gates would like to know how refunds impact the CWC fund. Drought predictions are not looking optimistic and will see the impacts it will have along with the significant recreation impacts on the west slope. Brown would like to see a license sale report biannually.

**Action:** Request interactive license data from Isenhardt - Sednek

### Board Succession Planning (see presentation) - Anderson & Crystal Egli

For intentional board succession, determine what CWC is collectively seeking in new members and then set goals (e.g. 8 actions to diversify your board). Utilize the board renewal mechanism and seek clarification from the AG. Egli will create a CWC specific chart on diversifying this board. Need to build trust in relationships within the communities we know and the ones adjacent to. In order to maintain an inclusive culture on your board need to ask - are we ready to listen to diverse thoughts? Need to have a place for people to come in to feel heard and validated. Anticipate excuses that arise when things get hard. These people exist, but the relationships don't (yet).

Can the Director approve a temporary short extension (3-6 months) beyond the Members two term limit in order to create more staggering in Council terms? The statute is clear that all terms are for a period of four years (after the initial staggered terms). § 33-4-120(1)(c)(VI). It also clearly provides that no member should serve more than two terms. § 33-4-120(1)(c).

- A board member may resign for any reason, an early resignation would create additional staggering without the difficulty of being terminated for cause.

Is it ok to create some overlap (1-2 meetings/months) between exiting and new members in order to pass knowledge? Only one would be a voting member.

- Given the firm term limit in the statute, creating some overlap between outgoing and new members could be considered an extension of a member's term and should be avoided.
- If the goal is to have a period of transition to achieve a transfer of institutional knowledge, it may be easiest to do this in an informal way. For example, an outgoing member could volunteer to mentor their replacement for a few months. Additionally, former members could participate in Council meetings for a few months (or longer) as members of the public. Per the Open Meetings Act and the Council bylaws, all meetings, including special meetings and conference calls, are open to members of the public. See Bylaws, Article V, Sections 1-2. The former members' participation would need to comply with Article V, Section 5 on public participation, but that section provides the Chairperson discretion in managing the meeting and public participation. Former members could be specifically encouraged to weigh in or to submit written comments. For example, there is a former member of the Fish Health Board who attends every meeting and is very active at the meetings, but doesn't get to vote.
- Former members would not be able to participate in executive session.

In the statute (I) (C) and (D), do you interpret this as they need to be a (C) County Commissioner or (D) City Council member? If so, what happens if their term as City Council or Commissioner ends before their Wildlife Council term? If not, what do you see as their connection to the County or Municipality?

- There is no definitive answer to this question, but I think the best answer is that CPW has considerable flexibility to interpret this part of the statute. The statute does not define “representing.” However, taken in context, I do not read these subsections as necessarily requiring the members to be an elected official of a county or municipality. The word “representing” is used elsewhere in the statutory section where there is clearly no elected official. For example, one member must represent the Division, and another must represent agricultural producers. § 33-4-120(1)(b)(I)(E), (G).
- Therefore, there seems to be some leeway in determining who can fill the slots reserved for representatives of rural counties or municipalities.
- I think these subsections do require *more* than appointing an individual who simply resides in a rural county or municipality. The statute uses the phrase “from the western slope” when describing where a member must reside. These members should represent the interests of the counties or municipalities in some fashion beyond just being a resident of the area.
- It seems most clear that you could comply with the statute if the members either work as employees of the municipality or county or are elected officials of the county or municipality. But I think it is possible to also make a credible argument that these members represent rural counties or municipalities if they work for an organization that advocates for or works directly on issues pertinent to rural counties or municipalities or even if they serve on the board of such an organization.
  - For example, it seems like a board member or senior staff member from the Northwest Colorado Council of Governments (NWCCOG), Associated Governments of Northwest Colorado (AGNC), or Colorado Counties, Inc. (CCI) would satisfy the statutory criteria.
- The statute requires that these two members be nominated by an organization that represents the interests of the counties or municipalities. See § 33-4-120(1)(b)(II).
  - Organizations like NWCCOG, AGNC, or CCI would seem to satisfy the nomination criteria. Are any of them participating in the nominating process? If not, CPW could invite them to do so.
- If a member’s position or role changes during their term on the Council, I think the Council and Director would want to look hard at whether the member’s new circumstances allow them to still credibly represent the interests of the counties or municipalities.

Current Council members have an interest in playing a role in new Council member selection. Do you see anything in statute or by-laws that would limit that involvement if agreed upon by the Director?

- The statute provides that the Director must appoint all of the members. See § 33-4-120(1)(a).
- Additionally, for certain categories, the members need to be nominated by outside organizations. This applies to (1) the fishing and hunting sports persons who must be nominated by organized sports person groups with regional or statewide membership and (2) the members representing rural counties and municipalities who need to be nominated by organizations that represent the interests of the counties and municipalities. See § 33-4-120(1)(b)(II).
- So, these nomination procedures need to be complied with, and the Director needs to be the one to ultimately appoint members.
- Otherwise, there is no prohibition in the statute or bylaws on informal recruitment efforts by current members or on current members providing feedback or opinions on nominees or prospective candidates. Additionally, current members can meet to discuss or interview prospective members in private, unnoticed meetings without violating the Open Meetings Act. It is okay for the current members to meet to review resumes, interview candidates, and make recommendations to the Director without noticing a public meeting.

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

**R&R Partners Presentation (see presentation)**

**Paid Media - Cookies Info**

Google Chrome will be phasing out 3<sup>rd</sup> party cookies so targeting will be limited. Some options/solutions: contextual targeting - have an ad in context of what they are doing/reading, PMP (private marketplace deal) - buy inventory directly since they have 1<sup>st</sup> party cookies, location based (DMA/Zip/City) - will remain the same, and machine learning optimization - can restore audience sizes.

**Mural/AR Update**

Selected a location with high foot traffic two blocks from the Denver Art Museum, 1114 Acoma Street. Selected animals are elk, cutthroat trout, and sage grouse. The creative committee approved selfie view. Will continue to finalize sketches, 3D models, and AR component.

**Next Steps**

Present final paid media campaign at 6/17 meeting.

Motion: Adjourn the meeting. Shettel. Seconded.

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

**2021 Wildlife Council Meeting/Call Dates**

Month/Location	Meeting	Conference Call
June - Meeting TBD	Thursday 6/17	-
July - Call	-	Wednesday 7/7
August - Meeting TBD	Thursday 8/19	-
September - Call	-	Thursday 9/16
October - Meeting TBD	Thursday 10/21	-
November - Call	-	Wednesday 11/10
December - Meeting TBD	Thursday 12/16	-