



STOR Committee Meeting Agenda

August 22nd, 2 – 4PM

Hybrid Meeting

For STOR Committee Members & Guests: *This meeting will be held in-person at the Blackstock Building – 200 W Virginia Ave, Gunnison, CO 81230.*

For the General Public: *The meeting will also be held virtually on Zoom at the following link:*
<https://us06web.zoom.us/j/87637105265?pwd=Rkt2d2NoM3NubTJWMIz5bnJzNjVvUT09>

- 2:00 pm **Call to Order & Agenda Preview** – *Jake Jones (Committee Chair)*
- 2:05 pm **Approval of July 2024 Meeting Minutes** – *Committee Chair*
- 2:07 pm **Introduce Tori Manogue, CPW Western Slope Regional Partnership Coordinator** –
Brandon Diamond & Tori Manogue
- 2:10 pm **Colorado's Outdoor Strategy (COS) Presentation** – *GOCO, CPW, DNR, & Keystone Policy Center. Christine Zenel, Julie Shapiro, Dan Zimmerer*
- 3:00 pm **Summer 2024 Stewardship Messaging update/report** – *Andrew Sandstrom*
- 3:20 pm **Future Stewardship Messaging** – *Discussion, what topics are under STOR's purview? Review top questions from Chamber. Add ranching messaging?*
- 3:50 pm **Adjourn**



STOR Committee Meeting

Minutes July 25, 2024

Hybrid Meeting

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Committee Members Present:

Hedda Peterson, Derrick Nehrenberg, Kim Schappert, Nick Catmur, Steve Guerrieri, Brandon Diamond, Marisela Ballesteros, Gabi Prochaska, Jennifer DeBoer, Jake Jones, Steve Duke, Dayle Funka, Jeremy Johndrow, Jim Lovelace, Sonja Chavez, Cathie Pagano, Tim Kugler, Chris Parmeter

Jake Jones (Committee Chair) called to order at 2:05pm

Approval of May 2024 Meeting Minutes

Gabi made a motion to approve the minutes and Tim seconded the motion. Guerrieri abstained. The motion passed unanimously.

Gunnison County Community Wildfire Protection Plan Presentation

Lisa Bickford Gunnison County Deputy Emergency Manager, Jarod Dunn and Jackie Edinger with Colorado Forest Restoration Institute (CFRI) presented the wildfire protection plan. Bickford explained that they have partnered with GEO Consultants and CFRI to reassess and update the plan, which has not been revised since 2011. They have developed a community survey to gather feedback on which aspects of the map will help residents better understand wildfire risks. Dunn presented a PowerPoint that illustrated the risk assessment for Gunnison County, using Chaffee County as an example and demonstrated several tools available on the map to assess wildfire risk. Schappert inquired about how past wildfire responses influence the system's risk assessments, to which Dunn and Edinger explained that the map is updated every two years and that the map is designed to predict the greatest risk before, and where the greatest risk might be during a wildfire. Funka added that the map can help identify values at risk in a timely and organized manner, aiding in more informed decision-making and fire management strategies and mentioned that it could guide efforts to manage fires beneficially, inform at-risk agencies, and support firefighting decisions. The committee discussed how the map could assist in assessing different value ratings for Gunnison County and explored how various factors like weather scenarios, fuel conditions, and dryness impact what is depicted on the map. While noxious weeds such as cheatgrass cannot be specifically tracked, the map can

indicate fire probability in certain areas and the potential benefits of controlled burns and how the map could help determine the optimal time, density, and duration for such activities.

Wildlife Planning Tool Update/review

Diamond and Catmur provided updates on the wildlife planning tool and announced an extension to their grant. Catmur explained the ownership layer, noting that they omitted the RMBL and WCU layers due to their small size. They detailed the criteria for human disturbances, explaining how these are calculated on the map using cell phone data. The committee discussed the potential addition of layers to display waterways and snowmachine paths, agreeing that these would be valuable enhancements to the tool. Catmur continued by showing examples of cell phone data captured via satellites and noted that mining areas are considered low impact as they have minimal effects on wildlife. The committee raised concerns about areas with limited or no cell phone service, recognizing that these areas generate less data and noted that such areas are typically low impact since they are infrequently visited by people. There was also discussion about whether closed roads should be removed from the map to reflect reduced human impact. Catmur then presented the wildlife sensitivity map, and Diamond explained that the map identifies critical habitats for animals, insects, and plants and they only included habitats for which they had reliable data, collected from multiple sources. Diamond also explained the scoring criteria used to assess wildlife impact, which include population trend, economic factors, security status, specificity, and sensitivity and evidence and noted that higher scores indicate greater impact on wildlife. The committee discussed the importance of including alpine tundra in the Wildlife Tool and agreed on the need to represent it on the map. They also considered adding other layers to the tool to evaluate impact on trails throughout the year. Diamond and Catmur outlined the goals for the tool, emphasizing its potential use in land-use planning and gathering geographic information. Catmur mentioned that a community survey could be conducted to assess its usage, but the committee debated whether the survey would be necessary, agreeing that a survey would not be necessary.

Updates

Catmur informed the committee on updates for White River District Paradise Divide Opportunity, Saturation Patrols, and CPW Regional Partnership Grant Award. Catmur updated the committee on the White River District, they checked out W Maroon Trail and paradise divide, they would match the efforts as well as adding 10 camp sites. The committee debated whether the camp sites being added is a good idea. Catmur shared information about saturation patrols and noted it's success, tickets were issued through law enforcement to help reduce saturation. The committee discussed opportunities and benefits of having more LEO's by using data from this year for the future. Johndrow suggested having enforcement in the more saturated areas before people set up camp, so the environmental impact isn't so high. The committee discussed the biggest impact areas and where the biggest impact of having LEO would be and areas that have gotten improvement to help have some diversity. Johndrow also suggested creating a camper registration card and the committee discussed how an opportunity like that could be beneficial and Catmur offered to bring up the idea in other groups he is a part

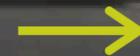
of. Guerreri mentioned the intersection of brush creek and 135 and there is concern that with the amount of activity in that area, there could be potential for an accident. Cathie informed the committee that there is an effort through the county to expand the road to help with safety concerns and that she will bring the concerns to the BOA. Catmur informed the committee that the CPW Regional Partnership Grant was approved.

Jones adjourned the meeting.

DRAFT



Media Report: STEWARDSHIP CAMPAIGN 2024



Stewardship Buy



Campaign Flight - June - August 2024



Campaign Budget - \$5,000



Digital Platforms - Meta & Spotify



Topics - Campfire Safety & Rules, Leave No Trace



Audience - Backyard Neighbors: Gunnison & Crested Butte Area



Meta

Facebook and Instagram campaign with a designated \$4,000.

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Meta Target Audience

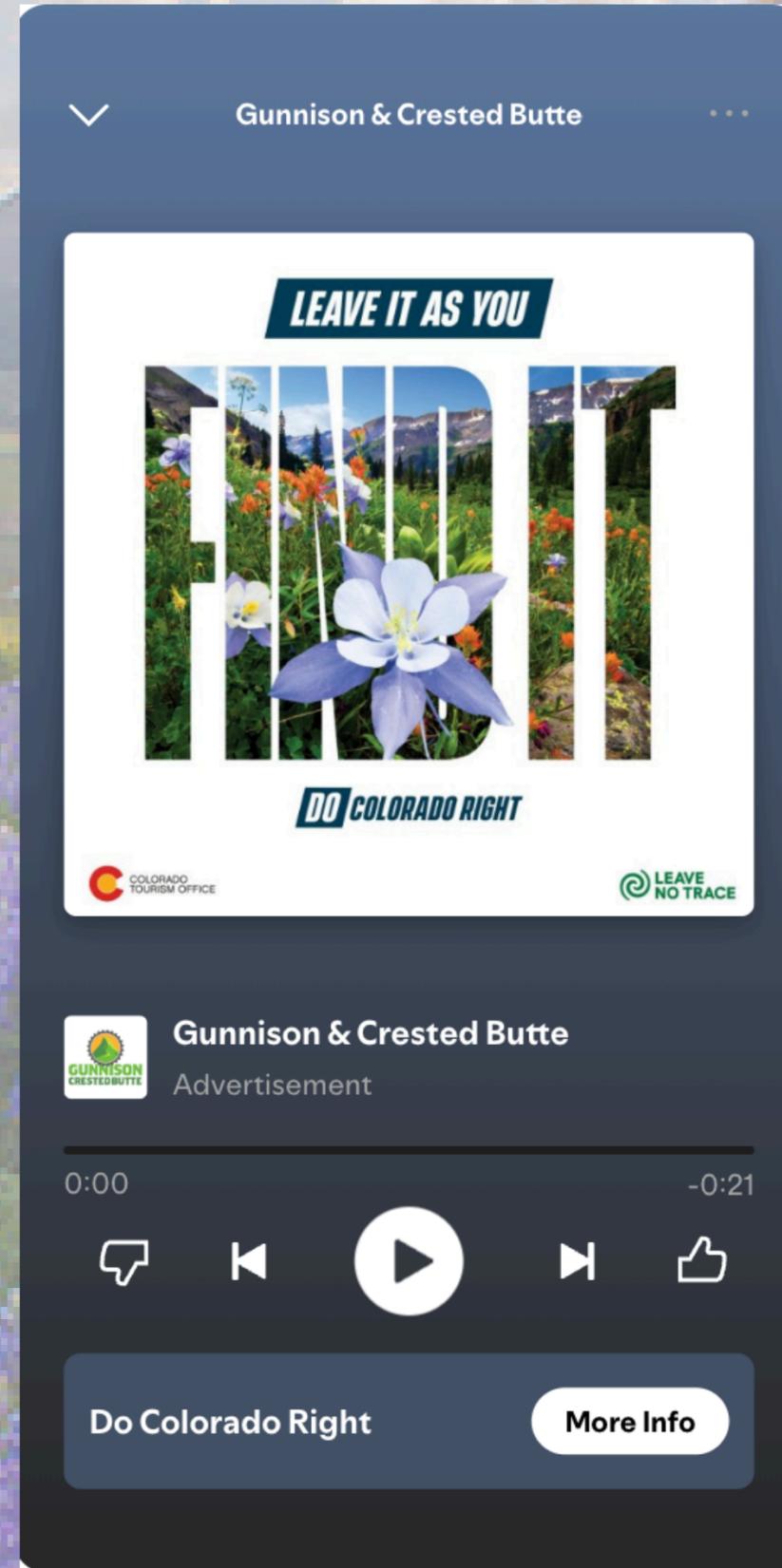
- Gunnison, Colorado (+25mi)
- Crested Butte (+25mi)
- 18-65+
- All Genders

Meta Ad Results

- Campaign reached 76,767
- Campaign had a total of 4,672 post engagements
- Campaign had a total of 4,079 link clicks
- 13 post shares
- 1.65% CTR

Spotify

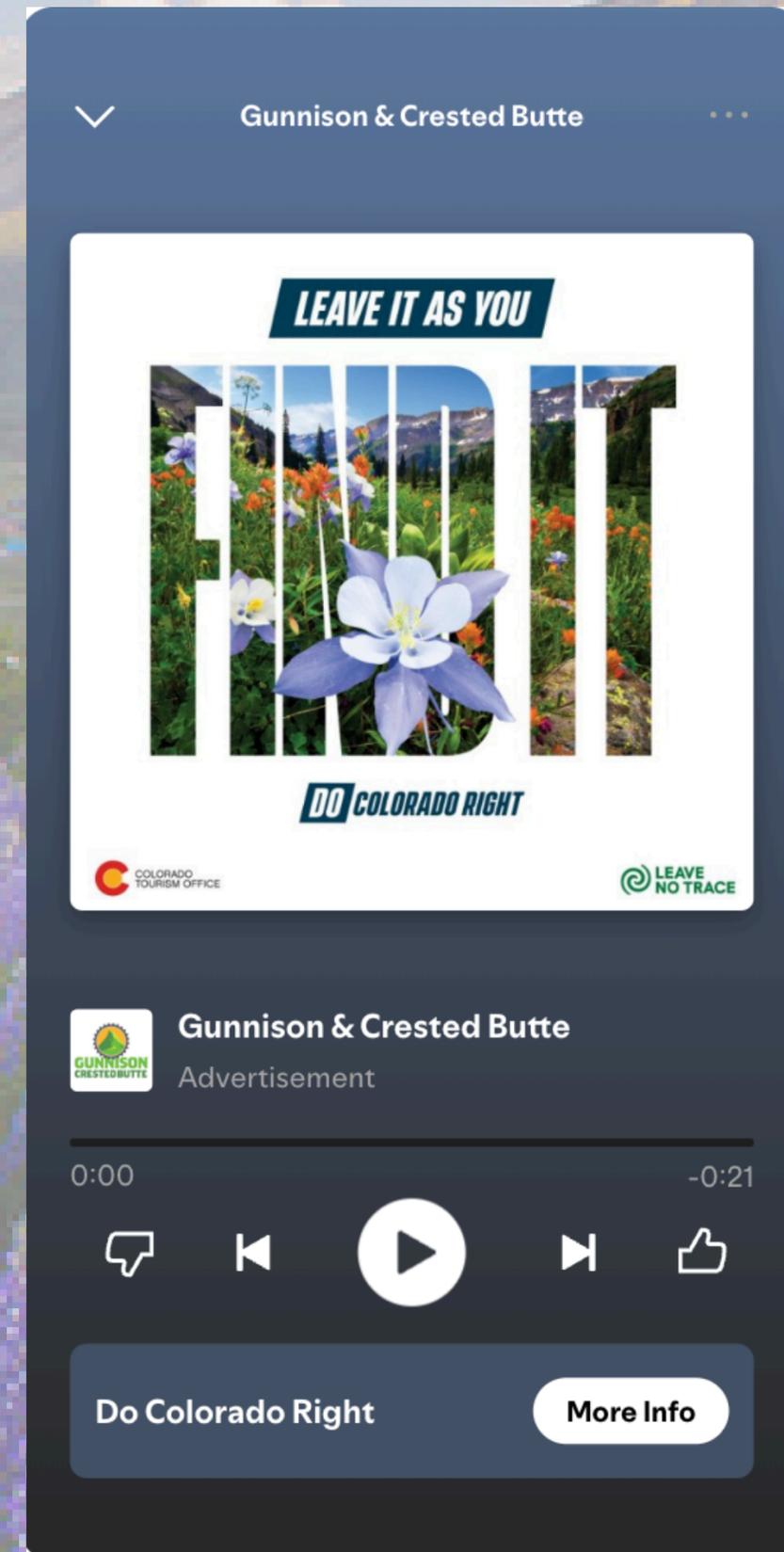
Spotify run with
designated
\$1,000



Advertisement for Gunnison & Crested Butte featuring a "LEAVE IT AS YOU FIND IT" campaign. The ad includes the "DO COLORADO RIGHT" logo, the Colorado Tourism Office logo, and the Leave No Trace logo. The ad is titled "Gunnison & Crested Butte Advertisement" and shows a play button, skip, and volume controls.

Spotify Target Audience

- Gunnison, Gunnison County, Colorado
- Crested Butte, Gunnison County, Colorado
- Age 13- 65
- All Gender



✓ Gunnison & Crested Butte

LEAVE IT AS YOU

DO COLORADO RIGHT

COLORADO TOURISM OFFICE

LEAVE NO TRACE

 Gunnison & Crested Butte
Advertisement

0:00 -0:21

Do Colorado Right [More Info](#)

Spotify Results

- Campaign had 9,890 impressions
- Completion rate of 94.60%
- 21 Clicks
- 0.21% CTR

Paid Website Traffic

- Landing Page views: 4,635 users to Stewardship landing page from Paid efforts
- Time on Site: 30 seconds average time on site from Paid efforts
- Most Clicked Information: The first CTA on the landing page, 'Learn More Here' in regards to 'A Bridge on Highway 50' recieved the highest number of overall clicks at 35%
- Scroll Depth: 57% of users had a scroll depth of 15%

Organic landing page views

Email

- June 13 email newsletter
 - - 57,009 sends, 15,503 opened
 - - 292 link clicks (most-clicked link in that email)
- June 20 email newsletter
 - - 56,794 sends, 13,094 opened
 - - 83 link clicks (least-clicked link in that email)
- July 11 email newsletter
 - - 57,966 sends, 16,654 opened
 - - 209 link clicks (third-most clicked link in that email)

Organic web traffic

- 3,386 organic pageviews
 - - 5 second average engagement time (87% below site average)

Stewardship Findings Summary



Display ads were originally proposed but due to CTO capacity, Display ad creative was not delivered. Money allocated for display was put towards Meta.

Meta was a strong performing platform, however there was no way to filter out locals or set a limit on how often locals saw the ad

Spotify was a strong performing platform for impressions, but the cost to gain a click is higher for audio so more budget to Spotify in the future

Summer Colorado Ads vs Stewardship



	Stewardship	Summer Colorado Campaign
Click-Through Rate	1.65%	2.41%
Cost Per Click	\$0.98	\$0.44
Unique Clicks	3,146	9,992
Frequency	6.72	2.18
Budget	\$4,000	\$2,000

- The Stewardship campaign drove to one landing page- Stewardship
- The Evergreen Summer Colorado campaign drives to three different landing pages depending on the ad set and ad: General 2024, Mountain Biking, Gravel Biking
- The Stewardship campaign was set to target only the Gunnison Valley and its visitors
- The Evergreen Summer Colorado campaign targets all of Colorado (excluding Gunnison area) and so the audience size is close to 1.2million

**Data comparison is from the the date range that the Stewardship ads were running: June 24- August 2

Thank You

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**We're happy to discuss
any questions you may
have!**