



# COLORADO WILDLIFE COUNCIL

Hunter/Angler Advocacy Subcommittee Meeting Minutes  
January 18, 2024 ~ 9 - 9:50 a.m.

Attendees: Dan Gates, Kelly Weyand, Brittni Ehrhart-Gemmill

Outcomes for today:

- We will establish an attainable goal and guiding strategy for the subcommittee.
- We will go through our ideas and discuss them further.

Notes

- We will establish an attainable goal and guiding strategy for the subcommittee.
  - Provide tools for hunters/anglers to talk to “moveable middle” friends and family and to understand big picture
  - Help hunters/anglers understand the importance of engagement/participation and how to voice opinions about importance/benefits of hunting/angling
  - Who is CWC - awareness
- **Brainstorm of ideas:**
  - Create two annual awards: Hunter, Angler, Conservationist of the Year - allow organizations to nominate members.
    - Creates connectivity/spiderweb between these organizations and CWC
    - Allow winners to be recognized at CPW commission meetings
    - Nominations due end of October/November and awarded January
      - Press release about awards once awarded
      - CWC overview during this commission meeting
    - Those winners could attend the CWC rockies recognition day
    - A webpage with information, guidelines for submission(letters of rec, nomination from leadership of orgs), R & R to boost posts about application, press release to announce
  - Create talking points
    - "steps to become an advocate"
      - tell 2 friends about why hunting and angling are important to conservation
      - attend a CPW commission meeting
      - share CWC posts on social media
      - become an informed voter and share what you learn with family and friends
      - donate to local hunter/angler orgs
      - volunteer to teach hunter/angler education or outreach
    - Quick talking point
  - Use Influencers
  - Videos
  - Sponsoring some smaller stuff like classroom-type stuff with opportunities to speak or event nights at breweries

- Hiring a sponsorship coordinator, have a set budget for key sponsorship buys that focus on hunter/anglers
- [Notes from Tim:](#)

#### Action items

- In February, we will commit to an exact plan to be shared in March retreat to the rest of the Council for input and approval.