



9:00 a.m. - 9:45 a.m. ~ Virtual

Members Present:

Ehrhart-Gemmill, Gwinn, Kitching, Weyand, & Stribling

Members Absent:

None.

Also in Attendance:

Colorado Parks and Wildlife (CPW)/State: Megan Schulz.

Public: None

Call to Order / Introductions - Ehrhart-Gemmill

- Called the meeting to order.

Key Decisions and Actions:

1. Conservation Award Update

- a. **Discussion:** Engraving is nearing completion. Don will pick up the awards once finished. The method of getting the award to Dan (drop-off vs. presentation at a meeting) was discussed.
- b. **To-Do:** Kitching to provide Dan's contact information to Schulz to extend an invitation for him to attend the next council meeting, and to add this to the meeting agenda.

2. Review of 2025 Brewery Events

- a. **Discussion:** Kitching wants to provide Nate Zelinsky with more direction regarding marketing, content, and attendance for brewery events. The council aims to refine how to give Nate clear guidance on promotional materials. Weyand noted that the Durango event had low attendance. The council wants to narrow down the "when, where, and who" for these venues. Discussion also included exploring trailhead talks and leveraging CPW and Nate for "general audience" engagement.
- b. **To-Do:** Schulz will connect with DLo and Nate to create a proposal about events to present in August.

3. Sponsorship Proposal Review

- a. Colorado Outdoor Industry Leadership Summit
 - i. **Discussion:** A \$5,000 sponsorship for the Colorado Outdoor Industry Leadership Summit in Estes Park (October 1-2) was proposed. Stribling will be speaking at this conference and is willing to present about the council. The meeting focuses on the economics of the outdoor industry. Kitching supports introducing

the CWC to this Summit. Kitching, Eeland, and Ehrhart-Gemmill are potential attendees.

- ii. **To-Do:** Schulz to add discussion of the Colorado Outdoor Industry Leadership Summit to the August meeting agenda.
 - b. Colorado Youth Outdoors Archery Festival
 - i. **Discussion:** Three sponsorship opportunities were presented: \$2,500, \$1,250, and \$750.
 - ii. **Decision:** The council decided to pass on this opportunity due to late notice and incomplete information.
 - iii. **To-Do:** Schulz to create a calendar of upcoming events for pre-planning purposes.
- 4. Upcoming Sponsorships and Events**
- a. Review Outside Festival Proposal
 - i. **Discussion:** Review of the Outside Festival proposal, which offered a \$5,000 discount for next year and an email list. There was discussion and some hesitation among members regarding accepting the "make good" offer, despite positive feedback on the actual event and audience, due to concerns about communication and lack of intent.
 - ii. **To-Do:** Schulz to set up a meeting with Outside Festival representatives.
 - b. Tarantula Festival Giveaway
 - i. **Discussion:** Pricing for giveaways was reviewed. The acceptability of a food item for the audience was discussed.
 - ii. **Motion:** A motion was made to approve the \$3.14 packaging for the giveaway, which passed unanimously.
 - iii. **To-Do:** Schulz will ensure the giveaway is okay with the Tarantula Festival and will purchase it after approval.
- 5. Open Discussion & New Ideas**
- a. None.
- 6. Public Comments**
- a. None

Meeting Adjournment

- **Motion:** To adjourn the meeting - Anderson. Seconded. Motion carried unanimously.

All To-Do: Items:

- **To-Do:** Kitching to provide Dan's contact information to Schulz to extend an invitation for him to attend the next council meeting, and to add this to the meeting agenda.
- **To-Do:** Schulz will connect with DLo and Nate to create a proposal about events to present in August.
- **To-Do:** Schulz to add discussion of the Colorado Outdoor Industry Leadership Summit to the August meeting agenda.
- **To-Do:** Schulz to create a calendar of upcoming events for pre-planning purposes.

- **To-Do:** Schulz to set up a meeting with Outside Festival representatives.
- **To-Do:** Schulz will ensure the giveaway is okay with the Tarantula Festival and will purchase it after approval.