



COLORADO WILDLIFE COUNCIL

Meeting Minutes: Colorado Wildlife Council - June 18, 2026

10:00 a.m. – 12:00 p.m. ~ Virtual

Members Present:

Anderson, Ehrhart-Gemmill, Gray-Bertuglia, Gwinn, Kitching, Weyand, Williams

Members Absent:

Twinem

Also in Attendance:

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

R&R Partners: Patrick Buller, Angela Suganuma, Sophie Haws

Public: Carol Quinn, Camille Ziccardi, Jackie Wolles

Call to Order / Introductions – Kitching

- Called the meeting to order.

Key Decisions and Actions:

Approve Minutes - May CWC/H&A

Motion:

Moved to approve the April meeting minutes by Williams, seconded by Gwinn. Approved unanimously.

R&R Presentation

Rockies Creative Review:

- R&R presented the final video concept layout featuring Colorado Rockies players guessing if a presented fact describes a teammate or a native wildlife species. The video layout will feature a conversational, organic style with the Council's logo positioned in the corner. R&R is finalizing edits to ensure no wildlife species are repeated (substituting one of the two planned pronghorn facts).
- Anderson proposed wordsmithing the caption for clarity. Approved caption text: "Many wildlife research and conservation efforts are funded through the purchase of hunting and fishing licenses."
- Because the contract transition occurs on July 1, final video iterations will be reviewed via email and finalized in the July meeting. Schulz-Collins will be CC'd on ongoing Rockies communications to ensure a seamless handoff of the project to the incoming agency, Karsh Hagan.

Motion:

Anderson moved to approve the Rockies caption as edited, seconded by Gray-Bertuglia, and the motion was approved unanimously.

Thank You:

- This meeting marked the official conclusion of a 10-year run with R&R Partners. R&R thanked the Council for a decade of trust, highlighting hallmark portfolios like the Hug a Hunter and Science in the Wild campaigns. Council members commended R&R for moving the needle positively on public perception of local hunting and fishing.

Hunter/Angler Outreach Update - Ehrhart-Gemmill

- The Subcommittee shared an overview summarizing the final metrics of several recently wrapped projects and outlining next fiscal cycles:
 - Flyathlon Recap: The Council sponsored custom Yeti coolers that directly raised \$35,000 for greenback cutthroat trout conservation.
 - Nate's Outreach Events: Nate's Clays and Conservation shoot successfully engaged 25 public participants alongside 5 CPW officers. Additionally, his trailhead table at Staunton State Park reached 523 hikers/climbers, sparking educational dialogues with non-traditional outdoor demographics who were unaware of where license dollars go.
 - Five Points Film Festival: Garnered over 4,000 ticket sales. Council used an aquatic nuisance species message block on the big screen to actively direct attendees toward Council information sheets. Reusable water bottles were handed out to festival volunteers.
 - Colorado Outfitters Association Banquet: Reached roughly 30,000 magazine subscribers via an inserted ad. Kitching and Weyand attended, leveraging the event to speak about CWC on stage.
 - Historical Budget Context: The subcommittee successfully optimized its outreach presence in Fiscal Year 2026, spending roughly \$84,000 across 22 unique sponsorships.
- **Sponsorship Recommendations:** Out of a remaining \$132,000 FY27 budget starting July 1, the subcommittee recommended the following sponsorships:
 1. Easter Seals Colorado Classic Clay Shoot: \$1,850 (Includes a 4-person team fee and on-site breakfast banner sponsorship).
 2. Rolling Thunder Conservation Bowling Tournament (Ignacio): \$500 (For a designated bowling team and various marketing inclusions).
 3. Meeker Classic Sheepdog Championship: \$250 (Broadcast level tier package).

Motion:

Anderson moved to approve the three sponsorships, seconded by Williams, and they were approved unanimously.

- **Upcoming Event Presence:** The council is the title sponsor for Trout Fest alongside Trout Unlimited on Saturday, June 27th (Kitching and Ehrhart-Gemmill attending). Kitching and Weyand are also confirmed to manage the booth at Outdoorsman's Day on August 7th and 8th.
- **FY27 Promotional Swag:** The proposed \$20,149.10 Rocky Mountain Apparel purchase order comprises 500 units each of aluminum water bottles, silicone reusable snack bags, bandanas, patches, waterproof notebooks, first aid kits, lip balms, cleaning cloths, color-changing mood pens, license holders, and 1,000 custom stickers.

Motion:

Williams moved to approve the \$20,149.10 purchase from Rocky Mountain Apparel for outreach swag, seconded by Anderson, and approved unanimously.

- **Council Wearables:** Anderson requested looking into lightweight, long-sleeve performance/fishing shirts (branded with the CWC logo) for hot summer outreach events. Schulz-Collins will investigate ordering parameters with their apparel provider.

Approval of Upcoming Event Travel - Kitching

- Council discussed upcoming travel to outreach events, none of which required a new approval.

Open Discussion & Questions

Partnership Update - Weyand

- Weyand highlighted his work on the local Montelores Coalition, one of 19 regional state partnerships working to build responsible recreation economies. He proposed bringing a Program Manager in to present to the Council to coordinate land care initiatives. The Council agreed; Schulz-Collins will schedule a spot for an upcoming agenda.

Other Updates

- Interviews for the open East Slope Angler seat are underway. Kitching & Schulz-Collins will deliver an official candidate recommendation to the CPW Director for an appointment ahead of the July session.
- Schulz-Collins reminded the group that July marks the first official, in-person strategy kickoff with Karsh Hagan. Williams requested that CPW Director Clellan be invited to the session to establish high-level guidance.
- Eberhart-Gemmill suggested having the planning committee come in to discuss the CPW 10-year plan.

Public Comment

None.

Meeting Adjourned

Motion:

A motion was made to adjourn the meeting. The motion was seconded and approved unanimously.