Meeting Minutes: Colorado Wildlife Council - January 22, 2026

10:00 a.m. – 2:00 p.m. ~ In-Person

Members Present:

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

Members Absent:

Williams

Also in Attendance:

Colorado Parks and Wildlife (CPW)/State: Megan Schulz-Collins, Rebecca Ferrell, Kelly Kraemer, Laura Clellan

R&R Partners: Patrick Buller, Angela Suganuma, Sophie Haws, Miriam Swofford, Henry Ernaut

Public: Bob Radocy

Call to Order / Introductions – Kitching

- Called the meeting to order.

Key Decisions and Actions:

Approve Minutes - December CWC & H/A Subcommittee

- The Council moved to approve the previous minutes with a specific spelling correction for CPW staff member Debbie.

Motion:

A motion to approve the minutes was made by Anderson, with an amendment suggested by Ehrhart-Gemmill, seconded by Gwinn, and passed unanimously.

R&R Presentation

Rockies:

- A $250,000 contract was discussed (reduced from $325,000 previously). Because the baseball season spans two fiscal years, R&R will manage the contract until June, with Karsh Hagen taking over July 1st.
- The first payment of $81,250 will be handled by R&R; Karsh Hagen will handle subsequent payments and the "promo item" (traditionally costing around $65k–$75k).

Motion:

A motion to approve the final sponsorship amount and payments was made by Gwinn, seconded by Ehrhart-Gemmill, and passed unanimously.

Newsletter:

- Minor accessibility edits were suggested, including bolding headers and ensuring that hyperlinks (specifically YouTube links) are live before deployment.

Motion:

A motion was made by Twinem, seconded, to approve the newsletter with the suggested edits, and the motion passed unanimously.

February Social Media:

Motion:

A motion to approve the suggested February social media content was made by Gwinn, seconded by Weyand, and passed unanimously.

TikTok Follow-up Discussion:

- R&R outlined a mixed content strategy, including behind-the-scenes footage and voiceover videos to build authenticity.
- All proposed materials utilize content already captured during previous shoots; this leverage of existing assets is intended to keep production expenses low and minimize additional billable hours.
- The Council suggested weaving these native content styles into Instagram and Facebook feeds to humanize the brand across all social channels.
- CPW requested a formal review of all employee-related content prior to release due to the current agency climate. Additionally, it was noted that interviews must clearly distinguish CWC from CPW to prevent public brand confusion.
- The Council expressed strong support for authentic representations of field events. R&R is to provide a comprehensive content calendar prior to the February meeting for review by CPW management and CWC.
- R&R confirmed that monitoring for comments or spam on TikTok and other social channels is included in the contract. The Council formally moved to adopt CPW's Community Guidelines and to post them on the CWC website, giving them the legal discretion to hide inappropriate comments.
- The Council formally moved to adopt the social media community guidelines for CWC (aligned with CPW's policy). Approval of the final language is pending review by the Attorney General's office.

Motion:

A motion to adopt the CPW social media guidelines was made by Ehrhart-Gemmill, seconded by Twinem, and passed unanimously.

Treasurers Report

- For the January 22, 2026, Colorado Wildlife Council Treasurer Report for FY26, the beginning fund balance for FY26 is $2.051 million. Revenue and expenses span from July 1, 2025, to December 31, 2025. Total revenue is $1,104,950.78 from the Wildlife Education Fund Surcharge and interest income. Total expenditures are $1,575,046.03

from travel, advertising, printing, purchased services, supplies, fees, dues and memberships, & official functions. The revenue and expenditures impact on the fund balance is $470,095.25. The current ending fund balance is $1.5 million.

Approval of Upcoming Event Travel

- The Council approved travel for Lani Kitching and Kelly Weyand to attend the Sportsman's Roundtable in Gunnison (Feb 28) and for Kitching to attend a Trout Unlimited reception at the Fly Fishing Show.
- Total travel for these items is estimated at approximately $1,000.

Motion:

A motion to approve the requested travel by Kitching and Weyand was made by Gwinn, seconded by Ehrhart-Gemmill, and passed unanimously.

CPW Check In - Laura & Kelly

- Clellan thanked the Council for their volunteerism and emphasized that CPW's commitment to the Council remains a priority despite the leadership transition.
- She highlighted the creation of the Program Assistant full-time position as the agency's first-ever move to better support the Council's goals.

June '25 OEDIT Presentation Follow-up

- Schulz-Collins to distribute the presentation to the Council so members can identify areas of alignment for future messaging.

Hunter/Angler Outreach Update

- International Sportsmen's Expo: Distributed over 2,000 bags. The Council's 10' x 15' banner was prominently placed at the speaker stage.
- Sportsman's Radio: Gwinn reported on the first 15-minute interview. He described it as an easy conversation about the Council's history.
- The subcommittee has roughly $44,000 in uncommitted funds remaining. They are being strategic to ensure funds last through the fiscal year.

- The Council decided to swap the planned June "Elk University" for "Trailhead Events" (Spring/Summer), noting that the "Leaf-Peeping" trailhead events were exceedingly popular.

Motion:

A motion to approve a $5,000 sponsorship of the Rocky Mountain Bighorn Society Banquet was made by Gwinn, seconded, and passed unanimously.

General Updates

2nd Term Announcements:

- Don Anderson and Tim Twinem were congratulated for accepting their second terms, contributing 266 and 160 volunteer hours, respectively.

East Slope Angler Vacancy Update:

- Recruitment will be extended until February to align with the appointment of the new CPW Director.
- Candidates must apply online and be nominated by an outside organization (e.g., Trout Unlimited). The selection involves an interview with the Council Chair and Program Assistant, followed by a formal Director appointment.
- The Council will utilize boosted ads on Facebook and Instagram to attract applicants, noting that previous members found the position through social media.
- Council is maintaining a list of potential candidates in the interim before the formal application window opens.

Karsh Contract Update:

- Schulz-Collins provided confirmation that the contract with Karsh Hagen is officially signed.
- The agency is prepared to begin its time with the Council effective July 1, 2026.

Commission Presentation:

- A presentation of the Council's new creative campaign materials has been requested for the March Wildlife Commission meeting.
- The Council intends to present the Conservationist of the Year Award during the September Commission meeting.

Open Discussion & Questions

- Gwinn introduced a potential synergy with the Outdoor Equity Grant Program (administered by CPW) to reach new audiences

Public Comment

- Comments from Mr.Radocy:
    - Mr.Radocy complimented the recent website revamp, noting it is clearer and more comprehensive in communicating the Council's mission.
    - He suggested that the Council's messaging is currently too "light" on the importance of comprehensive Apex Predator Management in Colorado.
    - Mr.Radocy recommended drafting generic quarterly or semi-annual summary blurbs to be placed in the newsletters of major organizations (e.g., Colorado Bowhunters Association, Elk Foundation, Trout Unlimited).
    - He reiterated his suggestion for more direct research into the knowledge and support levels of licensed hunters and anglers specifically.

Meeting Adjourned

Motion:

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