Meeting Minutes: Colorado Wildlife Council - Hunter & Angler Subcommittee -June 18, 2026

8:30 a.m. – 9:30 a.m. ~ Virtual

Members Present:

Ehrhart-Gemmill, Gwinn, Kitching, Weyand

Members Absent:

None.

Also in Attendance:

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

Public: None

Call to Order / Introductions – Ehrhart-Gemmill

- Called the meeting to order.

Key Decisions and Actions:

Sponsorship Proposal Review

- The subcommittee spent approximately $84,000 across 22 sponsorships. For the upcoming fiscal year, four sponsorships have been approved, totaling roughly $22,000, leaving $132,000 remaining in the sponsorship budget.

Becoming an Outdoors Woman Weekend:

- Discussed a 3-day backcountry/hunting skills weekend for women at the CSU Mountain Campus in July.
- Suggested shifting the strategy from general sponsorship to a direct individual scholarship to build a localized "ambassador" relationship and generate social media content.
- The subcommittee decided to pass on this for now and look at other opportunities in the year.

Colorado Clays -Classic Clay Shoot :

- The group debated the efficiency of a $1,000 sponsorship level (which includes a website hyperlink) vs. a $750 breakfast sponsorship level.
- **Recommendation:** It was agreed that the $750 sposnorship was a stronger strategy, and rather than upgrading the tier to get a bundled team, the council will fund a separate group registration ($900) plus a golf cart rental to establish an active participant presence, totalling $1,850.

Rolling Thunder Conservation :

- An event supporting a local tribal charity in Ignacio, happening adjacent to the July Commission meetings.
- **Recommendation:** Recommended conditionally. The subcommittee moved to recommend funding up to the $500 level, pending the committee's real-world capacity to pull together a 4-person participant team in Ignacio.

Meeker Classic Sheepdog Championship:

- Because the submission window has passed the original February 1 early deadline, the subcommittee missed the printing cycles for the official brochures and event posters. The Subcommittee requested clarification on whether a physical booth space was still available.

- **Recommendation:** The council opted to pass on the premium tiers due to late printing limits and recommended the $250 baseline broadcast tier for this year, using it as a stepping stone to establish a presence for an early, premium booth package next year.

Upcoming Events/ Sponsorships

- Troutfest:
    - The Subcommittee is locked in as the title sponsor. Schulz-Collins confirmed that all action items are secure. Kitching is scheduled to speak, and both Ehrhart-Gemmill and Kitching will attend.
- Outdoorsman Days:
    - The event will take place over two days (requiring one overnight stay) in Florence. Schulz-Collins noted that she needs a firm list of names by next week to secure the Council's booth space.
    - Kitching, Williams, Gwinn, and Weyand are all possible attendees.

Event Recaps

Flyathlon 2025:

- The 2025 Flyathlon successfully raised $130,000 for Greenback Cutthroat trout. The Council's custom coolers directly contributed $35,000 to that total through a top-fundraiser raffle.

Zelinsky Events - Trailside Talks & Clay Shoot:

- Trailside Talk:
    - A targeted community outreach event structured as a competition between Council member Nate and 5 local CPW officers.
    - Space was strictly capped, and the event fully sold out with 25 public participants. Nate reported it was the best presentation he had given for the Colorado Wildlife Council, sparking exceptional dialogue between the general public and wildlife officers.
- Clay Shoot:
    - Grassroots outreach targeting a diverse group of non-traditional outdoor recreationists (hikers, mountain bikers, and climbers).
    - Engaged with roughly 523 people. Nate noted that while they were general wildlife lovers, very few understood the direct financial impact hunting and fishing licenses have on state park conservation.

5 Points Film Festival:

- A major regional destination festival drawing "adrenaline junkies" (boaters, hikers, etc.) who generally lack exposure to hunting and angling topics.
- Sold 4,000 tickets. Reached 145,000 unique individuals across social channels and delivered 372,000 emails featuring the Council's logo.
- Kitching attended and reported that Council clips shown on the big screen prior to films successfully drove attendees to seek her out for information. Council "rack cards" were placed on all 4,000 chairs, and custom water bottles were gifted to the event volunteers.

Colorado Outfitters Association:

- Grassroots outreach hitting the exact target demographic of the Hunter Angler Subcommittee.
- 350 people attended the banquet, and 29,870 distribution magazines were finalized with Council ad copy.
- Due to on-site technical issues getting video/images displayed, Kitching stepped up and gave an impromptu speech. Custom Council swag bags were draped over the backs of all 350 attendee chairs.

Conservationist of the Year Award Debrief

- Applications scaled dramatically this year. The team agreed that the nomination form needs separate "Individual" and "Organization" categories moving forward. They reviewed artisan options for the trophy, explicitly pushing back on custom belt buckles in favor of keeping unique bronze wildlife statuettes.

Additional Approval and Discussion Items

FY27 Promo Items:

- Schulz-Collins finalized a $20,149 purchase order (due yesterday) with Rocky Mountain Apparel for roughly 500 units of each custom swag item (including patches, mood pins, and bandannas).

Hunting & Fishing Day Proclamation:

- Schulz-Collins will officially submit the application to request a signed proclamation from the Governor to guarantee the event stays on the annual executive calendar.

Additional Sponsorship Meeting Request:

- The subcommittee will schedule a standalone 1-hour session during the week of July 20th via a Doodle Poll to deeply evaluate geographical growth areas, data metrics, and BIPOC community outreach alignment.

Public Comment

None.

Meeting Adjourned

Ehrhart-Gemmill moved to adjourn the meeting. The motion was seconded and passed unanimously.