



COLORADO WILDLIFE COUNCIL

Meeting Minutes: Colorado Wildlife Council - Hunter & Angler Subcommittee - April 16, 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, Rebecca Ferrell

Public: Andrew Todd, Jamie Smith

Call to Order / Introductions – Ehrhart-Gemmill

- Called the meeting to order.

Key Decisions and Actions:

Sponsorship Proposal Review

Schulz-Collins provided a budget overview for the remainder of the fiscal year:

- Total Budget Remaining: \$21,000.

Circle the Wagons:

- A reception during the Parks and Wildlife Commission meeting in Grand Junction for a range of \$250 to \$1000 sponsorship level.
- Given that the CWC's brand is closely tied to CPW staff and biologists, the committee felt that sponsoring an event would pose an optics risk.
- The subcommittee opted to pass on this sponsorship to maintain neutrality and protect the Council's relationship with the Parks and Wildlife Commission.

Flyathlon:

- Andrew Todd, Executive Director of Running Rivers, introduced the "Flyathlon" program, a unique event combining trail running and fly fishing to fund native fish conservation.
- A proposal was made to sponsor three events: Pine, Sawatch, and Lake City for \$5,475.
- Inclusions in the sponsorship included branded water bottles for fundraising incentives, branded coolers for a photo contest, social media posts, logo inclusions, and more.
- The subcommittee spoke highly of the event's unique Colorado feel and advocacy value.

Recommendation:

The subcommittee recommends this to the full council for approval.

Greeley Stampede:

- Western rodeo and music festival (June 24 – July 5) for \$9,000.
- The committee expressed concerns regarding the high cost relative to the remaining budget and the late timing of the request.
- Potential consideration for next year, but declined for the current fiscal year.

Upcoming Events and Sponsorships

Discussion on this topic was postponed until the May meeting.

Colorado Outfitters Association (4/11):

Clay Shoot Competition (4/16):

Rocky Mountain Bighorn Association Banquet (4/17-4/18):

5 Points Film Festival (4/23-4/26):

Event Recaps

Discussion on this topic was postponed until the May meeting.

Zelinsky Events:

2025 Flyathlon:

Sportsman Radio Show:

H/A FY27 Subcommittee Budget Review

Discussion on this topic was postponed until the May meeting.

Data Analyst Proposal

Jamie, an operations analyst with experience in private and government sectors, presented a project to standardize how the subcommittee measures the impact of sponsorship dollars.

- Current data from sponsors is inconsistent or non-existent, making comparisons of sponsorship effectiveness low.
- The Proposal:
 - Establish core KPIs (Key Performance Indicators) for events, outreach, and education.

- Provide partners with a clear form to return data points (e.g., swag distributed, attendance).
- Utilize individualized QR codes (using UTM parameters) to track specific website hits per event/organization.
- Create a simplified spreadsheet and Google Analytics assessment page that can be managed long-term without Jamie's constant involvement.
- Proposed an hourly rate (\$50/hr) with a total estimated cap of \$10,000, though she noted it likely wouldn't reach that maximum.
- Subcommittee Discussion:
 - Concerns:
 - Relationships and meaningful conversations are hard to quantify.
 - Requiring high-level data from small, volunteer-run NGOs could make the Council a difficult partner.
 - Support:
 - With \$100,000 in sponsorships planned for next year, the subcommittee needs a data-driven way to justify expenditures to constituents.
 - Hard data helps repeat successes and identify which events offer the best Return on Investment (ROI).
 - The system ensures partners actually deliver on the visibility promised in contracts.
- The subcommittee reached an impasse and chose to table the final decision on the data proposal.
- Schulz-Collins will invite Jamie to the full council meeting for a 30-minute deep-dive discussion to address specific hesitations and explain how intangibles can be captured.

Additional Approval & Discussion Items

Sportsman Radio Discussion:

Discussion on this topic was postponed until the May meeting.

FY27 Promo Items:

Discussion on this topic was postponed until the May meeting.

Update: Neutrality Statement:

Discussion on this topic was postponed until the May meeting.

New Ideas & Discussion

- The \$200,000 budget for the next fiscal year has been roughly bucketed, but remains flexible.
- The subcommittee must go out to RFP (Request for Proposal) for the role currently held by Nate. This will be a public process.
- Ehrhart-Gemmill will send an updated Strategy and Goals document for review in May.

Public Comment

None.

Meeting Adjourned

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