Meeting Minutes: Colorado Wildlife Council - Hunter & Angler Subcommittee -May 21, 2026

8:30 a.m. – 9:30 a.m. ~ In-person

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: Bob O'Loughin, Dustin Lovell

Call to Order / Introductions – Ehrhart-Gemmill

- Called the meeting to order.

Key Decisions and Actions:

H/A FY26 Subcommittee Budget Update

- The current fiscal year ends on June 30.
- The remaining actual balance for this fiscal year is approximately $13,000 (initially noted as $16,000 before actuals).
- The council successfully spent nearly its entire $100,000 allocation on sponsorships, hitting roughly $85,000 to date.
- The subcommittee discussed utilizing the remaining $13,000 for end-of-year operations purchases (e.g., engraving for the Conservationist Award and infrastructure).

H/A FY27 Subcommittee Budget Review/Approval

- The allocated budget for FY27 (starting July 1) is $200,000, marking an increase over the past two years.
- Budget categories/buckets have been broken down; these remain flexible to guide funding.
- Sponsorships taking place after July 1 will pull from this new budget.

Sponsorship Proposal Review

Denver Sportsman's Show:

- Bob O'Loughlin presented a launch sponsorship opportunity for the new 3-day show scheduled for February 11–13, 2027. He highlighted heavy pre-show public advertising (TV, radio, print), PR avenues, and live media opportunities.
- Concerns were raised about the initial $15,000 asking price, which is $5,000 above the Council's typical ceiling for presenting sponsorships (e.g., Trout Fest at $10,000), and the risk of it being a first-time event in Denver.
- Bob guaranteed a diverse layout and actively negotiated to lower the financial barrier to secure the sponsorship.

Recommendation:

The subcommittee recommended accepting the sponsorship at the $10,000 level.

Trout Unlimited:

- Reviewed a segmented request split between a Rendezvous, local community events, and classroom programs. The committee expressed logistical concerns regarding the state TU organization's inability to mandate collaboration across all 22–23 individual, volunteer-led local chapters.
- The subcommittee ultimately decided to table this discussion and keep it in mind for future opportunities.

Outdoorsman Days:

- The subcommittee briefly discussed continuing their historical presence at the $1,500 level.

Recommendation:

The subcommittee recommended accepting the sponsorship at the $1,500 level.

Roaring Fork Conservancy:

- Reviewed their year-round statewide advertising and monthly newsletter footprint.

Recommendation:

The subcommittee recommended accepting the sponsorship at the $6,000 level.

Friends of the Pikes Peak Library District:

- A fast-approaching event (June 6th) featuring writer/environmentalist Terry Tempest. They discussed a sponsorship to ensure that fact-based Council informational materials are placed directly in front of an untapped intellectual public.

Recommendation:

The subcommittee recommended accepting the sponsorship at the $ 1,000 level.

Colorado Conservation Film Festival:

- Dustin Lovell pitched a title sponsorship for year two of the festival, aiming to blend grassroots conservation messages with emotional filmmaking.
- Dustin reassured the group that all entries are strictly screened against strict guardrails to ensure they remain apolitical, educational, and focused on the human side of wildlife management.

- The Subcommittee analyzed the audience size (capped at 280 seats due to the Windsor Greenhouse's capacity) against the $5,000 cost. They noted the main value comes from pre- and post-show marketing assets, cross-promotional social media campaigns with the Origins Foundation, and trailer placement.

Recommendation:

The subcommittee recommended accepting the sponsorship at the $5,000 level.

FY27 Goals & Objectives Discussion

- The FY27 Goals and Objectives were briefly discussed and accepted by the subcommittee.

Review Sponsorship Guidelines

- Discussion of this topic was deferred to next month's session.

Additional Approval & Discussion Items

Sportsman Radio Discussion:

- Scott extended an offer to provide an additional 6 months of promotional work entirely for free. The committee widely praised the partnership and agreed to table contract renewal talks ($12,500) until December.

FY27 Promo Items:

- The committee held an extensive layout overview of promotional items.
- High-demand items selected for Colorado trail-goers included bandanas, waterproof notepads, iron-on patches, reusable silicone snack bags, microfiber cloths, and mood-changing pens.
- The Program Coordinator was asked to come up with a collection of items that cost up to $40,000.

Update: Neutrality Statement:

- The new Neutrality Statement was reviewed and accepted by the subcommittee.

Hunting & Fishing Day Proclamation:

- Tabled for next month's session.

Public Comment

None.

Meeting Adjourned

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