



## Meeting Minutes: Colorado Wildlife Council -July 15, 2026

10:00 a.m. – 2:00 p.m. ~ In-person

### Members Present:

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

### Members Absent:

None.

### Also in Attendance:

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

Karsh Hagan/Campstories: Campbell Levy, Courtney Housam, Carol Quinn, Camille Ziccardi, Jacqueline Wolles, Mackenzie O'Hollaren, Melissa Pert

Public: Russell Torr, Kent Keene

Call to Order / Introductions – Kitching

- Called the meeting to order.

## Key Decisions and Actions:

### Approve Minutes - June CWC/H&A

- Draft text amended to correct the misspelling of Brittnei Ehrhart-Gemmill's last name.

#### **Motion:**

Moved to approve the meeting minutes with edits by Williams, seconded by Anderson, and approved unanimously

### R&R Final Media Report

- The final campaign data was presented. Sent by former vendor R&R spanning July 1, 2025, to May 31, 2026. The \$1.5 million budget yielded 212 million total impressions 12.9% increase year-over-year) and achieved a 33% decrease in Cost Per Thousand Impressions (CPM).
- The "SwiftFox" asset was identified as the highest-performing creative across all digital channels, showing low overall ad fatigue. Traditional spots during high-profile events (e.g., NBA Playoffs, Winter Olympics) generated 155 bonus positions valued at an additional \$264,000.
- Council members expressed pushback regarding "one-dimensional data" such as impressions. Council emphasized that raw metrics fail to prove long-term behavioral shifts or distinct CWC brand recognition.

### Karsh Hagan Presentation

#### **FY27 Budget Approval:**

- The Council discussed that adopting the onboarding agency framework is valued at \$2.5 million, preserving fluid pricing between production and media buying until final parameters solidify in September.
  - Agency Fee - \$485,000
  - Research & Planning - \$30,000-\$40,000
  - Media Placements - \$1,553,000 - \$1,623,000
  - PR - \$102,000
  - Production - \$175,000 - \$250,000

- Total = \$2,500,000

## **Motion:**

Moved to approve the FY27 budget presented by Karsh Hagan by Anderson, seconded by Williams, and approved unanimously.

## **Overview of Immediate Next Steps:**

- Camp Stories and Karsh Hagan mapped out the initial 90-day workflow. A major, collaborative Brand Accelerator Workshop will lead the CWC general meeting on September 17, 2026.
- The agency will run a temporary "bridge campaign" using slightly adjusted legacy assets to ensure a strong paid market presence through the fall.
- To define a new strategic "North Star" for the CWC, the incoming agencies (Camp Stories PR and Karsh Hagan) presented four major discovery questions to the Council. This session served as a critical baseline check to capture the Council's true intent, frustrations, and vision for the brand over the next five years.

## **PR Interviewees Sourcebook:**

- The team debuted the Camp Story Sourcebook, a living library of journalist-style deep interviews conducted at a cadence of 1–2 per month. The target strategy will emphasize raw human-interest framing (e.g., mental health vectors, accessibility, adaptive recreation, multi-generational impacts) rather than purely encyclopedic scientific text.

## **Treasurer's Report - Anderson**

- For the July 15, 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 July 1, 2026. Total revenue is \$2,438,881.78 from the Wildlife Education Fund Surcharge and interest income. Total expenditures are \$2,939,697.27 from travel, advertising, printing, purchased services, supplies, fees, dues and memberships, & official functions. The revenue and expenditures impact on the fund balance is \$500,815.49. The current ending fund balance is \$1.551 million.

## **Approval of Upcoming Event Travel - Kitching**

- Chair Kitching discussed several events she will be attending, including the Sportspeople's Roundtable in Carbondale and the Mountain Fair.

## Final Operations Plan Review and Approval

- The council reviewed and discussed all final edits to the FY27 Operational Plan and Budget, ultimately deciding they like where the final draft is.

### **Motion:**

Moved by Williams to approve the FY27 Operational Plan and Budget, seconded by Weyand, and approved unanimously.

## Hunter/Angler Outreach Update - Ehrhart- Gemmill

- The subcommittee presented a review of several sponsored events, including: Mile High Hunt and Fish Expo, Bighorn Banquet, and Friends of Pikes Peak Library
- Tarantula Festival: There was discussion of a \$1,000 baseline "Platinum Spider-ship" tier allocation, plus supplemental funding for custom sweet tart promotional handouts.

### **Motion:**

Moved by Gwinn to approve the Tarantula Festival Sponsorship and purchase of promo item, and seconded by Weyand, approved unanimously.

- Discussion of awarding Nate Zelinsky the RFP, and in addition, he has requested additional outreach items of clothing, tablecloth, hangup banner, and \$1000 for a specialty Polaroid camera setup.

### **Motion:**

Moved by Weyand to approve the additional purchase of items requested by Nate Zelinsky second by Williams, approved unanimously.

- Discussion of the authorization of \$29 monthly (\$348 annually) for a trackable QR link architecture to log individual sponsorship ROI data.

### **Motion:**

Moved by Williams to approve the purchase of a Bitly subscription, seconded by Anderson, and moved unanimously.

- Discussion of the purchase of an \$85 entry ticket for Kitching to represent CWC interests at the upcoming local regional banquet.

**Motion:**

Moved by Williams to approve the purchase of the banquet ticket and subsequent travel for Kitching, seconded by Twinem, and approved unanimously.

## Uniform Cost Approval

- Discussion of approval of approximately \$1,000 to fulfill shipments of CWC-branded polos and t-shirts for current board members.

**Motion:**

Moved by Gwinn to approve the purchase of new CWC apparel, seconded by Williams, and approved unanimously.

## General Updates - Schulz-Collins

- Schulz-Collins gave an update that the Director has completed all final interviews, and they should have a new East Slope Angler representative by the August meeting.

## Open Discussion & Questions

- Anderson discussed an event he will be attending with the Colorado Youth Outdoors “Toss and Aim” program, which encourages youth to participate in outdoor activities.
- The council recapped their account of Troutfest and how well the event went, noting it was very busy and a great opportunity to hand out promotional swag.

## Public Comment

None.

## Meeting Adjourned

### **Motion:**

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