



# COLORADO WILDLIFE COUNCIL

Meeting Minutes: Colorado Wildlife Council - January 16, 2025  
10 a.m. - 12 noon - Virtual

**Members Present:** Ehrhart-Gemmill, Gates, Kitching, Twinem, Weyand & Williams

**Members Absent:** D.Anderson & Stribling

**Also in Attendance:** CPW/State: Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary); R&R Partners: Miriam Swofford (Account Director), Paul Smith (Research), Angela Suganuma (Project Manager), Pat Buller (Creative), Tom Hardman (Media), Ashlyn Hadaway (Website); Public: Randy

## **Call to Order / Introductions - Kitching**

Called the meeting to order and completed the roll call.

## **R&R Partners Presentation**

### **Website Timing and Budget Updates**

Pursuing a new website theme (from WP Bakery to Salient) for better usability, compatibility, and security. Themes are added for website building and customization. The front-end user experience would remain largely unchanged. The CWC website has seen bot activity, but not any security breaches. Everything built will be ADA-compliant. Additional costs are agency hours and a \$60 hard cost.

R&R proposed three options for mid-level funnel videos with hard costs ranging from \$45-\$85k from the FY25/26 budget.

Council Discussion: Want to explore what the creative vision is for the mid-funnel videos. The Council agreed to focus on option 3, utilizing existing CPW video and imagery, and to plan for the hard cost budget for the next fiscal year. Ideas for new content included, interviews with CPW staff (water quality), interviews with partner organizations (e.g. RMEF and Bighorn Society), and long-form articles. R&R will move forward with option 3 and propose agency hours at the February meeting.

## **Rockies Approvals**

McGregor Square has 10 blackout dates (355 days for CWC). Will present creative concepts for Rockies options at the February meeting.

## **TikTok Updates**

There is not an official decision about TikTok yet.

## **2025-2026 Budget**

Preparing for the planning retreat, R&R Partners wants to know the Council's goals/objectives for next year. Are there messages we want to focus on for content? The Council expressed concerns about the budget and was reminded that the Council is funded through the sale of hunting and fishing licenses (\$1.50 fee/license), not through taxes. Sednek gave historical information from the past legislative liaison

regarding the Council's reserve; the recommendation at the time was to have the reserve around \$400-\$500k. The Council's anticipated ending reserve is \$2.1 million. If needed, past R&R Partners budgets are in the presentation appendix.

**Action:** Prepare a proposed budget to review at the February meeting - D.Anderson

**Action:** Contact Budget Liaison to ask about Council Reserve - Sednek

### **Record Retention - J.Anderson**

At the August 2024 CWC meeting, the Council wanted to retain meeting recordings on a rolling year. Per the State's record retention rules, the recommendation is to retain recordings for 6 months after the meeting minutes are approved (minutes are retained as a permanent record). The Council agreed that it would be best practice to follow the State's record retention rules.

### **Scope of Work Check-In - J.Anderson**

Reminded the Council to continue their work on the scope of work and will propose a deadline at an upcoming meeting so CPW staff can draft the RFP. Kitching and Weyand have been working on a scoring matrix for the Council to review.

**Action:** Schedule a meeting to discuss the Scope of Work - CPW staff

### **Council & Subcommittee Reports - Kitching**

Council members provided updates on their various subcommittee activities, including outreach efforts, partnerships, and upcoming events. Created a scoring matrix for the Conservationist of the Year award. Need to discuss how to weigh the scores. J.Anderson will meet with the CPW Director and will provide an update to the Council.

### **Hunter/Angler Outreach Update - Ehrhart-Gemmill**

Distributed 800 elk bags and stickers at the International Sportsman's Expo and received positive feedback. Sponsored the ISE show and working on sponsorships of the Mile High Hunt & Fish Expo and Outside Festival & Summit. Pursuing a 6-month proposal to work with Nate Zelinsky to attend brewery events and CWC promotions. The awards program received 3 submissions for 2 people and reviewed the scoring matrix. Will share instructions for the Council to score the submissions. The goal is to present this award at the March 5-6 Parks and Wildlife Commission meeting. Kitching and Williams could be present at that meeting.

### **Council Discussion:**

There was interest in bringing the outreach team back. CPW staff recommended waiting until the new staff person is hired and settled in their role. The Council expressed interest in the Sportsperson's Day at the Capitol. The location for the March planning retreat will be in Denver at CPW headquarters. For past Council members' involvement and student inquiries, J.Anderson will gather specifics from the AG and will bring this information to the February meeting.

### **Public Comment**

N/A

**Motion** - To adjourn the meeting - Kitching. Seconded. Motion carried unanimously.

### **2025 Wildlife Council Meeting Dates**

- February 20, 2025 - In Person
- March 19 & 20 (Wed/Thurs), 2025 - Planning Retreat
- April 17, 2025 - Virtual
- May 15, 2025 - Virtual
- June 18, 2025 - In Person
- July 10, 2025 - Virtual
- August 14, 2025 - In Person
- September 18, 2025 - Virtual
- October 16, 2025 - In Person
- November 20, 2025 - Virtual
- December 18, 2025 - In Person