



COLORADO WILDLIFE COUNCIL

Meeting Minutes: Colorado Wildlife Council - Hunter & Angler Subcommittee - November 20, 2025

8:30 a.m. – 9:30 a.m. ~ Virtual

Members Present:

Gwinn, Kitching, Ehrhart-Gemmill

Members Absent:

Stribling, Weyand

Also in Attendance:

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

Public: Jenny Burbey

Call to Order / Introductions – Ehrhart Gemmill

- Called the meeting to order.

Key Decisions and Actions:

Sponsorship Proposal Review

Sportsman Expo:

- The full sponsorship cost is \$5,000.
- The subcommittee highly valued the visibility from sponsoring last year, particularly the large branded bags distributed, which effectively turned attendees into mobile advertisers. The event's strong presence from CPW offers an excellent environment for interaction and conversation with the target audience.

Recommendation:

Sportsman Expo Sponsorship was recommended for approval.

Sportsman of Colorado Radio Show:

- \$12,500 for a 6-month sponsorship (a reduction in term and cost from the initial \$25,000 proposal).
- Subcommittee discussed that the primary value is more about developing a media relationship. The proposal includes live ad spots, interviews, and the host acting as a spokesman who would be trained on CWC messaging. The host's personal motivation to over-deliver and renew the contract was seen as a positive sign for the partnership.
- Schulz will write a contract stipulation requiring monthly reporting, including available analytics and Proof of Performance reports (e.g., recordings of aired content and mention count) to ensure accountability for the significant expenditure.

Recommendation:

Sportsman of Colorado Radio Show Sponsorship was recommended for approval.

Colorado Outfitters Association (COA):

- \$2,520 for a full-page ad with specialty placement (e.g., across from the table of contents) in the annual magazine. The magazine is mailed to a minimum of 45,000 current and recent holders of hunting and fishing licenses.

- The Subcommittee discussed how this provides direct access to hunters & anglers in a print format they actively reference. The content should focus on talking points to help hunters and anglers become advocates for the council's mission.
- Schulz will work with the COA's designer to develop the ad using existing rack card content and QR codes. The ad concept must be determined at the December meeting.
- \$2,500 to sponsor the annual COA banquet in Pagosa Springs.
- The subcommittee discussed the fact that the banquet serves as a direct touchpoint with a highly engaged group of industry professionals and license holders, providing the council with an opportunity to have a physical presence and present.

Recommendation:

The Colorado Outfitters Association's full-page ad was recommended for approval.

Recommendation:

The Colorado Outfitters Association's annual banquet was recommended for approval.

Mile High Hunt & Fish Expo:

- \$8,500 to sponsor the Mile High Hunt & Fish Expo.
- The subcommittee discussed that the show was a major hunt show in the Denver area. They noted that their experience with the organizers last year was great.

Recommendation:

The sponsorship for the Mile High Hunt & Fish Expo was recommended for approval.

Stonefly Magazine Film Tour:

- The sponsorship included a \$3,000 investment for a half-page ad in the magazine, newsletter banners, and web/social media features.
- The subcommittee discussed that the magazine is the official publication of the Fly Fishing Film Tour (F3T), distributed for free at dozens of screenings across the state and country, reaching a dedicated fly-fishing audience (400-500 attendees per showing).
- Schulz will clarify the issue timing and specific distribution run (which issue goes to the F3T events in 2026) to ensure the buy is effective by the December subcommittee meeting.

Outside Festival:

- The subcommittee discussed that the festival is still viewed as reaching a key Adventurous Explorer (AE) target audience and is growing/moving location. The organizer has offered to renegotiate following service issues from last year.
- Ehrhart Gemmill will reach out to the organizers offline to see if they can find a negotiable middle ground.

Conservation Award 25-26 Planning

- The subcommittee reviewed the updated draft application, noting it is more streamlined and less work-intensive than the previous year, with supporting materials now optional.
- The submission deadline has been extended to March 31, 2026, with a winner announcement scheduled for May 2026.
- The marketing plan was deemed good enough to proceed with, but it needs clarification on funding for paid social ads.
- Schulz to add specific dates to the tactics listed in the marketing plan and share the promotional "one-pager" flyer with all networks for broader reach.

Recommendation:

The Conservation Award Plan and Marketing Plan were both recommended for approval.

Upcoming Events and Sponsorships

Zelinsky Ice Fishing Seminars & Ice Addiction Tournaments:

- The subcommittee discussed the various ice fishing events coming up and noted that their promotional items for these events had arrived.

Event Recaps: Tarantula Fest, Wildlife Action Summit, Thornton Harvest Festival

Discussion postponed until the December meeting.

Additional Approval & Discussion Items

Webpage Calendar Widget:

Discussion postponed until the December meeting.

End of Year Sponsor Gift:

- The council discussed sending an end-of-year gift to sponsors to foster relationship building, suggesting cookies along with rack cards and a note from the Chair.
- The proposal was supported as a means of relationship building. Gwinn suggested a secondary option (e.g., Christmas cards, stickers) for contacts with whom we have not yet partnered.
- Chair Kitching will draft a thank-you letter for Schulz to circulate. And Schulz will circulate a contact list for committee members to populate.

H/A Post Event Survey:

Discussion postponed until the December meeting.

Additional Leaf Peeping Event Discussion:

Discussion postponed until the December meeting.

Ordering More Rack Cards & Stickers:

- Schulz requested and received a unanimous recommendation to purchase a new order of rack cards and stickers, estimated at approximately \$1,000 each, to support upcoming events (e.g., ice fishing).

Recommendation:

The rack cards and stickers were both recommended for approval.

Ordering Postcards:

- The subcommittee reviewed a quote for \$400 to print 200 copies of each of the 4 new postcard designs (totaling 800 postcards) for distribution at events.

Recommendation:

The postcards were recommended for approval.

Public Comment

None.

Meeting Adjourned

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