Meeting Minutes: Colorado Wildlife Council - Hunter & Angler Subcommittee - January 22, 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: None

Call to Order / Introductions – Ehrhart Gemmill

- Called the meeting to order.

Key Decisions and Actions:

Hunter/Angler Budget Review

- The subcommittee reviewed the current financial standing to guide upcoming sponsorship decisions.
- The current balance left to spend is nominally $53,000, but approximately $42,000 remains after accounting for pending sponsorship buys (including the Five Point sponsorship).

Sponsorship Proposal Review

Colorado Home and Garden Show:

- The show reaches 45,000 people over nine days. Proposals included "Backyard Buzz" title sponsorship or "Conservation Day" sponsorship.
- The $5,000–$15,000 price point was too steep for the remaining $42,000 budget, given the short three-week lead time.
- Tabled. The group will consider this for next year to allow for better pre-planning and digital recognition.

Denver Home Show:

- Tabled. The group will consider this for next year to allow for better pre-planning and digital recognition.

Rocky Mountain Bighorn Association:

- Negotiation: Rather than a physical booth, the Program Assistant will negotiate for social media swaps, on-site giveaways (water bottles/chargers), and a full-page ad in four quarterly issues.
- **Recommendation:** The subcommittee recommended accepting this sponsorship at the $5,000 level.

RFOV Sponsorship:

- Tabled for current funding. The Council may attend their events unofficially with swag bags this year, but will look to partner more formally in the FY27 budget cycle, potentially pairing them with Nate.

Upcoming Events and Sponsorships

Ice Addiction Tournament:

- The ice addiction tournament was moved to 1/30 due to ice breaks.

Mile High Hunt & Fish Expo:

- An update was given that Dlo is working on shared social media posts for this sponsorship.

5Point Film Festival:

- Quarter-Page Ad: The Council decided they will reuse the existing rack card copy and layout.
- On-Screen Static Ad: The Otter creative was selected. It will feature a QR code with the CWC website URL clearly printed at the bottom.
- Giveaway Items: Bags were confirmed as the primary giveaway. The Program Assistant will follow up to determine the specific quantity required.
- In addition to the Council's Otter ad, a second static ad featuring CPW's Aquatic Nuisance Species (ANS) messaging will be displayed.

Sportsman Radio Updates

Sportsman Radio Interviews:

- Bryan did the CWC first, an interview with the radio show.
- Slots for interview sign-up will be sent out as a reminder to the council.

Talking Points and Guidelines:

- Talking points and guidelines were presented to the subcommittee for future interviews and will be distributed to council members participating in interviews.

- Council suggested adding more financial figures on here from the budget presentation on how conservation is funded.

Conservation Award Launch Overview & Update

- Email and social media copy are currently under review for delivery to R&R. A formal press release is scheduled, and R&R will launch a boosted social media post on January 26th.
- Award details have been shared with Scott for promotion. A promotional packet will be distributed to all partners by January 23rd.
- The official award application webpage is scheduled to be live by January 26th.

Event Recaps: International Sportsman Expo & Ice Fishing Seminar

- Distributed 2,000 bags; positive engagement from CPW staff.
- ISE did not provide the promised printed schedules with the Council logo and did not provide staff to help distribute bags.
- Discussion did happen around some consistent administrative issues with this event.
- Over 55 attendees at Cherry Creek for the Ice Fishing Seminar. Despite being the sole staffer, Nate provided strong social media coverage and a dedicated CWC discussion.

Additional Approval & Discussion Items

End of Year Sponsor Gift:

- An update was given that all thank-you cards had been sent to partners.

Additional Leaf Peeping Event Discussion:

- Subcommittee approved switching the June Elk Seminar/Sunfire events to "Trailhead Talks" to better align with spring/summer outdoor trends.

Public Comment

None.

Meeting Adjourned

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