



COLORADO WILDLIFE COUNCIL

Meeting Minutes: Colorado Wildlife Council - November 20, 2025

10:00 a.m. – 12:00 p.m. ~ Virtual

Members Present:

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

Members Absent:

Stribling

Also in Attendance:

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

R&R Partners: Patrick Buller, Angela Suganuma, Sophie Haws, Miriam Swofford, Thomas Hardman, Jennifer Harlan, Adam Felder

Public: Camille Ziccardi, Carol Quinn, Arthur Wood

Call to Order / Introductions – Kitching

- Called the meeting to order.

Key Decisions and Actions:

Approve Minutes - October CWC & H/A Subcommittee & November Creative Meeting

Motion:

Williams moved to approve the minutes, seconded by Anderson, and the motion was approved unanimously.

R&R Presentation

Media Update FY25/26 Q1 Report:

- The Q1 fiscal year 2025-2026 campaign showed improved cost efficiency (CPM decreased) despite a smaller budget, primarily due to increased digital investment.
- Out-of-Home media featured Gas Station TV (1.7 million impressions), with clarification provided that each impression equals a full video play.
 - R&R was requested to follow up with details on the number and geographic location of the gas stations used.
- Digital tactics generally exceeded benchmarks, with strong performance from CTV, a new Amazon buy (98% VCR), Rich Media, Snapchat, and TikTok.
- Paid Search (SEM) showed slower performance, leading to a recommendation for R&R to integrate the email subscriber list to build lookalike audiences and boost results.
- R&R was directed to prepare a plan for community management on the CWC TikTok profile for the next meeting.

Rockies Partnership:

- The 2025 Rockies season was reviewed, highlighting high exposure, including nearly 8 hours of TV time for the outfield wall signage.
- The Council, concerned with the \$325,000 cost, the financial complexities of transitioning to a new agency, and the value proposition versus other outreach opportunities, deferred the decision to renew the 2026 partnership until December.
- R&R was directed to gather proposals for low, middle, and top-tier spending options from the Rockies for the December meeting to allow the Council to make an informed decision before the contract signing deadline.

Website Performance:

- Traffic levels are steady at approximately 15,000 to 20,000 impressions per month.
- There is a beneficial transition from heavily paid Google search traffic to more sustainable traffic coming from organic Google search, Facebook, and Instagram.
- Social traffic tends to be more resilient and sustainable, resulting in higher overall traffic levels compared to periods when paid campaigns are inactive.
- The definition of a "key engagement" was officially updated in Google Analytics to include the downloading of materials, resulting in a lower but more substantive engagement metric.

Social Media:

- Follower growth was significantly reduced in the latest quarter (Q4 takeaways) due to the absence of the major follower promotion run in the previous quarter (Q3).
- The key learning is that running quarterly or semi-annual promotions would help achieve more consistent follower growth throughout the year.
- Creative content on Facebook underperformed, leading to a recommendation to prioritize Instagram as the primary channel for creative output moving forward.
- Posts that engaged with trending conversations (e.g., the Rabbit Papillomavirus post) significantly overperformed on both Facebook and Instagram.
- User-generated content (UGC) remains a high-engagement strategy, successfully engaging the wildlife photographer community.
- The Q1 Content Calendar (January-March) was presented and unanimously approved by the Council based on the subcommittee's recommendation.

Motion:

Ehrhart-Gemmill moved to approve the Q1 social media calendar, as reviewed and edited by the subcommittee, seconded by Anderson, and the motion was approved unanimously.

Q3 Newsletter:

- The Council unanimously approved the recommended newsletter topics: New Campaign Spots, Fishing is Fun Grant Program, Eland Stribling Highlight, and Snowpack.

Motion:

Williams moved to approve the recommended Q3 newsletter topics: New Campaign Spots, Fishing Is Fun Grant Program, Eland Stribling Highlight, and Snowpack. Seconded by Ehrhart-Gemmill motion passes unanimously.

Creative Campaign:

- The Council unanimously approved the radio spots to proceed to final sound mixing, incorporating the correction of "Uncompadre Trout" to "Colorado Trout" and the music level adjustments.
- R&R confirmed the second version of the long-form video was sent for review, and the timeline remains on track.

Motion:

Motion to approve the radio spots to move into final sound mixing, including the necessary edit to change the reference from "Uncompadre Trout" to "Colorado Trout" (CPW note) and the mixing note on the music level by Twinem, seconded by Ehrhart-Gemmill, approved unanimously.

Brand Communication & Style Guide Approval

- Ehrhart-Gemmill raised an accessibility issue, stating that for outward-facing public documents (like the Style Guide, which may be shared with influencers or sponsors), the minimum required font size is 12 points. The current document was estimated to be around 11.6 points.
 - R&R confirmed they would double-check and adjust the font size to 12 points.
- R&R confirmed that minor, non-substantive edits were made based on earlier comments, such as changing "should" to "will" for consistency and removing some acronyms. Changes were also made regarding language, such as adjusting "sportsmen" to "sportspeople."

Motion:

Motion was made by Anderson to approve the Brand Communication and Style Guide as presented (with the understanding that the font size would be adjusted to 12 points). Seconded by Gray-Bertuglia and approved unanimously.

Hunter/Angler Outreach Update

- The subcommittee discussed a recap of sponsorships and events: Wildlife Talk & Trivia, Thornton Harvest Fest, & Colorado Wildlife Summit.
- The Hunter and Angler Subcommittee recommended approving four specific sponsorships (International Sportsman Expo, Sportsman of Colorado Radio Show, Colorado Outfitters Association, & Mile High Hunt and Fish Expo) totaling \$31,020,

which would bring the year-to-date sponsorship spend to \$50,520, leaving approximately \$56,000 remaining in the Hunter and Angler budget.

Motion:

A motion was made by Gwinn to approve and ratify the four sponsorship recommendations totaling \$31,020 from the Hunter Angler Subcommittee. Seconded by Williams and approved unanimously.

Motion:

A motion was made by Williams to approve the budget to order new postcards, Rack Cards, and stickers, totaling approximately \$ 2,410. Seconded y Gwinn and approved unanimously.

Motion:

A motion was made by Williams to approve the timeline, application form, and marketing plan for the Conservationist of the Year Award. Seconded by Anderson and moved unanimously.

2026-2027 Operations Plan Update:

- The 2026-2027 Operations Plan has been approved by Director Davis.
- The only change required was the removal of a specific reference to Prop 127 on page 16, as this was a prior year's initiative. Alternative language was inserted to support the section on "Science in the Wild."
- The Director was pleased that the format remained consistent with prior years.

Executive Session as allowed by §24-6-402(4)(b), C.R.S.: To receive legal advice on potential updates to the Colorado Wildlife Council bylaws & the RFP process

Motion:

Williams moved to enter into an executive session for the purpose of receiving legal advice on potential updates to the Colorado Wildlife Council bylaws & the RFP process, as authorized by Colorado Revised Statutes 24-6-402(4)(b), seconded by Gwinn and moved unanimously.

Discussion and Consideration of Bylaw Amendments

- Gwinn briefly discussed the proposed bylaws amendments, noting that the bylaws had not been updated in maybe a decade. He was pleased that the proposed amendments reflected the Council's current operations, policies, nomenclature, and aspirations.

Motion:

A motion was made by Anderson to approve the amended bylaws as outlined. Seconded by Williams and approved unanimously.

Public Comment

None.

Meeting Adjourned

Motion:

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