



# COLORADO WILDLIFE COUNCIL

## Meeting Minutes: Colorado Wildlife Council - December 18, 2025

10:00 a.m. – 2:00 p.m. ~ Virtual

### Members Present:

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

### Members Absent:

Stribling, Twinem

### Also in Attendance:

Colorado Parks and Wildlife (CPW)/State: Megan Schulz, Debbie Lininger

R&R Partners: Patrick Buller, Angela Suganuma, Sophie Haws, Miriam Swofford, Thomas Hardman

Public: Carol Quinn, Campbell Quinn, Shannon Anderson

Call to Order / Introductions – Kitching

- Called the meeting to order.

### Key Decisions and Actions:

## Approve Minutes - November CWC & H/A Subcommittee

### Motion:

Motion to approve the November CWC minutes from Anderson, seconded by Williams, and approved unanimously.

### Motion:

Motion to approve H/A subcommittee minutes from Williams, seconded by Gwinn, and approved unanimously.

## R&R Presentation

### **Social Media:**

- January social posts (Wildlife Habitat Program and Bighorn Sheep) approved with minor edits regarding funding captions and source verification.

### Motion:

Gwinn moved for approval of the social posts with requested edits, seconded by Weyand, and the motion was approved unanimously.

### **Influencers:**

- The fall selections reached 2.3 million impressions (exceeding the 1.8M goal). The Council approved the next flight of 4 influencers: Taylor Hildreth, Connor Scalbom, Jamie Rogers, and MacKenna Stang.

### Motion:

Ehrhart-Gemmill moved to approve Taylor Hildreth, Connor Scalbom, Jamie Rogers, and MacKenna Stang as the next four influencers, seconded by Williams, and the motion passed unanimously.

### **Social Media- TikTok Discussion:**

- R&R discussed that they have paused video comments and deleted duplicate videos to clean up the channel.

- The Council discussed the need to reinstate comments to comply with government social media/First Amendment guidelines.
- The Council adopted a "Mixed Approach" for TikTok, combining existing social content with one to three new videos per month.
- R&R will report back on how to move hours in the current budget to account for the management of this channel.

### **Rockies Options:**

- The Council evaluated three options for the upcoming Colorado Rockies season.
- The council was most supportive of option 2 , at \$250,00.
  - This option includes Promo Day, promotional item distribution, and home plate digital signage (replacing the outfield wall).
  - Provides TV exposure while saving \$75,000 compared to the previous year.

### **Motion:**

Ehrhart-Gemmill moved to approve the \$250,000 Rockies contract option, seconded by Anderson, and the motion passed unanimously.

### **Creative Campaign:**

- All creative assets were finalized and presented to the council from R&R.
- Digital billboard assets for the Burrowing Owl, Otter, and Pronghorn were approved.
- The Council liked the #3 image of the owl, #1 image of the Pronghorn, and #1 image of the otter for the billboard creative.

### **Motion:**

Williams moved to approve the video and audio creative assets, seconded by Gray-Bertuglia, and the motion was approved unanimously.

### **Motion:**

Anderson moved to approve #3 owl, #1 otter, and #1 pronghorn for the billboard creative, seconded by Williams, and the motion was passed unanimously.

### **Motion:**

Gwinn moved to approve the creative rotation for the new creative assets, seconded by Weyand, and the motion was approved unanimously.

## Media Update:

- \$38k was shifted from Spotify (due to rising rates) to Streaming TV to maintain estimated impressions.

## CWC Creative Presentation to CPW Commission

- Ehrhart-Gemmill discussed a presentation to the CPW commission to reaffirm who we are as a council and display our new creative direction.
- The council agreed that this was a great idea.
- Ehrhart-Gemmill will reach out to the PWC Coordinator to schedule a meeting.

## Treasurers Report

- For the December 18, 2025, 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 November 30, 2025. Total revenue is \$789,521 from the Wildlife Education Fund Surcharge and interest income. Total expenditures amount to \$1,501,389.79, covering travel, advertising, printing, purchased services, supplies, fees, dues and memberships, & official functions. The revenue and expenditures impact on the fund balance is \$711,868.51. The current ending fund balance is \$1.3 million.

## Google Site Walkthrough & Feedback

- Schulz-Collins introduced the new CWC internal Google site, which contains bylaws, branding guides, meeting records, and "Urgent Review" items.

## Travel Policy & Process Training

- Schulz-Collins conducted a training on the State of Colorado and DNR travel policies.

## Event Participation Travel Form

- Schulz-Collins introduced the new “Pre-Event Participation Travel Form,” which councilors are now asked to fill out prior to non-scheduled meeting travel to ensure budget allocation and transparency.

## Approval of Upcoming Event Travel

- The council discussed where it can travel to, and that they would like to engage in various outreach opportunities.

## Hunter/Angler Outreach Update

### **Approval of subcommittee work:**

- The H/A subcommittee recommended two new sponsorship opportunities to the full council.
  - BHA Public Lands Days (Gunnison): \$2,000 level.
  - Five Point Film Festival (Carbondale): \$5,000 level.

### **Motion:**

Weyand moved to approve sponsorship of the Public Lands Day and Five Points Film Festival, seconded by Williams, and approved unanimously

### **Conservationist of the Year Award Overview:**

- Applications open January 26, 2026.
- The application process has been simplified to increase participation (Goal: 4+ applicants).
- Discussing potentially awarding the winner at the CPW Commission hearing or a Rockies game in September.
  - Ehrhart-Gemmill will reach out to the PWC Coordinator about presenting the award in September.

## General Updates

### **CWC Donation:**

- Schulz-Collins notified the Council of a donation from a District Wildlife Manager who participated in the Council's recent creative production. The DWM received a speaking stipend for a presentation she gave and requested that the funds be donated to the Colorado Wildlife Council in support of its ongoing work.

### **2nd Term Announcements:**

- Schulz-Collins confirmed with the council that upon the end of their first term, she will reach out a month in advance to confirm re-appointment.
- The council congratulated Chair Kitching on her renewal of a second term and of the 377 volunteer hours she has committed to the CWC in her first term.

### **Contacting legal process:**

- CPW staff requested, in an effort to maintain fiscal responsibility within current State budget restraints, that any legal questions be directed through the CWC Program Assistant before being directly contacted by legal.

### **Other Updates:**

- The council has updated that the position for the Director of CPW has been posted, and they will be kept informed as the process continues.
- Councillor Stribling, the East Slope Angler representative, has resigned from his position effective immediately.

## Open Discussion & Questions

- The council discussed a new recreation bill that doesn't mention hunting & fishing.
- The council discussed the importance of highlighting the work they are doing and the need to continue demonstrating the significance of their efforts.

## Public Comment

None.

## Meeting Adjourned

### **Motion:**

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