



COLORADO WILDLIFE COUNCIL

Meeting Minutes: Colorado Wildlife Council - Hunter & Angler Subcommittee - December 18, 2025

8:30 a.m. – 9:30 a.m. ~ Virtual

Members Present:

Gwinn, Kitching, Ehrhart-Gemmill, Weyand

Members Absent:

Stribling

Also in Attendance:

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

Public: Brittany Parker

Call to Order / Introductions – Ehrhart Gemmill

- Called the meeting to order.

Key Decisions and Actions:

Hunter/Angler Budget Review

- For the December 18, 2025, Hunter & Angler Subcommittee Budget Report for FY26, the budget and expenses span from July 1, 2025, to December 10, 2025. Total budget is \$170,000 from the Hunter & Angler Subcommittee Budget. Total expenditures are \$103,137.85, comprising conservation awards, vendors, sponsorships, promotional items, operating costs, & event catering. The current ending budget balance is \$66,862.15.

Sponsorship Proposal Review

Beers, Bands, and Barbed Wire Strands:

- Sponsorship includes a wild game potluck, a large-scale stewardship project (removing 5–7 miles of barbed wire fence), and live music.
- Draws 150–250 people, reaching beyond traditional hunters/anglers to general outdoor enthusiasts.
- The Council highlighted the strong alignment with their mission regarding wildlife habitat and volunteering. While the \$5,000 tier was discussed, the committee felt the \$2,000 tier was more appropriate for a first-year partnership, given the current budget.

Recommendation:

The subcommittee recommended sponsoring Beers, Bands, and Barbed Wire Strands at the \$2,000 level.

5 Point Film Festival:

- The festival attracts 4,500 people and features a traveling component that spans the state. Includes year-round logo placement on their website.
- The subcommittee noted that messaging at the festival can center on aquatic nuisance species awareness, but it should be complementary to existing CPW marketing plans.

Recommendation:

The subcommittee recommends the \$5,000 level for the 5 Point Film Festival sponsorship.

Outside Festival:

- The festival coordinator emphasized that success would require a dedicated on-site team and high additional costs for booth activation and materials.
- The council lacks the "boots on the ground" staffing to make this high-cost investment viable. The previous year's experience was also cited as a reason for hesitation regarding the return on investment.
- The subcommittee decided to pass on this sponsorship for the current year.

Upcoming Events and Sponsorships

Colorado Outfitters Association:

- The subcommittee reviewed a full-page ad featuring content based on previous rack card designs.
- Ehrhart-Gemmill noted the council's webpage URL should be added under the QR code for accessibility.
- Ad approved with the addition of the URL.

Sportsman Radio Script:

- Schulz-Collins presented updated 30 and 60-second live-read scripts targeted at the hunter/angler audience.
- Gwinn suggested removing the repetitive use of the word "dedicated" and ensuring the mission language explicitly mentions the "benefits of hunting and fishing."
- The ad was approved with the noted edits.
- Schulz-Collins to create a year-long interview schedule for Council members to appear on the show. Gwinn volunteered to take the first interview.

Ice Fishing Seminar (1/7):

- A rescheduled event held last Thursday at Cherry Creek State Park was a significant success, with 70 attendees (surpassing the estimate of 40-50).
- Next seminar: January 7th at Cherry Creek State Park.

International Sportsman Expo (1/8- 1/11):

- Early January. The subcommittee will have a large 10' x 12' banner and distribute bags stuffed with stickers and rack cards.
- The event has four tickets available for Council members.

Ice Addiction Tournament (1/16 -1/17):

- Scheduled for January 16–17. Beanies will be distributed as swag. Kitching plans to attend.

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

- The subcommittee discussed the success of Tarantula Fest (earned media on NatGeo/CBS) and the Wildlife Action Summit.

Additional Approval & Discussion Items

Webpage Calendar Widget:

- The subcommittee discussed the implementation of a \$ 1,560 calendar widget to add to the webpage, aiming to improve event recognition.

Recommendation:

The \$1,560 calendar widget was recommended for approval.

End of Year Sponsor Gift:

- The subcommittee was presented with previously approved thank-you cards and stickers for end-of-year thank-you cards.
- The subcommittee requests edits to the antlers on the elk sticker.
- Schulz-Collins will send out a contact list to the subcommittee to compile addresses for thank-you cards.

H/A Post Event Survey:

- Schulz-Collins will send out the survey again to review and determine what information is most important.
- The subcommittee discussed the purpose of the survey and liked the idea of collecting more data on our target audience to improve messaging.

Additional Leaf Peeping Event Discussion:

- The subcommittee was pleased to hear about the previous event and discussed adding more leaf-peeping events when we reschedule with Nate for FY27.
- Kitching suggested looking into some community events, also to add more leaf peeping events.
- Schulz-Collins is tasked with discussing with Nate the possibility of shifting spring events to trail talks.

Future Agency Involvement Discussion

- Gwinn emphasized the need for "candid" and "frank" messaging rather than the other content used for the general public.
- The Subcommittee discussed utilizing the future agency to improve hunter/angler-targeted messaging, in addition to message testing.
- The need for a brief "Who We Are" video featuring Council members to be played at sponsored events was discussed.
- Ehrhart-Gemmill proposed that agency fees for this work should come from the larger \$1.5M general budget rather than the subcommittee's \$170k sponsorship fund.

Public Comment

None.

Meeting Adjourned

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