



COLORADO WILDLIFE COUNCIL

Meeting Minutes: Colorado Wildlife Council - September 2, 2025

1:00 p.m. – 2:00 p.m. ~ Virtual

Members Present:

Ehrhart-Gemmill, Gwinn, Kitching, Weyand, Twinem, Grey-Bertuglia

Members Absent:

Anderson, Stribling, Williams

Also in Attendance:

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

R&R Partners: Miriam Swofford, Patrick Buller, Angela Suganuma, Sophie Haws, Gerri Angelo, Greg King

Public: None

Call to Order / Introductions – Kitching

- Called the meeting to order.

Key Decisions and Actions:

Creative Concept Script Approval and Discussion

Deliverables:

- Two 30-second spots (Owl and Otter)
 - Two 15-second and 6-second cut-downs of main spots
- Two 15-second bonus spots (Pronghorn and Cutthroat)
- One 2-minute long-form video (Otter)
- Two 30-second radio spots (Owl and Otter)
 - Four 15-second cut-downs of main spots
- 15 retouched still photos plus full library access

Long-Form Video:

The river otter script was chosen over the owl and fish scripts for the two-minute video. Council members decided this would be a more effective way to connect with the public, as otters are seen as more relatable and are year-round residents of Colorado.

Bonus 15-Second Spots: Pronghorn and Cutthroat story were selected.

- For the pronghorn script, the council requested a revision to explicitly link regulated hunting to the species' successful restoration, aiming to educate the public on the management aspect of wildlife conservation.
- Discussion comparing different fish-related scripts (Cutthroat, 40 Miles of Fish, Fire and Fish). Decision to use the Cutthroat script due to its more positive, rescue-focused narrative

Pronghorn Script Edits:

The council wants the script to explicitly connect regulated hunting to the species' scientific management and restoration. A proposed revision suggests using the phrase, "Using wildlife science funded by fees from regulated hunting and fishing licenses, Colorado's 90,000 pronghorn are thriving." The group also discussed potentially avoiding the term "wildlife management" altogether, or at least softening it, to prevent any negative connotations with the public.

Otter Script Edits:

- Always use the term "river otter" to differentiate them from sea otters.
- Ensure that hunting and fishing are at the forefront of the message.
- Change the word "work" to "efforts" to improve the flow and phrasing of the script.

Burrowing Owl Script Edits:

- Removing any mention of "prairie dogs." Instead, the script can refer to the owls living in the holes of other "burrowing animals."
- Removing the line about the owls "not really being night owls at all," as it's seen as distracting and assumes a level of public knowledge that may not exist.

Motion:

It was moved by Kitching and seconded by Weyand that the council would approve the River Otter and Owl scripts for two 30-second spots, with the addition of Pronghorn and Cutthroat for two 15-second bonus spots, and the River Otter script for one two-minute long-form video, along with all requested script revisions. The motion was passed unanimously.

Production Timeline

- Filming is planned for the weekend of September 20th, with a pre-production meeting on the 20th and shooting on the 21st and 22nd.
- Locations will be identified after finalizing the scripts and coordinating with CPW officers and biologists.
- R&R will work with CPW staff to secure footage of animals, as their appearances cannot be guaranteed during filming.
- The Council noted that CPW has very little footage of river otters and that R&R may need to purchase b-roll. The council asked for clarification on the "full library access" and "15 stills" deliverables. R&R explained that they would provide 15 retouched photos and a drive with all the raw photos.
- A special meeting will be called for the full council to review and approve the revisions.
- The CPW executive management team will need to review and approve photos and videos.

Production Estimate Discussion and Approval

Motion:

Twinem moved to approve the project's estimated budget, confirming that it was within the previously agreed-upon financial scope. It was seconded by Gwinn and approved unanimously.

Meeting Adjournment

Motion:

To adjourn the meeting – Kitching. Seconded. Motion carried unanimously.

