



COLORADO WILDLIFE COUNCIL

Meeting Minutes: Colorado Wildlife Council - Hunter & Angler Subcommittee - February 19, 2026

8:30 a.m. – 9:30 a.m. ~ Virtual

Members Present:

Ehrhart-Gemmill, Gwinn, Kitching, Weyand

Members Absent:

None

Also in Attendance:

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

Public: David Nickum

Call to Order / Introductions – Ehrhart-Gemmill

- Called the meeting to order.

Key Decisions and Actions:

Sponsorship Proposal Review

Denver Sportsman Show:

- Targeted at a core audience of sportsmen, outfitters, and anglers. The organizers are the same group behind the Home and Garden show.
- Proposal Tiers:
 - \$15,000 (Presenting): High-level media inclusion (TV, radio, press releases) and co-branded digital content.
 - \$8,000 (Stage Sponsor): Naming rights for the stage and social media logo inclusion.
 - Lowest Tier (Product Sponsor): Educational messaging in email blasts and web presence.
- Tabled for final decision in April/May/June. Since the payment hits the next fiscal year (FY27), the Council will wait until the FY27 budget is finalized in March.

Colorado Field Ornithologists Convention:

- The Subcommittee discussed a proposal to reach the birding community, which overlaps with the broader outdoor enthusiast community.
- **Recommendation:** \$300 level sponsorship.

Troutfest:

- The initial full proposal cost was listed at \$25,000 for multiple inclusions.
- Proposal Inclusions:
 - Troutfest: Focus on families and conservation (4,000+ registrants last year).
 - Trout in the Classroom: Reaches 10,000+ students/families; involves raising and releasing fish.
 - Drought Outreach: Collaborative messaging with CPW on resource stewardship.
- Subcommittee requests that Trout Unlimited create an "a la carte" proposal for the additional opportunities for the Council to review in April.
- Looking at 4000 people this year
- **Recommendation:** \$10,000 sponsorship for Troutfest.

No Limits 3D Sponsorship:

- No Limits is considered a top-tier archery shop on the Front Range. The sponsorship includes sponsoring a grand prize bow.

- **Recommendation:** \$1,600 sponsorship level.

Upcoming Events and Sponsorships

Ice Addiction Tournament:

- Sponsoring with Nate starting on 1/20/26.

Mile High Hunt & Fish Expo:

- The Subcommittee requested a double-check to confirm whether banquet tickets are included.

Summer Catch Rate Event Participation:

- Schulz-Collins to provide specific dates by the end of February to see if Council members can attend or table.

May/June Trailside Talks:

- Nate proposed moving May/June events to "Trailside Talks" and suggested a "Boat Ramp Talk" at Chatfield Reservoir for May.
- Subcommittee suggested targeting the Stand-Up Paddleboard / Swim beach area at Chatfield. People spend more time prepping gear in the parking lot and are generally more relaxed.

Event Recaps

ISE Event Deliverables:

- Photos of the stage and signage were shared.
- Subcommittee noted that some in the sporting community feel the event is shifting too much toward high-end RV sales and away from traditional sportsmen's interests.

Ice Addiction Tournament:

- Over 500 attendees; 200 beanies and goodie bags distributed.
- Chair Kitching praised Nate's staff for their excellent promotion of the CWC.

Sportsman Radio Show:

- Interviews with Bryan, Nate, and Lani have aired multiple times.

Conservation Award Launch Updates

- Currently only one applicant.
- The subcommittee believes people may be procrastinating and that nudging additional participants will help.

Additional Approval & Discussion Items

Vendor FY27 Purchase Orders:

- Nate Zelinsky FY27 Proposal:
 - Nate is steering toward "Trailhead Talks" and meaningful one-on-one engagement.
 - His pricing is expected to increase to approximately \$20,000 to cover mileage, snacks, and tent events beyond trivia.
- Sponsorship Coordination:
 - Subcommittee suggested moving away from a general coordinator role and instead hiring a Data Analyst/Specialist.
 - The goal is to move beyond impression counts to meaningful Return on Investment (ROI) tracking and custom performance dashboards.
 - The subcommittee expressed skepticism about overquantifying mindset shifts, but agreed to present the need for specialized data analysis to the full board to justify constituent funds.

Outdoor Equity Grant Presentation:

- They are looking for presenters for their board meetings on Feb 25, March 24, and April 23.

4H Hunting Presentation:

- A group in Broomfield is looking for a hunter to present on CWC messaging between now and May (after 5:00 PM).

SCI Banquets:

- Subcommittee provided updates on immediate logistical needs for SCI events.
- Schulz-Collins to double-check the legal requirements for participating in silent auctions.

Emma Brown Partnership:

- The subcommittee introduced Emma Brown, a young rancher and guide, as a potential outreach specialist for the Council.
- Runs a family ranch in Longmont, guides hunting/fishing, and hosts urban/corporate groups for team-building.
- Candidate for the East Slope Angler Rep board seat.
- No formal decision made, but the subcommittee agreed to keep her in mind and consider her for the board vacancy.

Public Comment

None.

Meeting Adjourned

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