



COLORADO WILDLIFE COUNCIL

Meeting Minutes: Colorado Wildlife Council - Hunter & Angler Subcommittee - July 15, 2026

8:30 a.m. – 9:30 a.m. ~ In-Person

Members Present:

Ehrhart-Gemmill, Gwinn, Kitching, Weyand

Members Absent:

None.

Also in Attendance:

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

Public: Russell Torr

Call to Order / Introductions – Ehrhart-Gemmill

- Called the meeting to order.

Key Decisions and Actions:

H/A FY26 Subcommittee Budget Review

- For the July 1, 2026, Hunter & Angler Subcommittee Budget Report for FY26, budget and expenses span from July 1, 2025, to July 1, 2026. Total budget is \$170,000 from the Hunter & Angler Subcommittee Budget. Total expenditures are \$160,513, comprising conservation awards, vendors, sponsorships, promotional items, operating costs, & event catering. The current ending budget balance is \$9,486.

Sponsorship Proposal Review

Wild Night for Wildlife:

- Sponsorship tiers range from \$500 to \$10,000. Concern was raised that the demographic leans away from the core target (80% Hunter/Angler, 20% target audience allocation guidelines).
- The Subcommittee will request specific audience size and demographic data from the organizers before reconsidering in August.

La Junta Tarantula Festival:

- Last year's \$1,000 sponsorship yielded excellent press coverage (including a National Geographic feature and local Channel 9 news). The "Platinum Spider-ship" package includes a hung banner, social media features, and educational pavilion inclusion.
- **Recommendation:** The subcommittee recommends a sponsorship of \$1,000 and the purchase of promotional sweet tarts.

GoPro Mountain Games:

- The event features a \$3,000 entry point for a basic 4-to-5-day booth space, scaling up to \$125,000.
- The operational strain and high travel/supply costs make it unfeasible unless a shared-booth partnership is established in the future.

Colorado West Land Trust:

- A year-long general sponsorship that hits the crucial agricultural and public lands conservation community. The relationship offers strategic value for aligning habitat

preservation messaging. However, clarity is needed regarding the quantity and scope of their field series/events throughout the year.

- Schulz-Collins will reach out to invite them to speak for 15 minutes on the August or September call.

Upcoming Events/ Sponsorships

- Triathlon (Late July): Kitching will attend and observe the event.
- Colorado Conservation Film Festival (Aug 1): No members can attend. The four tickets will be auctioned via an online social media giveaway to drive follower growth.
- Outdoorsman Days (Aug 8): Main event canceled due to fires. The \$1,500 spend will pivot strictly to the banquet.
- Classic Clay Shoot (Aug 14): Four-person team finalized.
- Meeker Classic (Sept): The booth requirement is optional. Kitching will attend in Council gear to network rather than staff a stationary booth alone.

Nate Proposal Review:

- The Subcommittee reviewed Nate's comprehensive \$32,000 seasonal strategy, which includes trailside events, boat ramp activations, and a new high-value Toyota-partnered activation at the Avalanche Ball Arena game in November.
- The subcommittee recommended that Nate look into smaller custom handouts for several events due to event restrictions.
- The Subcommittee chose to direct Nate to the Elk Fest (Estes Park) booth instead of the Staunton State Park leaf-peeping location.
- **Recommendation:** Purchase an instant camera and custom-branded photo paper (incorporating the Council's logo and QR code) to give hikers physical keepsakes at events and provide additional promo.
- **Recommendation:** Recommended ordering an additional tablecloth, a hangable banner, and promotional polos for Nate.

Conservationist of the Year Award Pricing:

- Discussion deferred to the August meeting.

Event Recaps:

- Mile High Hunt & Fish Expo: Secured 4.47 million social impressions and 80,000 website visitors event-wide.
- Ice Addiction: Successfully drew participants from 16 states; metrics showed an impressive 9–11% first-time female turnout and a 50% threshold of participants prioritizing conservation.
- Pikes Peak Library District: Successfully reached 185 targeted attendees with prominent brochure ads, table rack cards, and an article inclusion in May's Lifestyle Magazine.

Additional Approval and Discussion Items

Hunting & Fishing Day Proclamation:

- Official proclamation requests require a registered non-profit tax-exempt status, which the Council does not hold.

Bitly Proposal:

- **Recommendation:** The Subcommittee recommended a \$29/month (\$348 annual) Bitly subscription to create trackable QR codes. This will allow the Subcommittee to batch-distribute specific rack cards to distinct events, enabling direct measurement of event traffic and ROI.

Roaring Fork Valley Big Game Banquet:

- Kitching requested Council funds to buy an \$85 event ticket for herself to attend the Rocky Mountain Elk Foundation Banquet for networking and CWC promotion.

Public Comment

None.

Meeting Adjourned

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

