



# COLORADO WILDLIFE COUNCIL

Meeting Minutes: Colorado Wildlife Council- June 18, 2025

10:00 a.m. - 2:00 p.m. ~ In-Person

## Members Present:

Ehrhart-Gemmill, Gwinn, Weyand, Kitching, Anderson, Twinem, & Bertuglia.

## Members Absent:

Williams & Stribling

## Also in Attendance:

Colorado Parks and Wildlife (CPW)/State: Megan Schulz, Patricia Nord, Matthew Juneau, Jennifer Anderson, & Heather Dugan

R&R: Miriam Swofford, Sophie Haws, Anglea Suganuma, Patrick Buller, Paul, & Thomas

Public: Faith Overall, Kent Kenne, & Jack Murphy

## Call to Order / Introductions - Kitching

- Called the meeting to order.

## Key Decisions and Actions:

### 1. Proposal of an offsite fall meeting

- a. Kitching proposed an offsite meeting. Council members noted scheduling conflicts. To combine the offsite meeting in Spring 2026 with the planning retreat. All members agreed.
- b. **Action:** Schulz will find a time and location for the spring meeting (via Google form).

### 2. Colorado Office of Tourism (COT) Campaign Update - Faith Overall

- a. Faith Overall from COT presented their "Leave No Trace" education and stewardship messages, aiming to ensure visitors respect Colorado.
- b. COT is seeking mutual benefits with the council and can share content in their newsletter and website. They've asked us to share our messaging to find marketing crossover opportunities.
- c. **Action:** When the council develops its core messaging, we will share it with the Office of Tourism to help disseminate our messages.

### 3. R&R Presentation

- a. **ADA Compliance:** We are working with CPW employee Matthew to ensure creative assets comply with new ADA regulations, including audio-described versions for videos. R&R has added an accessibility statement to the webpage. Broadcasts will continue as usual, with compliant videos available on the webpage. CWC videos need to be made

accessible by July 1st, 2025 and funds for this project will be pulled from fiscal year 2025's budget.

- Production Cost: R&R anticipates this will not affect production costs as much as initially assumed; in-depth details will be provided at Friday's production meeting.
  - b. **Newsletters:** Two welcome series newsletters are live; analytics will be provided by R&R at the next meeting.
  - c. **Paid Media Budget:** With leftover savings, we could invest \$9,375.09 in Snapchat, or these funds could be credited back to the council (must be spent by July 1st).
    - **Action:** Schulz will follow up with R&R on the rollover and ensure compliance with the contract.
    - **Motion:** Ehrhart-Gemmill motioned to roll over unused funds in FY25 to FY26 in the paid media fund. Seconded. Motion passed unanimously.
  - d. **Rockies Promos:** We have 4 VIP tickets for a regular-season Rockies game and promo day suite tickets for CWC members.
  - e. **Action:** Council would like data from R&R for ads surrounding Outside Fest.
4. **PR Company SOW Review**
- a. **Action:** Council revisions should be completed by the end of this week (6/20), and Schulz will send them by EOD 6/27 for final approval.
  - b. **RFP Process:** Only one council member can attend the RFP process, with Schulz acting as project manager. Schulz will determine other CPW delegates. The council can provide recommendations and discuss vendor expectations with Schulz; the ultimate decision will be made by the team of Schulz, CPW Members, and the CWC delegate.
    - **Action:** Add discussion about the RFP to the July agenda to determine the CWC representative and discuss expectations for CPW reps.
    - **Action:** Schulz will have the RFP team come to the next meeting to answer any questions.
5. **Approve Minutes**
- a. **Motion:** Anderson moved to approve minutes of the 5/15 meeting. Seconded. Motion passes unanimously.
6. **Treasurer Report**
- a. License allocations are lower than last year, which may lead to decreased revenue and a decline in fund balance. Overall, finances still look good. Anderson requested an update on whether Outdoor Fest was worth the significant expenditure.
7. **Wildlife Cash Presentation - Patricia Nord**
- a. This presentation aimed to answer: "What activities do hunting and fishing license fees fund?" Approximately 30% of CPW's FY23-24 revenue came from these fees.
  - b. Accounting explained how hunting and fishing license fees fund various activities at CPW, including financial management process, revenue sources, and expenditure categories.
  - c. Accounting is available to review messaging to ensure proper communication about license fees.

- d. Donations are allowed under our statutes and are the only circumstance where we could exceed our \$3 million spending authority.

#### 8. Operational Plan Review

- a. During the operational plan review, there was a specific directive from Director Davis brought up to incorporate a stronger focus on habitat and environmental issues into our work. This led to a discussion about expanding our messaging to include broader environmental impacts on wildlife. Additionally, the team addressed a proposed Colorado Wildlife and Biodiversity Protection Act, which would establish a new oversight commission for wildlife management.
- b. **Action:** Kitching will write up notes on Director Davis' requests and send them to the council for review.
- c. Kitching also wants us to report more on how the council helps advance agency work, not just what the agency does for us.
- d. **Action:** Review and leave comments the operational plan by the July meeting.

#### 9. Council and Subcommittee Reports

- a. **Influencer:** Finishing the last few influencer posts.
- b. **Newsletter:** All new newsletter content is approved and live.
- c. **Social Media:** Final edits for new social media posts will be made by Friday.
- d. **Creative:** Meeting on Friday to finalize new ADA requirements and proceed with a new vendor for this.
- e. **Hunter/Angler:** Final rack card provided, awaiting approval. The final will be sent to Schulz for self-printing.
- f. **Action:** New stickers from R&R are desired; R&R will review May meeting minutes for specific deliverables.

#### 10. Hunter/Angler Outreach Update

- a. Overview of May events; Kitching highly recommends attending Trout Fest again in future years.
- b. Full council was informed about deliverables not met at the Outside Festival and updated on future communication; Outside Festival will be sending a "make do."
- c. Upcoming events: Steamworks brewery trivia (6/19), Outside Festival digital giveaway, A Night for the Rivers banquet (July 9th).
- d. **Action:** Schulz will order CWC branded pens for future events.

#### 11. Public Comments

- a. Jack Murphy extended his appreciation for the introduction to the council and the welcome he received. He offered his full support as a commission member.

### Meeting Adjournment

- **Motion:** To adjourn the meeting - Anderson. Seconded. Motion carried unanimously.

### All Action Items:

- **Action:** Schulz will find a time and location for the spring meeting (via Google form).

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- **Action:** Schulz will follow up with R&R on the rollover and ensure compliance with the contract.
- **Action:** Council would like data from R&R for ads surrounding Outside Fest.
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