Meeting Minutes: Colorado Wildlife Council -August 20, 2026

10:00 a.m. – 12:00 p.m. ~ Virtual

Members Present:

Anderson, Ehrhart-Gemmill, Gray-Bertuglia, Gwinn, Kitching, Twinem, Weyand

Members Absent:

Brown, Williams

Also in Attendance:

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

Karsh Hagan/Campstories: Campbell Levy, Carol Quinn, Camille Ziccardi, Jacqueline Wolles, Mackenzie O'Hollaren, Melissa Pert, Sela Betz, Avery Anderson

Public: David Kane

Call to Order / Introductions – Kitching

- Called the meeting to order.

Key Decisions and Actions:

Approve Minutes - July CWC/H&A

Motion:

Anderson moved to approve the July minutes as presented. Twinem seconded, and the motion was approved unanimously.

Karsh Hagan Presentation

Media Input Breif:

- The “Bridge Campeign” is launching in October 2026 and will run through late February 2027 using existing assets (budget range: $300k–$500k, 30% of annual media spend). Creative refresh planned for spring-summer.
- Council Discussion on Tactics:
    - Emphasized being more nimble with budget; past production spends over $400k were deemed too high for the return.
    - Expressed a strong dislike for billboards and light rail wraps (perceived low visibility/ROI).
    - Agreed that reaching the right targeted audience matters more than raw impression volume.
- Karsh Hagan will compile existing creative assets for the Creative Subcommittee to review prior to September 17 to check for ad fatigue and brand alignment.

Rockies Social Media Post & Update Email:

- Email Blast: Reviewed three design options. Selected Option 3 (layout) paired with the active single-angler image from Option 1, with added text mentioning the 10,000 tote bag giveaway and Tim Twinem’s upcoming first pitch.

Motion:

Gwinn moved to approve the Option 3 Rockies email layout, with requested edits. Seconded by Anderson and approved unanimously.

- Social Media Video: Reviewed a trivia video featuring Rockies players. Requested adding a clear title card at the start and holding the question text on-screen longer.

Motion:

Twinem moved to approve the presented Rockies social media video with edits. Seconded by Weyand and approved unanimously.

Organic Social Discussion:

- Discussed shifting CWC social media away from generic/stale posts toward authentic, scroll-stopping, platform-specific content.
- Reviewed CWC's brand voice spectrum. Council members agreed CWC should land between Culture Builder (humor, relatable, human-led) and Inspirer (outdoor motivation.

Brand Accelerator Overview:

- Karsh Hagan previewed an interactive, 2-hour in-person workshop scheduled for the September 17 meeting to refine audience personas, define CWC's core purpose, test creative boldness, and set campaign strategy.

Interview List/ Media & Story Angles:

- Reported on recent in-depth sourcebook interviews, including CPW Aquatic Biologist (highlighting wildfire recovery and native cutthroat trout conservation tied to license sales) and Uncharted Outdoors Women.
- Ongoing outreach includes 9News (focusing on rural outdoor field stories), Denver Post, Outside Magazine, and Modern Huntsman.

Approval of Upcoming Event Travel - Kitching

- Approved $350 registration fee plus mileage for Chair Kitching to attend one day of the Governor's Colorado Tourism Organization (CTO) Conference in Breckenridge

Motion:

Gwinn moved to approve the $350 ticket and mileage for Chair Kitching. Anderson seconded, and the motion was approved unanimously.

Hunter/Angler Outreach Update - Ehrhart- Gemmill

- Reviewed recent CWC presence at the Ornithologist Convention, BHA Beers Bands & Barbed Wire Strands, Cherry Creek Reservoir/Swim Beach outreach, and Colorado Trail bike events.

Presented two sponsorship funding proposals reviewed by the Hunter/Angler Subcommittee:

1. Colorado West Land Trust: $1,000 (Silver Level).
2. Rocky Mountain Bighorn Society: $5,000 (Banquet/Magazine ad package).

Motion:

Anderson moved to approve both the Colorado West Land Trust and the Rocky Mountain Bighorn Society sponsorships totaling $6,000. Seconded by Gwinn, the motion was approved unanimously.

General Updates - Schulz-Collins

- Council update that the September meeting will be hosted at the Karsh Hagan headquarters.
- Conservationist of the Year Award:
    - Discussed contingency plans after being denied an agenda slot at the upcoming Parks and Wildlife Commission meeting. The Council agreed to explore hosting a dedicated off-site reception/happy hour during the March Commission meeting in Denver to honor the recipient, RMEF.
- Rockies Promo Day & First Cast:
    - Tim Twinem agreed to throw the ceremonial first pitch at the September 16 game. Karsh Hagan will assist with script notes for the stadium announcer to weave in CWC branding.

Open Discussion & Questions

- Council members represented CWC across several local community events, including charity shooting competitions, conservation film screenings, community sports events, and adaptive outdoor activities. Outreach focused on face-to-face interactions, promotional material distribution, and presenting CWC media to diverse regional audiences.
- Confirmed that CWC has no formal restrictions regarding wearing Council-branded apparel at informal or social functions.

- Clarified guest ticket distribution procedures for the upcoming Rockies game and confirmed the shipment of updated Council member uniforms.
- Received updates from regional wildlife roundtables covering key state management topics, aquatics, and upcoming partner conferences.
- Discussed opportunities to partner with outfitter networks on land ethics messaging ("Keep Wildlife Wild").

Public Comment

- Briefly engaged with a pubic guest who is a wildlife consultant regarding Council representation and ongoing conservation efforts.

Meeting Adjourned

Motion:

A motion was made to adjourn the meeting. The motion was seconded and approved unanimously.