



COLORADO WILDLIFE COUNCIL

Meeting Minutes: Colorado Wildlife Council - February 19, 2026

10:00 a.m. – 12:00 p.m. ~ Virtual

Members Present:

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

Members Absent:

Twinem

Also in Attendance:

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

R&R Partners: Patrick Buller, Angela Suganuma, Sophie Haws, Miriam Swofford, Henry Ernaut, Thomas Hardman

Public: Campbell Levy, David Taylor, David Nickum

Call to Order / Introductions – Kitching

- Called the meeting to order.

Key Decisions and Actions:

Approve Minutes - January CWC & H/A Subcommittee

- Minutes from the January meeting were approved unanimously with one adjustment: changing references from "Bob" to "Mr. Radocy."

Motion:

Anderson moved to approve the January CWC & H/A Subcommittee meeting minutes with edits. Weyand seconded, and the motion was approved unanimously.

R&R Presentation

Media Reporting:

- Thomas Hardman (R&R) presented the quarterly performance for the primary target audience (Adventurous Environmentalists) and secondary audience (Hunter Adjacent).
- Traditional Media Highlights:
 - Television: Over 391,000 impressions. High concentration on Denver sports (Nuggets/Avalanche).
 - Out-of-Home: 13 million impressions via digital and static billboards.
 - Gas Station TV: 2.5 million impressions delivered statewide, concentrated on the Front Range.
- Digital Media Performance:
 - Connected TV (Disney+, Hulu, etc.): Continued strong performance.
 - Rich Media: Achieved a 3.16% click-through rate, significantly beating the 1% industry benchmark.
 - TikTok & Snapchat: Overperforming historical benchmarks in video completion.
 - Paid Search: Slightly underperformed due to high competition for keywords during peak hunting season.
 - Influencers: Delivered 2.3 million impressions (over-delivered by 1 million). Engagement rate hit 17% (benchmark is 15%).
 - R&R clarified that while traditional media (TV/Billboards) is hard to track via direct clicks, frequency is key. These impressions build "mind share," which is measured annually via the tracker survey to gauge shifts in public approval for regulated hunting and fishing.
 - **Action Items for R&R Partners:**
 - Request for influencer metrics for each individual influencer from R&R.

Social/TikTok Content:

- R&R emphasized the value of "People-First" content.
- A community-focused post featuring an ice fishing tournament was the top performer of the last 90 days.
- Council members are encouraged to send photos of their field activities to R&R to add diverse media about the Council and show they are embedded in the culture they advocate for.

Director's Cut:

- The council reviewed a "Director's Cut" version of the recent campaign film produced by the vendor, Futuristic.
- Council expressed strong positive reactions, noting the emotional depth and the video's ability to show the breadth of CPW's work beyond specific species.
- The Council unanimously approved a motion to allow the vendor to use the video for their portfolio, provided the Council can also leverage it.
- **Action Items for R&R Partners:**
 - Negotiate with Futuristic to allow CPW and CWC to use the Director's Cut on their websites and social media.
 - Investigate the possibility of re-editing the video to include the CWC logo and a specific tagline (e.g., "Brought to you by Regulated Hunting and Fishing").
 - Check usage rights for music and voice talent within this specific cut.

Motion:

Motion made by Anderson to approve the usage of the Director's Cut video for both Futuristic and CWC. The motion was seconded by Weyand and approved unanimously.

OEDIT Outreach Plan Follow-Up

- Chair Kitching reported that following the meeting with the OEDIT last July, the agency has successfully integrated wildlife aspects into their draft tourism plan for the upcoming year.
- Discussion:
 - Council questioned whether focusing on outfitters, who serve many non-residents, effectively influences Colorado voters.
 - Council stressed the need to avoid letting other state agencies tweak the Council's messaging.
 - Noted, CWC already promotes tourism via Care for Colorado links. Suggested OEDIT should now reciprocate by actively pushing CWC's message.

- Council supported the idea of dovetailing with tourism offices to ensure the wildlife conservation voice isn't lost in general outdoor recreation discussions.

Hunter/Angler Outreach Update

- The subcommittee reviewed several sponsorship opportunities to maximize the estimated remaining \$37,000 fiscal year budget.
- Approved Sponsorships:
 - Colorado Field Ornithologist Convention: \$300 level (Science Coffee Break).
 - No Limits Archery: \$1,600 level for the 3D League (includes title sponsorship of the grand prize bow and social media promotion).
 - Troutfest (Trout Unlimited): \$10,000 level. This is the third consecutive year of sponsorship for this event held in late May.
- Trout Unlimited (TU) Proposal Strategy
 - While the subcommittee approved the immediate Troutfest spend, the larger \$25,000 total proposal was deferred.
 - **Action Item:** Subcommittee to request an "a la carte" menu from TU for other tactics (education partnerships, chapter outreach) to be evaluated for the FY27 budget starting in July.

Motion:

A motion was made by Kitching to approve the three proposed sponsorships: Colorado Field Ornithologist Convention, No Limits Archery, & Troutfest. The motion was seconded by Gwinn and approved unanimously.

Council Survey Results Summary

- Schulz-Collins provided an overview of the member survey included in the board packet. The survey was designed to identify areas for improvement and guide discussion for the March planning retreat.
 - Overall Satisfaction: Members are generally pleased with current collaboration, the incorporation of individual expertise into decisions, and the quality of support materials provided for public outreach.
 - Outreach Barriers: Several members identified key obstacles to in-the-field work:
 - Conflicts with existing professional or personal commitments.
 - Inconvenient or distant event venues making physical attendance difficult.
 - Strategic Alignment: The survey revealed a slight "misalignment" between the Council's core mission and some current marketing tactics.

Approval of Upcoming Event Travel

- Williams & Gwinn's requested mileage reimbursement for the March PWC meeting.
- Weyand requested mileage reimbursement for the SEI banquet.

Motion:

Gwinn moved to approve mileage reimbursement for the March PWC meeting for both himself and Williams. Seconded by Kitching and motion approved unanimously.

Motion:

Gray-Bertuglia moved to approve mileage reimbursement for Weyand to the SEI banquet. Seconded by Anderson and moved unanimously.

General Updates:

Commission Presentation:

- The Council discussed that their presentation was denied for this month due to more pressing issues on the PWC agenda, but they will try again for the May meeting.

Retreat Logistics- Lodging:

- The council discussed retreat logistics and lodging logistics.

2025 Volunteer Hours:

- The council was publicly recognized for an impressive 397 volunteer hours in 2025.

Open Discussion & Questions

- None.

Public Comment

Meeting Adjourned

Motion:

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