



COLORADO WILDLIFE COUNCIL

Hunter/Angler Advocacy Subcommittee Meeting Minutes
February 29, 2024 ~ 9 - 9:50 a.m.

Partner Outreach:

Sportsmen Day at the capitol or a separate zoom meeting:

Call to Action: We want hunters and anglers to use their channels (share via email, social media, have discussions in person etc.) to share why it's important to support science in the wild.

- Conversations with decision makers on how to create hunter/angler ambassadors
- Sportspeople caucuses (regional and statewide)
 - There are representatives for each region

Sharing via email lists, publications with partners groups

Annual Awards

- Associations can nominate: Hunter of the Year, Angler of the Year and Conservationist of the Year

Grassroots distribution of print flyers

- Create print flyers or rack cards that council members can distribute to contacts, local shops/places where hunters/anglers are.
- and/or hire service to drive flyers to targeted places

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Sponsoring hunter/angler events/small classes

- Creating 1-2 brewery events with our biologists/officers/aquatics.
- Sponsor events and small classes geared towards hunters and anglers with (x) budget.

Hire one temp staff member to coordinate all this work (9 months)

Need to be created materials:

(timing + cost)

- Rack cards
 - QR code to cats FAQ
- Outreach letter
 - Encouraging leaders to attend sportsmen day at capitol and to support science in the wild
- Flyers, banners, promotional items, items tied to sponsorships, awards

Need assets from R&R

- Process to get assets from R&R

Budget: FY24: \$120,000, FY25 (we determine/with council approval)

FY24

Temp Staff Coordinator	\$20,000
Printed Materials/swag/assets	\$30,000
Contract Designer	\$10,000
Sponsorship fund/events	\$35,000
Service to drive posters	\$25,000
Total:	\$120,000

FY25

Temp Staff Coordinator	\$20,000
Printed Materials/swag	\$15,000
Contract Designer	\$10,000
Sponsorship fund/events	\$35,000
Awards	\$10,000