



**COLORADO
WILDLIFE COUNCIL**

Creative Subcommittee Meeting Minutes October 10, 2023

Members Present: Ehrhart-Gemmill & Twinem

Also in Attendance: *R&R Partners:* Dani Schneider (Account Coordinator), Pat Buller, Greg King (Creative), Melissa Erst (Project Manager), Gerri Angelo (Production)

Review of the A Day in the Life Updated Assets

R&R walked the creative subcommittee through the deck of updated campaign assets for Phase 1 and Phase 2, as well as post production budget and timeline details.

Animated Display Banners

Moose: Use first slide but replace regulated with “rules” in frame #2.

Batty: no comments from subcommittee. Dani to send April all Batty creative for review/ approval to ensure she is aligned with the edits.

No comments for Elk, Bridges and Economics.

Light Rail Wrap

Moose: Add “Shiras” back to creative. Having “Shiras Moose” is an educational moment and adds to the science aspect.

Elk: Use the image of the elk in the trees (image from CPW photoshelter).

OOH

Moose: Add “Shiras”

Elk: show more of the antlers, the current crop loses the majestic feel of the animal.

Batty: likes using the tagline as the headline. Use a different image, potentially the image used for Native creative. Add an identifier to help tell the story more, “bat researcher”, “name”, etc.

Facebook/ IG

No subcommittee comments.

Reddit

No subcommittee comments.

TikTok

Updated moose copy to read “24” instead of “48”.

Video

For seed warehouse, R&R and Futuristic to check to see if we have her saying “regulated”. R&R does not recommend bringing her back in to rerecord and to move forward with the revisions as discussed.

Creative Overview

Subcommittee is aligned with R&R’s recommendation of what creative to show in Thursday’s council meeting. Creative to be shown: Elk :30, Seed Warehouse animated banner, Elk OOH, and Moose light rail wrap.

Budget Overview and Timeline

Subcommittee is aligned with moving forward with Artlist options instead of creating a custom piece of music, which also reduces the risk of delaying the timeline further. Futuristic is adding new music options to picture and links will be shared with subcommittee for review and approval. Post production budget and information and timeline will be shared with the council during Thursday's council meeting. The custom music and usage information will not be shared on Thursday.

Next Steps

- R&R to share minutes, zoom recording, and a link to the master deck with creative subcommittee for review and approval
- R&R to share batty creative with April Estep to ensure the images are correct and she is aligned with the updated copy
- Futuristic to update music and share links with R&R
- Subcommittee to review/ approve the new music by EOW