



Creative Subcommittee Meeting Minutes 10-19-2023

Members Present- Brittnei Ehrhart-Gemmill and Dan Gates

Members Absent- Tim Twinem

Also in Attendance- R&R Partners: Miriam Swofford (Corporate Director of Brand) Dani Schneider (Account Coordinator), Pat Buller, Greg King (Creative); **CPW:** Jen Anderson; **Other:** Bob Radocy

- **CPW Approvals**
 - **DUE ASAP**
 - Overall approval from CPW for use of CPW officer images, along with video sign-off – No red flags so far, Jen to follow up with Kelly.
 - CPW authorization of moose footage (form delivered to Jen and Ginny on 10/17) Kelly wants us to compensate the officers in video. R&R confirmed the officers who were featured in the videos as the main spokesperson were compensated for their time. Brittnei to follow up regarding officer names in the moose video clip, and who is to sign the authorization form.
- **Subcommittee Approvals VIDEO/VO/MUSIC FEEDBACK IS DUE 8 AM MT ON FRIDAY 10/20/23. We need to lock in our talent for the record session on the 25th. We are working to avoid overages and delaying the schedule further.**
 - **DUE THURSDAY 10/19**
 - Music selections for videos (sent 10/12) R&R needs final sign-by 8 am on Friday, 10/20, in order to stay on schedule.
 - Any final video edits for Futuristic (final revisions to be completed and updated videos to be delivered on 10/23. Picture lock is 10/24, after this date overages will be incurred) R&R needs feedback for all videos by 8 am on 10/20 in order to stay on schedule and prevent any additional delays.
 - Reintroduction language – is reintroduced the correct word to use for Moose? R&R has the green light to move forward with “reintroduction”. R&R to review all moose spots to ensure we are using “reintroduce” and not “introduce”.
 - VO selection for economics (sent to subcommittee on 10/17)
 - Dan has listened to the VO options, Brittnei has not. Dan mentioned VO options are aligned with feedback shared by subcommittee. Dan noted it’s not like we are filming a full documentary with time to get into multiple chapters, it is a spot that has a short amount of time to capture the audience’s attention. Dan has no real feedback regarding the selections. R&R needs feedback for the VO selection by 8 am on 10/20.
 - Will R&R or CPW update Sydney if a new VO is selected? If R&R, who do we need to include from CPW? Kristin to reach out to Sydney to let her know we are moving forward with a new VO due to a script change.
 - CWC to confirm VO recording attendance on 10/25 (specific time details to be provided) Brittnei nor Dan will be attending the VO record session.





The following non-video assets need to be approved:

Link: https://docs.google.com/presentation/d/1W-Fp8FScTR2629DwB7lXlV9STw4uTT85Qz3LqhywUQ8/edit#slide=id.g24ad918fb81_0_1032

Dan's lack of response was an inability to approve content due to using his phone to review work and google slides not showing him the table.

Animated Banners:

- [Moose](#) frame 2 needs to say hunters and anglers, they have more than 1 rule book.
- [Bridges](#) looks good- approved

Light Rail Wrap:

- [Moose](#) approved

OOH:

- [Moose](#) approved

Facebook and Instagram: approved

- [Moose](#)
- [Batty](#)
- [Seed Warehouse](#)

Reddit: approved

- [Moose](#)
- [Batty](#)
- [Seed Warehouse](#)

TikTok: approved

- [Moose](#)
- [Batty](#)
- [Seed Warehouse](#)

Native: approved

- [Moose](#)
- [Batty](#)

- R&R to provide:
 - Creative calendar (delivered 10/19)