



Creative Subcommittee Meeting Minutes 10-30-2023

Members Present- Brittnei Ehrhart-Gemmill and Tim Twinem

Members Absent- Dan Gates

Also in Attendance- *R&R Partners:* Miriam Swofford (Corporate Director of Brand) Dani Schneider (Account Coordinator), Pat Buller (Creative)

Review of Updated Videos

R&R discussed video edits with the subcommittee and outlined what adjustments were made, along with feedback R&R had regarding the videos. The following edits are being made by Futuristic before the videos are finalized: Seeds- small adjustment to the music so it starts sooner and on a better beat, Economics: updating the lower third to carry into the next scene so it's up longer, and Bridges: we are looking into adjusting the word "crossings" so it's more clear.

The subcommittee reviewed the videos during the call and noted they are all good to go. Twinem loves the edit made to Seeds and how it starts with the Elk first. He noted it helped connect the message sooner for him. Ehrhart-Gemmill stated she really liked the bat noise at the end and batty. Overall, the videos are in a good place and are ready to be in the wild.

R&R will provide updated links for final final approval once the minor adjustments are made.

R&R has begun trafficking non-video assets to Paid Media. R&R will provide additional billboard information to the subcommittee as well. Moose and Mule Deer messages will begin running on November 15th.

R&R will share a few examples of the Phase 1 assets with the larger council during the November meeting.

