



COLORADO WILDLIFE COUNCIL

Creative Subcommittee Meeting Minutes
September 11, 2023 ~ 3:30 - 4:00 p.m.

Members Present: Ehrhart-Gemmill & Twinem

Members Absent: Gates

Also in Attendance: CPW: & Ginny Sednek (Secretary/Acting Treasurer)

Takeaway Points

- Reviewed what 9/6/23 subcommittee meeting and what has been communicated to the entire Council
 - The Council has been informed that the new creative launch as been paused and that the creative subcommittee is providing feedback to R&R
 - R&R Partners will look into re-running This is The Wildlife and reallocating the media budget
 - Will present the media plan at the 9/14/23 virtual meeting
- Subcommittee Report
 - Summarize Feedback given to R&R Partners
 - [Subcommittee minutes are located on the CPW/CWC meeting page](#)
 - [Recordings are located under the CWC Google Drive](#)
 - Will inform the Council that the Creative Subcommittee is meeting every Monday from 3:30-4 pm