



# COLORADO WILDLIFE COUNCIL

Creative Subcommittee Meeting Minutes  
September 18, 2023 ~ 3:00 - 4:00 p.m.

**Members Present:** Ehrhart-Gemmill, Gates, & Twinem

**Members Absent:**

**Also in Attendance:** CPW: Ginny Sednek (Secretary/Acting Treasurer); *R&R Partners:* Miriam Swofford (Corporate Director), Dani Schneider (Account Coordinator), Greg King (Creative), & Pat Buller (Creative)

## **Takeaway Points**

R&R is eager to hear feedback and we are looking forward to building out the assets. We would like to have your feedback/alignment on the following to move forward with providing exact timelines and cost estimates:

- Approval on a tagline
- Approval on a design direction
- Approval/feedback on all scripts

Please advise on when we can expect feedback so we can build out timelines and cost estimates for you.

## High Level Notes from the Call:

- Overall it seems that the subcommittee is leaning towards design option 2 but is reviewing the deck further to provide additional direction and feedback.
- The images used in the examples can be changed as some didn't hit the mark.
- Rerecording with a new person is fine, as long as we make the effort to notify the original talent. (ex- economics)
- Brittni is sharing the deck with Kelly for review.
- Once we lock in our design option, we will tie in our treatments to the videos