



**Creative Subcommittee Meeting Minutes**  
September 6, 2023 ~ 3:30 - 4:00 pm  
Zoom Meeting

**Members Present:** Dan Gates, Brittni Ehrhart-Gemmill

**Members Absent:** Tim Twinem

**Also in Attendance:** R&R Partners: Paul Smith (Research), Miriam Swofford (Corporate Director), Greg King (Creative), Dani Schneider (Account Coordinator)

**R&R Presentation and Council Discussion**

R&R presented the “Next Steps” deck which walks through the one idea (Legal hunting keeps Colorado healthy. (And legal fishing does, too.)), research (new primary audience, testing results and learnings.), media channels, messaging strategy, refining the creative, and next steps.

Dan recommends the council have paid media live during September and October. R&R will meet internally with the Paid Media team to determine what that looks like budget wise and what past creative is recommended to run. R&R to present to subcommittee/ council for approval.

Dan noted that the bat image doesn’t resonate with the audience and blue gloves, a mask, and a bat wing is not recognizable.

Dan and Brittni are in alignment with R&R presenting two design options for the creative subcommittee to choose from. Once a design is selected, R&R will build out all assets.