



COLORADO WILDLIFE COUNCIL

Creative Subcommittee Meeting Minutes July 15, 2023 ~ 3 - 4 p.m.

Members Present: Ehrhart-Gemmill & Twinem

Members Absent: Gates

Also in Attendance: Ginny Sednek, Miriam Swofford, Anglea Suganuma, Pat Buller, Geri Angelo, and Greg King

Video review and feedback @ 0:00

The team reviewed the rough cut videos and provided feedback. Overall, they were impressed with the authentic, natural feel of the videos and the strong performances from the narrators. Specific feedback included:

- Addressing a slight pause between words in the Bighorn Sheep video to make it more fluid
- Ensuring the on-screen text/graphics are clear and don't disappear too quickly
- Considering adding captions/subtitles for accessibility, especially on social media
 - For Bighorn Sheep video, at the start it is hard to hear if they say 'is' or 'isn't'

Image selection and retouching @ 2:00

The team discussed the 30 images that will be retouched by the photographer. Tim offered to provide feedback on which 10 images to prioritize for retouching, with the goal of ensuring the images work well for the various banner ad sizes. The team also discussed getting final approvals from CPW leadership on the imagery.

Approval process and timeline @ 6:00

The team reviewed the project timeline, noting that the next steps are finalizing the video edits this week and locking picture by August 2nd. They also discussed the need to get final approvals from CPW leadership before the next CWC council meeting on August 15th. Ginny and Brittini will follow up on the CPW approval process.

Meeting recap @ 19:10

The team summarized the key next steps:

- Finalize video edits by Wednesday, July 19th
- Get final CPW approvals on videos and images
- Prepare to present the final assets at the August 15th CWC council meeting