



COLORADO WILDLIFE COUNCIL

Creative Subcommittee Meeting Minutes June 12, 2024 ~ 2 - 3 p.m.

Members Present: Ehrhart-Gemmill and Twinem

Members Absent:

Also in Attendance: Miriam Swofford, Angela Suganuma, Pat Buller, Greg King, and Ginny Sednek

[VIEW RECORDING - 74 mins \(No highlights\)](#)

Key Takeaways

- Talent for videos has been secured (Ben Craft, Rebecca Boyce, Megan, Ash Rhodes, Jonathan Reitz, Brian Johnson)
- Locations and filming schedule still being finalized
- Feedback provided on creative assets like light rail wraps, billboards, digital banners, social videos, etc.
- Some minor copy tweaks needed (e.g. swift fox plural, fish species count)
- Plan to share high-level overview with Council, not detailed script cut-downs

Topics

Light Rail Wraps

- Full train wraps this year instead of partial
- Simplified design with large imagery and text
- Need to confirm swift fox image accuracy with biologist

Billboards

- Simplified layout with compartmentalized sections
- Feedback on tan background blending in too much
- Considering alternate bighorn sheep image
- Shortening tagline to "Thanks to license fees from regulated hunting and fishing"

Animated Banners

- Avoiding crossfade animation per feedback
- Updating copy to specify "Colorado conservation efforts"
- Discussing whether to end on animal or biologist

Social Video Scripts

- Approving 15-sec cut-downs with minor tweaks (e.g. "provided" vs "provides")
- Aligning on 6-sec script options focused on key messages

YouTube Audio

- Recording officer/biologist introductions with their exact titles
- Planning 4 total 15-sec audio scripts

Budget Questions

- Exploring reasons for higher creative fees this fiscal year vs last
- Providing more detailed monthly invoicing with hourly breakdowns

Next Steps

- Make copy and design updates based on feedback
- Finalize filming locations and schedule
- Share updated deck with Council ahead of next meeting
- Attend pre-production meeting on 6/20

Action Items

- Update creative assets based on feedback, including fox pluralization, fish stocking numbers, and other edits; share light rail wrap, animated banner, and billboard creative with the council at the 20th meeting; and finalize filming schedule and locations to share with CPW. - [WATCH \(30 secs\)](#)
- Provide CPW with transparency into fees and hours billed by including details of hours spent per month on projects, hourly rates, and a breakdown of where funds were allocated in monthly invoices and by researching the increase in fees from the previous fiscal year. - [WATCH \(30 secs\)](#)