



# COLORADO WILDLIFE COUNCIL

## Creative Subcommittee Meeting Minutes August 7, 2023 ~ 1:00-2:00pm

**Members Present:** Gates, & Twinem

**Members Absent:** Ehrhart-Gemmill

**Also in Attendance:** CPW: Jennifer Anderson (Staff Liaison), R&R Partners: Miriam Swofford (Account Director), Dani Schneider (Program Manager), Pat Buller (Creative), Paul Smith (Strategy)

### Creative Subcommittee discussion with R&R Partners

Gates opened the meeting. Requested a pause in cadence of meetings. Create an easier process for the Council, R&R and CPW Staff to review and provide feedback.

Twinem shared overall thoughts: timeline was a challenge (rushed), communication was a challenge (only by email), reminder that the client (CWC) is a group of volunteers, request a 30,000 ft view on messaging, can we slow this down, creative alignment/think about it holistically

Twinem presented the recommendations drafted by the subcommittee ([notes from 7.31.23](#))

R&R: happy to adjust to our recommendations, agree that receiving feedback was difficult

Gates reiterated that email was not effective way for feedback and production presentations. R&R agrees.

R&R: agrees that meeting 1/week meeting/discussions, approvals occur at Council meetings

Subcommittee is doing things on behalf of Council. Council has the final approval.

Subcommittee requests more visibility into the campaign plan and how everything connects, how the collateral meets or connects

Discussion on next steps. R&R suggests that they provide a “master deck” with all of the assets and campaign plan to the subcommittee for review and feedback at the 8.14.23 meeting.

Gates will update Council regarding the pause in campaign production and the plan for moving forward. Start weekly cadence meetings to keep moving, bring completed items to full Council for approval

Discussion on potentially adding 1-2 hour virtual Council meeting between August and September meeting. TBD

No messaging is going out right now. Campaign ended July 31st