



Summer 2025, Brand Strategy Committee Meeting
July 22, 2025 | JAM Bentonville, Arkansas

Committee Members Present:

Carrie Vugteveen, Sioux Valley Energy, SD (Chair)
Jennifer Cummings, Horry Electric Cooperative, SC
Anitra Ellison, GreyStone Power Corporation, GA
Sarah Farlee, Freestate EC, KS
Erica Fitzhugh, Southeastern Electric, ND
Leslie Guisinger, Hancock Wood EC, OH
Lauren Irby, Delaware Electric Cooperative, DE
Dustin Lippert, Middle Tennessee EMC, TN
Megan Litwicki, Trico EC Inc., AZ
Kami Mohn, Associated Electric Cooperative, MO
Caralyne Pennington, Farmers RECC, KY
Melissa Swinehart, Tri-State G&T, CO
William Yarborough, Continental Divide, NM

Committee Members Not Present:

Katrina Goggins, Mid-Carolina Electric, SC
Micah Ponce, Berkeley Electric, SC
Jillianne Tebow,
Sarah Fellows, Nolin RECC, KY
Weston Putman, Umatilla EC, OR

Touchstone Energy Staff:

Mary Ann Cristiano
Rafael Fernandez

Meeting Opening

Carrie called the meeting to order, took roll call, and called for a motion to approve the Winter 2025 meeting minutes. Sarah Farlee made a motion to approve the minutes and Dustin seconded. The motion was approved. Carrie led committee member introductions and recognized members whose terms end August 31. Mary Ann mentioned that Jacquelyn Muennink from Medina Electric (TX) submitted a nomination for board approval.

Advertising

Mary Ann reviewed the media buying program with Assembly and shared updates on The Touchstone Energy Social Program. It has 11 paid members, offering analytics and post scheduling. Free option

includes posting two ads weekly and providing a monthly calendar and has 94 co-ops and 122 profiles on Facebook and Instagram. She also reviewed The RM Marketing Hub that is available to regional member co-ops.

Rafael shared YTD accomplishments that included new animations for Demand Charge, Generator and several creatives for Touchstone Energy programs along with animation ad tagging options. Mary Ann shared metrics on our programs for ad downloads, media buying, ad tagging and podcast downloads. All on track to meet this year's goals. The RM Marketing Hub was reviewed.

Cooperative Advantage Video Shoot

Rafael and Steve Curran from Harvest shared "behind-the-scenes" video of the Iowa shoot, shared the script and the process to produce an ad.

SHiNE

Mary Ann reviewed SHiNE updates such as a new membership directory, case studies and online calculators. 58 sites have gone live.

Assembly Media Update

Megan Hebert gave the media update. More than 52 million impressions have been delivered. All videos have a high completion rate between 81 and 98%. CTV retargeting is performing well with 98% completion and .26% conversion rate. Search keywords were updated in June and overall clicks to the site increased 74% with a decrease in cost-per-click by -28%.

Ad trends show interest in more intentional long form content and fandoms.

Roundtable

Discussion around office digital signage and reduced locations and post office issues.

Brainstorm 2026

- Animation series focused on Right of Way and the importance of preventative maintenance.
- Explored concept of value of co-op ad campaign to address transparency, commitment to communities, stewardship and awareness of rising costs.

JOINT MEETING WITH COOPERATIVE PERFORMANCE AND RESEARCH

Reviewed Cooperative Advantage Report and Social Media Guide. Brainstormed topics for 2026 Online Focus Groups. Brand Strategy shared interest in these topics: Broadband, Co-op Community Involvement - Annual Meetings etc., Economic Development, Smart Homes. Reliability Member Expectations & Co-op Challenges

Other Business / Adjourn

Mary Ann shared upcoming Brand Strategy meetings, NEXT, PXC and Connect dates and locations.

Carrie asked for a motion to adjourn the meeting William approved, and Caralyne seconded. The motion was approved.

Sarah J. Finlee 10/15/25