



Fall 2025, Brand Strategy Committee Meeting

October 13, 2025 | Virtual

Committee Members Present:

Sarah Farlee, Freestate EC, KS (Chair)
Jennifer Cummings, Horry Electric Cooperative, SC
Anitra Ellison, GreyStone Power Corporation, GA
Erica Fitzhugh, Southeastern Electric, SD
Katrina Goggins, Mid-Carolina Electric, SC
Leslie Guisinger, Hancock Wood EC, OH
Kami Mohn, Associated Electric Cooperative, MO
Jacquelyn Muennink, Medina Electric Cooperative, TX
Melissa Swinehart, Tri-State G&T, CO

Committee Members Not Present:

Megan Litwicki, Trico EC Inc., AZ
Caralyne Pennington, Farmers RECC, KY
Weston Putman, Umatilla EC, OR
Jillianne Tebow, Central Rural Electric Cooperative (OK)
William Yarborough, Continental Divide, NM

Touchstone Energy Staff:

Mary Ann Cristiano
Rafael Fernandez
Sean Walker

Meeting Opening

Sarah called the meeting to order, took roll call, and called for a motion to approve the Summer 2025 meeting minutes. Jacquelyn Muennink noted minutes titled 'Winter 2025' and should be 'Summer 2025'. Motion to approve corrected minutes by Erica Fitzhugh, seconded by Jennifer Cummings. Motion passed unanimously. Mary Ann Cristiano reviewed committee terms and state representation. Six open seats due to resignation of Dustin Lippert. Members represent 13 states and the application form is available on cooperative.com.

Advertising

Rafael Fernandez reviewed creative engagement updates. Campaign downloads: 3,484 total; Podcast: 1,252; Animation: 37; Social content support: 98 co-ops; Paid plan: 11 co-ops. He shared the release dates for the Cooperative Advantage campaign at the business meeting on November 19 and animations on flood and solar considerations in December. The animations strategy focuses on short (30s) content and flexible formats.

Assembly Media Update

Media performance was reviewed across channels (programmatic, CTV, addressable TV, and search). YTD, almost 75 million impressions have been delivered. Targeting tactics included behavioral, contextual, lookalike, and retargeting strategies. Video completion rates reached 82%, with strong conversion rates from retargeting and behavioral targeting. CTV retargeting campaign has high conversion rates with Community at .37% conversion. Performance by state shows North Carolina and Texas had the highest conversions while Colorado and South Dakota had the highest conversions rates and significant engagement lifts.

Paid search insights revealed increased impressions and clicks, with a decrease in cost per click. Brand keywords were more expensive than non-brand.

The Q3 TV flight over delivered on impressions reaching 4.6 million which is 13% higher than planned due to efficient rates.

SHiNE

Sean Walker presented updates on SHiNE, there are 190 either in development or upcoming and 87 live Shine sites. The program offers three service tiers: CMS, design/build, and content support. New templates include Energy Explorers Club, Capital Credits, and Co-op Principles. Upcoming features include an AI chatbot plugin, instant template installation, and a magazine plugin for statewides.

Looking to 2026

SHiNE goals for 2026 are to achieve 50% of the portfolio on SHiNE, generate \$300K in design/build revenue, and reach 550 live Shine sites.

Ad creative will include an animations series on Right-of-Way and the importance of preventative maintenance. The national ad campaign theme will highlight co-op value, stewardship, commitment to communities and awareness of rising costs. The location for the campaign shoot is yet to be decided.

The budget overview showed a \$400K reduction in general ad placements. A proposal will be put forth to the board for additional funds from reserves to support a targeted campaign during the Cooperative Advantage survey period. Additional funding was allocated to the SHiNE program. Revenue increases are projected in SHiNE and content support. Sarah Farlee made a motion to recommend budget to the board and Katrina Goggins seconded. Motion passed unanimously.

Roundtable

The discussion focused on content for the 2026 animation series. Recommendations included vegetation management, meter access, and signage on power poles. Other key points were tree trimming communication, right plant placement education, and the use of ribbons and door hangers for notification.

Interest was expressed in Shine board portal capabilities.

Other Business / Adjourn

Sarah shared upcoming meeting dates and locations. Upcoming meetings include a virtual committee meeting during the week of February 9, 2026, Power Exchange from February 3–5 in Tucson, Connect from May 13–15 in San Diego, and JAM during the week of July 22 in Chicago.

Sarah Farlee asked for a motion to adjourn the meeting Kami Mohn approved, and Jacquelyn Muennink seconded. The motion was approved.

A handwritten signature in black ink that reads "Sarah Farlee". The signature is written in a cursive style with a large, prominent 'S' at the beginning.