

## MINUTES

### Michigan Wildlife Council

October 8, 2014

A regular meeting of the Michigan Wildlife Council was held Wednesday, October 8, 2014, in the Learning Center on the first floor of the Michigan Historical Center, 702 W. Kalamazoo Street, Lansing, MI.

#### Present for the Michigan Wildlife Council (MWC)

Merisa Campbell, Johannesburg  
Keith Creagh, Lansing  
James H. Hammill, Crystal Falls  
Matthew R. Pedigo, Howell  
Jeffery Poet, Clare  
Carol Rose, Hillman  
Henry Stancato, Detroit  
Randy Stec, Caro  
Alan N. Taylor, Rockford

#### Call to Order

Chairperson **Rose** called the meeting to order at 9:00 a.m. and welcomed attendees.

#### Approval of Agenda

**Rose** gave a brief overview of the agenda and asked that it be revised to add a nine-minute video on wildlife management by the Boone & Crockett Club. **Creagh** made a motion that the agenda be approved with the addition of the video, **Hammill** seconded the motion, and it passed unanimously.

#### Approval of August 6-7, 2014 Minutes

**Campbell** made a motion that minutes of the August 6-7, 2014, meeting be approved. **Stec** seconded the motion, and discussion ensued. **Taylor** requested that the draft minutes be edited under the Colorado Presentation entry to remove the phrase "...and wildlife related recreational opportunities in Colorado" and add the phrase "...and ultimately the positive role sportsmen play in the funding of professional management and protection of wildlife and its habitat." **Taylor** also requested that the following additional paragraph be inserted after the first paragraph of the Adoption of Bylaws entry:

"The draft of the proposed bylaws presented by council member **Keith Creagh** did not include the offices of secretary or treasurer. Council member **Alan Taylor** suggested both offices would be beneficial to the council. Following further discussion, the council added the office of treasurer."

A vote was taken and minutes of the August 6-7, 2014, meeting were approved with the suggested edits.

**Financial Report**

Campbell provided a brief treasurer's report for the period March 1, 2014, to August 31, 2014, which is attached. Campbell noted that this report is an interim report and that future financial reports will be provided quarterly. Sharon Schafer, DNR Finance and Operations Division, answered questions regarding the revenue accounting system for the new license restructuring. She explained that it's too soon to tell what the revenue will be, because there are several factors to look at. Schafer said estimates/projections can be provided at future meetings. She noted that monies generated from the license restructuring are deposited in a wildlife management public education subaccount within the game and fish protection account, not a separate bank account.

Taylor made a motion that the financial report be approved, Hammill seconded the motion, and it passed unanimously.

**Boone and Crockett Video**

A nine-minute Boone and Crockett Club video relating to the North American Model for Wildlife Conservation was shown. Taylor commented that he didn't think that model is the best model for wildlife management in many countries' socioeconomic environments and does not include sportsmen's contributions to wildlife conservation.

**Open Meetings Act (OMA) and Freedom of Information Act (FOIA) Presentation**

Assistant Attorneys General Tom Quasarano and Jim Kelly presented an overview of the Open Meetings Act and the Freedom of Information Act. The attorneys answered several questions from council members on how the acts affect the Michigan Wildlife Council as to, among other things, notice requirements, what constitutes a quorum, subcommittees, virtual meeting attendance by video or phone conference, ability to vote, what documents produced by the council must be made available to the public, and whether personal email accounts are subject to FOIA if they're used for council business. Taylor asked if the council could go back to the Legislature and request that the public act establishing the council be amended to allow for virtual attendance at meetings. The answer was yes. Quasarano said council members could call him at 517-373-1162 with any further questions. He also noted that council members could contact Teresa Gloden, FOIA coordinator at the DNR, with questions regarding the retention schedule for MWC information.

\* \* \*

A short recess was called at 10:45 a.m., and the meeting reconvened at 11:00 a.m.

\* \* \*

**Amending Adopted Bylaws**

Discussion was held on suggested amendments to the MWC Bylaws adopted August 7, 2014, including:

- correcting the enacted date to **8/7/14**;
- correcting information on voting to indicate a majority of the *members serving* shall constitute passage;
- correcting language to indicate a majority of the members *serving* constitutes a quorum;
- clarifying language in the second paragraph under FINANCIALS on page 4 of the Bylaws by replacing "Section 40501" with "**MCL 324.40501**";
- also, in the second paragraph under FINANCIALS on page 4, returning the words **only to support the program** to the middle of the first sentence; the words were inadvertently stricken when edits were made to a draft copy;
- editing the first paragraph under Section 1. of PURPOSE on page 1 to change the words **educate to inform, education to information, and teaching to explaining**;
- correcting style and/or grammar in several places within the Bylaws.

Taylor made a motion that the adopted Bylaws be approved with the above revisions, Poet supported the motion, and the motion passed unanimously.

Pedigo asked why the \$1.00 charge per base license is designated a surcharge and not license fee. Schafer explained that it is to comply with the federal government where the money goes to a specific subaccount, to be used specifically for the wildlife management public education program and not for any other purpose.

#### **Draft Operational Plan and Budget**

Pedigo presented an overview of the Operational Plan and Budget for fiscal year 2015 drafted by the Operational Plan Subcommittee. He noted that the Colorado model was used for the draft and changes made to bring the proposed plan into compliance with Michigan statute. A lengthy discussion was held after which Pedigo made a motion to approve the operational plan with suggested revisions. Taylor seconded the motion, and it passed unanimously. It was noted that the FY15 budget will be inserted when it has been developed. A copy of the Operational Plan is attached.

#### **Reopening Amended Bylaws**

Following adoption of the proposed Operational Plan for FY15, a motion was made by Poet to reopen discussion on the amended Bylaws to reexamine revisions made earlier in the meeting. Taylor seconded the motion, and it carried unanimously. After discussion, it was decided to change back the words **inform to educate, information to education, and explaining to teaching** to be consistent with PA 246 of 2013, the legislation establishing the Michigan Wildlife Council, and the newly adopted Operational Plan. Hammill made a motion to adopt the changes to the Bylaws, Poet seconded the motion, and it carried unanimously. A copy of the final adopted Bylaws is attached.

\* \* \*

The meeting was recessed for lunch at 12:30 p.m. and reconvened at 1:10 p.m. All council members in attendance earlier were present after the lunch recess.

### **Public Comment**

The public comment portion of the meeting began at 2:15 p.m., and the following individuals offered remarks to the council:

**Dale Hendershot**, president of Michigan Trappers & Predator Callers Association, thanked council members for working hard to put the council together and put it together right. He feels that trappers and dog hunters are the two groups most at risk of being misunderstood. He hopes the council's work will inform the public of the positive things the two groups do to improve the environment so the public has a better understanding how the groups are beneficial to the state. **Hendershot** said he would provide a link to a 10-minute video the National Trappers Association has on its website.

**Amy Trotter**, senior resource policy manager with Michigan United Conservation Clubs (MUCC), also thanked council members for the work being put into the operational plan. **Trotter** asked for the opportunity to review, prior to the meetings, all documents to be discussed during meetings. **Trotter** also encouraged the council to use all monies in the budget for a mass media campaign, rather than keep some of the money in a contingency fund – at least for the first year. She also noted that MUCC will help get the word out.

Public comments ended at 2:25 p.m.

### **Rules for Public Appearances**

**Taylor** believes the council should adopt a separate document of rules and regulations for public appearances before the MWC. **Hammill** and **Stec** agree that discussion for adopting public appearance guidelines should be an agenda item for the November 7, 2014, meeting.

### **Request for Proposals (RFP) Discussion**

**Rose** gave an overview of the Request for Proposals Subcommittee meeting, reviewing the proposed process for bids. Discussion was held, and it was announced that RFP would be on the November 7 agenda for further discussion.

### **Creation of Michigan Wildlife Council Website**

**Hammill** suggested that the council create, as soon as possible, an MWC website, even before the RFP is finalized. **Taylor** made a motion that a Michigan Wildlife Council website be created immediately. **Hammill** seconded the motion, and it passed unanimously. **Taylor** offered to work to create the website, and **Hammill** offered to contact a third party to assist.

**Council Reports/Announcements/Comments**

Taylor shared that the MWC has received national attention from Washington, D.C. to Oregon. He also noted that the Nimrod Society has received requests to make presentations in Nevada and Oregon, both states being interested in possibly instituting something similar to Michigan's public education program.

Rose announced that the next meeting of the council is scheduled for Friday, November 7, 2014, at Jay's Sporting Goods, 8800 S. Clare Ave. in Clare, MI.

**Adjournment**

A motion to adjourn was made by Pedigo, seconded by Stec and passed unanimously. The meeting was adjourned at 3:10 p.m.

APPROVED: Date \_\_\_\_\_

\_\_\_\_\_  
Carol Rose, Chairperson  
Michigan Wildlife Council

**MICHIGAN WILDLIFE COUNCIL  
TREASURER'S REPORT  
March 1, 2014 - August 31, 2014**

<b>Balance</b>	<b>03/01/2014</b>	<b>\$0</b>
<b>Revenue</b>		<b>980,957</b>
<b>Expenditures</b>		
Marketing Contract		0
<b>Administrative Costs</b>		
Staff Support		0
Travel		0
Meetings & Supplies		0
		<u>0</u>
<b>Total Administrative Costs</b>		<b>0</b>
<b>Total Expenditures</b>		<b>0</b>
<b>Balance</b>	<b>08/31/2014</b>	<b>\$980,957</b>

**\*Expenditures incurred by Marketing & Outreach:**

<b>Administrative Costs</b>		
Staff Support	5,615	
Travel	1,897	
Meetings & Supplies	1,951	
	<u>9,463</u>	
<b>Total Administrative Costs</b>	<b>9,463</b>	

\*Expenditures will not impact the Wildlife Management Public Education Fund

**BYLAWS**

**MICHIGAN WILDLIFE COUNCIL**

ENACTED 8/7/14  
AMENDED 10/8/14

**ARTICLE I**

**NAME**

Public Act No. 246 of 2013 established the Michigan Wildlife Management Public Education subaccount within the game and fish protection fund and a nine-member **Michigan Wildlife Council**.

**ARTICLE II**

**PURPOSE**

Section 1. In accordance with the Public Act No. 246 of 2013, House Bill 4993, the statutory obligations of the Michigan Wildlife Council, hereafter referred to as the Council, shall be:

1. Develop and implement, in conjunction with a third-party marketing or advertising agency, a comprehensive media-based public information program to promote the essential role that sportsmen and sportswomen play in furthering wildlife conservation and to educate the general public about hunting, fishing, and the taking of game. That education shall include, but is not limited to, teaching that hunting, fishing, and the taking of game are any of the following:
  - (i) Necessary for the conservation, preservation, and management of this state's natural resources.
  - (ii) A valued and integral part of the cultural heritage of this state and should forever be preserved.
  - (iii) An important part of this state's economy.
2. Provide a semiannual report to the Legislature and the Natural Resources Commission on the program and expenditures.
3. Prepare an operational plan no later than 120 days after the first meeting of the Council and no later than April 30 in subsequent years.
4. Expend money from the Michigan wildlife management public education subaccount upon appropriation only to support the program in accordance with the operational plan, except that all expenditures shall be within the scope of the activities and funding levels authorized in the operational plan.

## ARTICLE III

### MEMBERSHIP

#### Definition of Membership

Section 1. Membership of the Council shall be appointed by the Governor in accordance with Public Act No. 246 of 2013.

Section 2. Upon vacancy, the governor shall make an appointment for the unexpired term in the same manner as the original appointment.

Section 3. The governor may remove a member of the Council for incompetence, dereliction of duty, malfeasance, misfeasance, or nonfeasance in office, unexcused absences, or any other good cause.

#### Subcommittees

Section 1. The Council may create subcommittee(s) consisting of Council members. Subcommittee(s) may meet, as needed, between Council meetings to accomplish Council tasks.

## ARTICLE IV

### OFFICERS

Section 1. The officers of the Council shall be chairperson, vice-chairperson and treasurer. The positions shall be filled by vote of the Council and be for a period of two years.

#### Chairperson

Section 2. The chairperson shall preside at all meetings of the Council and shall be an ex-officio member of any subcommittee created by the Council. In the event of a vacancy in the office of chairperson, the Council shall elect a new chairperson. And other duties as needed by the Council.

#### Vice-Chairperson

Section 3. The vice-chairperson shall act as chairperson during the absence of the chairperson. In the absence of both the chairperson and vice-chairperson, the Council may elect a chairperson pro tempore. In the event of a vacancy in the office of vice-chairperson, the Council shall elect a new vice-chairperson. And other duties as needed by the Council.

#### Treasurer

Section 4. The treasurer shall track the annual budget and monitor the revenue and expenses for Council. The treasurer shall provide the Council with fund updates prior to each meeting. The treasurer shall assist in preparation of semi-annual reports to legislature on program expenditures. And other duties as needed by the Council.



## ARTICLE V

### MEETINGS

Section 1. Meetings of the Council shall be set by the chairperson with concurrence of the Council. Since the Council is a legislatively appointed body, all meetings shall conform to provisions of the Open Meetings Act PA 267 of 1976.

Section 2. After the first meeting, the Council shall meet at least quarterly, or more frequently at the call of the chairperson or if requested by a majority of the members.

#### Special Meetings

Section 3. Special meetings may be called by the chairperson with two-thirds of the members. Special meetings shall only be called for a specific agenda. Special meetings shall also conform to provisions of the Open Meetings Act PA 267 of 1976. Absences from special meetings shall not be counted as missed attendance.

#### Notice

Section 4. Notice of meetings shall be posted by the Department of Natural Resources (DNR) providing the date, time and location, and shall conform to provisions of the Open Meetings Act PA 267 of 1976. For members of the Council, notice of meeting will be given at previous meeting. For members of Council absent from a meeting, a written notification of date, time and location of the next meeting shall be given by the chairperson.

#### Attendance

Section 5. All Council meetings shall be open to the public and conform to provisions of the Open Meetings Act PA 267 of 1976. In order to allow Council members to fully consider public input, written comments from the public are invited and encouraged; however, oral input from the public shall be accepted at Council meetings subject to time limits as determined by the chairperson. The public may present written comments to the Council chairperson at any time. The chairperson may invite guests to make presentations to the Council.

#### Voting

Section 6. Each member of the Council shall have one vote. A majority of the members serving shall constitute passage. The Council shall retain a written record of decisions of the Council. To the greatest extent practical, efforts shall be made to facilitate Council member participation.

#### Quorum

Section 7. A majority of the members serving on the Council constitutes a quorum for the transaction of business at a meeting of the Council and is required for official action of the Council.

## ARTICLE VI

## COMPENSATION

Section 1. Members of the Council shall serve without compensation. Council members shall be reimbursed for travel expenses at the prevailing per diem rate set by the State of Michigan for official business travel.

## ARTICLE VII

### FINANCIALS

Section 1. The Council budget is appropriated through the Michigan wildlife management public education subaccount within the game and fish protection account. Funding is generated through a \$1.00 charge per base license, combination hunt and fish license and all-species fishing license or from any other source. The spending authority is approved by the Legislature as part of the Department of Natural Resources annual appropriation. The DNR shall be the administrator of the subaccount for auditing purposes; funds shall be spent by the Council using state purchasing procedures. These funds are earmarked specifically for this program and cannot be used for any other purpose.

The Council shall expend money from the subaccount, upon appropriation, only to support the program in accordance with the operational plan and in compliance with MCL 324.40501. Not more than 5% of the annual appropriations from the subaccount shall be spent on the administrative costs of the DNR.

Section 2. The state treasurer may receive money or other assets from any source for deposit into the subaccount. The state treasurer shall direct the investment of the subaccount. The state treasurer shall credit to the subaccount interest and earnings from subaccount investments.

Section 3. Money in the subaccount at the close of the fiscal year shall remain in the subaccount and shall not lapse to the game and fish protection account or the general fund.

## ARTICLE VIII

### AMENDMENT

Section 1. The bylaws may be amended by two-thirds of the Council members. Proposed bylaw amendments shall be presented in writing to each Council member at least one week prior to action.

Michigan Wildlife Council

FY 2015  
Operational Plan

As Approved by the Michigan Wildlife Council  
October 8, 2014

Pursuant to Michigan Act No. 246  
Public Acts of 2013  
Section 324.43532b

The contract(s) will retain partners who will perform the following tasks:

- A. Design and execute research on the target audience to establish benchmarks, monitor, and measure effectiveness of all aspects of the campaign.
- B. Recommend a multi-media education program in writing consistent with overall strategies.
- C. Develop on-strategy message/content for the media campaign.
- D. Provide creative concepts for selection by the Michigan Wildlife Council
- E. Recommend appropriate media plan, and associated vehicles to meet the communication objectives.
- F. Upon Michigan Wildlife Council approval, purchase media time and other communication resources, within budget, as necessary.
- G. Implement and manage the overall program from an "educational campaign" perspective.
- H. Design and execute research with the public sector to monitor and measure the effectiveness of the program.
- I. Review effectiveness and consistency of message content and all media copy.
- J. Utilize pre-existing footage when possible.
- K. Seek the continual input and feedback from the MWC, prior to final messaging and/or media purchases.
- L. Provide regular activity reports for distribution to the MWC.
- M. In subsequent years, before the operational plan year end, make recommendations and present to the MWC for future year's budget request.

#### **Section IV: Information Dissemination**

Because of the unique nature of the Educational Program, it is important for the Michigan Wildlife Council to use a variety of tools to help the public understand and support its mission and plans. Towards this end, Michigan Wildlife Council will:

- A. Establish an independent Michigan Wildlife Council web site. The web site provides background information, member biographies, documenting enabling legislation, core values, categorizing historical developments, activities and programs and posting current reports from the Chairperson to keep the public informed about the Michigan Wildlife Council's progress against its mission.
- B. Make presentations and participate in related public events and programs about the Michigan Wildlife Council to interested parties such as license buyers, conservation groups, legislators, chambers of commerce, etc., as is reasonably possible.
- C. Utilize regulatory brochures or other publications to increase public understanding and improve the continuity and exposure of the messages. Develop and disseminate news releases that will aid in keeping constituents, legislators and the public aware of Michigan Wildlife Council's efforts and programs.

#### **Section V: Annual Budget Review**

- A. DNR staff will help the Michigan Wildlife Council account for and manage the spending of funds to execute the program.

## Proposed Budget FY2015

Will insert budget upon development.