

# Michigan Wildlife Council

## MINUTES April 25, 2016

A regular meeting of the Michigan Wildlife Council was held Monday, April 25, 2016, at the DNR Outdoor Adventure Center, 1801 Atwood, Detroit, Michigan.

### Present for the Michigan Wildlife Council

Merisa Campbell  
Bill O'Neill (delegate for Bill Moritz)  
Jeff Poet  
Carol Rose  
Ed Roy  
Henry Stancato

### Absent – excused

Jim Hammill  
Matt Pedigo  
Randy Stec

---

### Call to Order

Vice Chairperson **Poet** called the meeting to order at 1:08 p.m. and began with introductions.

### Approval of Agenda

Vice Chairperson **Poet** reviewed the agenda. **Rose** made a motion that the agenda be approved, **Campbell** seconded the motion, and the agenda was approved by unanimous vote (6-0).

### Approval of March 14, 2016, Minutes

Vice Chairperson **Poet** called for discussion regarding minutes of the March 14, 2016, meeting. **Rose** made two clarifications:

1. Council Reports: The word “is” was added to the following sentence: “**Moritz** asked what our communication strategy is to hunters and fishers and if the Michigan Wildlife Council could get general information to the 35 membership organizations so they can disseminate information to their members?”
2. GÜd Marketing Presentation: The hyphens were removed from southeast and southwest in the following sentence: “The campaign will introduce wildlife conservation generally, focus on southeast and southwest Michigan and be targeted to those who are neutral and moderately approve of hunting.”

**Rose** made a motion that the proposed minutes be approved as amended. **Stancato** seconded the motion, and the proposed minutes were approved as amended (5-1 abstention)

### Treasurer’s Report

Council treasurer **Campbell** gave an overview of the written financial report for the term October 1, 2015, to March 31, 2016 (a copy of the report is attached). **Campbell** explained details of the report, listing total expenditures of \$1,111,517 and fund balance of \$1,926,454. **Stancato** made a motion to approve the financial report as submitted, **Rose** seconded the motion, and the report was approved unanimously (6-0).

### **Güd Marketing Presentation**

**Andrea Ness**, Client Service Director for Güd Marketing, discussed the digital components of the year two media plan. Güd Marketing identified an issue with the existence of the two websites, the originally established MichiganWildlifeCouncil.org maintained by the Nimrod Society and the campaign site HereForMiOutdoors.org. Güd Marketing has recommended that the council be represented by a single site during the launch and early stages of the campaign to eliminate potential confusion by target audiences and to be deliberate about message and content. Güd has identified issues with the site being maintained by the Nimrod Society. The site MichiganWildlifeCouncil.org is not consistent in look/feel or in message to the overall campaign, nor is it mobile friendly. This has a potentially detrimental effect, which is borne out by the fact that MichiganWildlifeCouncil.org is the top organic search site. This creates the potential for a mixed message and/or loss of target audience from one site to the next.

During discussion, the council also noted that the process for approving and adding web content to MichiganWildlifeCouncil.org--as outlined in the June 2015 meeting minutes--is not being followed. There is an email address in the Contact Us section of the website that is being directed to someone who is not a Wildlife Council member or an approved administrator. Güd Marketing was asked to submit a memo that outlines the marketing implications of the dual sites. Council members expressed their wishes that there be just one website, managed by Güd Marketing and that they will investigate what steps should be taken so that the Council will have full control of the website MichiganWildlifeCouncil.org.

Council members expressed that the intent during the creation of [MichiganWildlifeCouncil.org](http://MichiganWildlifeCouncil.org) was to be an initial method to communicate to stakeholders while the marketing firm was being selected and getting the campaign launched. It was agreed, by all members present, that the intent was not to maintain two separate websites but to transition over to the marketing firm to manage one site when the campaign was launched. The original intent was for the MichiganWildlifeCouncil.org website to be under the full control of the Council and currently it is not.

At 2:13 Vice Chairperson **Poet** invited public comment and there was none. No additional attendees arrived for the duration of the meeting.

**Emmie Musser**, Media Director for Güd Marketing, reviewed the focus for the next six months of the campaign. Constants will be television, content marketing, paid social media, video streaming and digital display. Güd recommends the following timeline:

**June, July and August** – Focus on outdoor advertising such as the West Michigan Whitecaps (reach 400,000)

**September and October** – Focus on streaming media due to higher television rates driven by season premiers

**November and December** – Focus on Pandora, which is currently number two in click-through rate. Current read time is one minute twenty three seconds which shows it is an intentional click.

Güd Marketing will provide a formal media report of the first eight weeks of the campaign at the July 19, 2016 meeting and asked for approval of the year two media plan.

**Roy** made a motion to approve the media plan for Flight 1, subject to Güd Marketing having the discretion to reallocate funds within the categories identified without exceeding \$460,388.

**Campbell** seconded the motion and the media plan for Flight 1, subject to Güd Marketing having the discretion to reallocate funds within the categories identified without exceeding \$460,388 was approved unanimously (6-0).

**Next meetings**

The next meeting of the Michigan Wildlife Council is scheduled for Tuesday, July 19, 2016 in west Michigan (location to be determined). Kathy McGonagle, assistant to the Michigan Wildlife Council, will send a Doodle Survey to schedule remaining meetings for 2016 to be approved by the council at the July 19 meeting.

**Public Comment**

The Michigan Wildlife Council discussed an email received at the MWC@michigan.gov email address regarding the killing of a black bear in southern Michigan. **Campbell** stated the council has no authority to initiate a formal review as requested in the email. **Roy** motioned to have the chairperson respond to this specific email. **Roy** immediately amended his motion that the chairperson would respond to all written communications to the Michigan Wildlife Council. **Rose** seconded the motion and the motion to have the chairperson respond to all written communications was approved as amended unanimously (6-0).

**Announcements/Comments**

**Poet** presented **Rose** with a gavel and expressed his and the councils appreciation of her dedication and work during the last two years as Chairperson and for getting the council off to a strong start.

**Rose** stated she was neglectful for not thanking Gd Marketing's efforts publicly at the Sportsman's Caucus breakfast and that the Wildlife Council appreciates how much work they have done.

**Adjournment**

A motion to adjourn was made by **Campbell**, seconded by **Rose** and the motion to adjourn was passed by unanimous consent (6-0). The meeting was adjourned at 3:13 p.m.

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

\_\_\_\_\_  
Matt Pedigo, Chairperson  
Michigan Wildlife Council

**MICHIGAN WILDLIFE COUNCIL  
TREASURER'S REPORT  
October, 1 2015 - March 31, 2016**

<b>Prior fiscal year balance</b>	<b>\$2,620,042</b>
<b>Current fiscal year:</b>	
<b>Revenue</b>	<b>417,929</b>
<b>Expenditures</b>	
Research/Marketing/Creative/Media Expenses	1,108,615
Administrative Costs	
Staff Support	2,283
Travel	161
Meetings & Supplies	459
Total Administrative Costs	<u>2,902</u>
<b>Total Expenditures</b>	<b>1,111,517</b>
<b>Fiscal year balance</b>	<b><u>(\$693,588)</u></b>
<b>Fund balance</b>	<b><u><u>\$1,926,454</u></u></b>

**Fiscal Year 15/16**

<b>Expenditures</b>	<u>Budget</u>	<u>YTD</u>	<u>Remaining</u>	<u>YTD %</u>
Research/Marketing/Creative/Media Expenses	2,844,173	1,108,615	1,735,558	39%
Administrative Costs				
Staff Support	40,000	2,283	37,717	6%
Travel	25,000	161	24,840	1%
Meetings & Supplies	15,000	459	14,541	3%
Total Administrative Costs	80,000	2,902	77,098	4%
Contingency Fund	16,000	0	16,000	0%
Total Expenditures	2,940,173	1,111,517	1,828,656	38%