

Michigan Wildlife Council

MINUTES January 11, 2016

A regular meeting of the Michigan Wildlife Council was held Monday, January 11, 2016, at the MSU Diagnostic Center, 4125 Beaumont Road, Lansing, MI.

Present for the Michigan Wildlife Council (MWC)

Jim Hammill
Bill Moritz
Matt Pedigo
Jeff Poet
Carol Rose
Hank Stancato
Randy Stec
Alan Taylor

Absent – excused

Merisa Campbell

Call to Order

Chairperson **Rose** called the meeting to order at 10:30 a.m., welcomed attendees, and introduced **Bill Moritz**, who was recently appointed by **Governor Snyder** to serve as director of the Department of Natural Resources when council member and former DNR director **Keith Creagh** was appointed director of the Department of Environmental Quality. **Rose** noted that **Moritz** will serve as a member on the Michigan Wildlife Council in **Creagh's** stead.

Approval of Agenda

Rose gave a brief overview of the proposed agenda. **Poet** moved that the agenda be approved as presented, **Moritz** seconded the motion, and the agenda was approved by unanimous vote.

Approval of September 29, 2015, Minutes

Hammill made a motion that proposed minutes of the September 29, 2015, council meeting be approved. **Stec** seconded the motion. **Rose** called for discussion. There being none, minutes of the September 29, 2015, meeting were approved by unanimous vote.

Treasurer's Report

In the absence of council treasurer **Merisa Campbell**, DNR Marketing and Outreach Division Chief **Kristin Phillips** gave an overview of the written financial report provided by **Campbell** for the term October 1, 2014, to September 30, 2015. (A copy of the report is attached.) **Phillips** explained details of the report, listing total expenditures for the year at \$177,071 and pointing out the balance of \$2,620,042 as of September 30, 2015, the end of the fiscal year. **Taylor** made a motion to approve the financial report as submitted. **Hammill** seconded the motion, and the financial report was approved unanimously.

Güd Marketing Contract Discussion

Rose initiated a discussion regarding the scope of work to be completed by Güd Marketing in year two of the public information and education campaign. **Taylor** asked what the timeline was for year two and thought the council should look at what was accomplished for the media plan in year one of the contract before looking ahead to the second year. **Phillips** confirmed year one is from June 2015 through May 2016 and advised that year one accomplishments would be highlighted in the marketing firm's afternoon presentation. **Taylor** indicated he would like to see a report of year one accomplishments in writing so council members have time to review them.

Jana Harding-Bishop of the DNR procurement section said that the procedure to extend a contract is a 2-3 month process, starting with the Department of Technology, Management and Budget and the Administrative Board (Ad Board), so it's not too early to begin discussion of what is planned for year two. She also mentioned that the Ad Board meets only bi-weekly, and if the contract was to expire, the bidding process would need to be repeated.

Phillips explained that the contract with Güd Marketing calls for a specific amount of money to be budgeted in year one for each of four different categories: research, message development, campaign management, and advertising and media purchases. **Phillips** said the agency would like to reallocate the funding among those categories based on the first seven months of the contract. **Harding-Bishop** explained that the total contract amount would remain the same, but the reallocation would result in spending less on media-buy in the first year, with the money left carried over to be used in the second year.

Lisa Crumley and **Deb Horak** of Güd Marketing arrived to answer questions regarding how the scope of work in year two would differ from year one. They indicated that the digital landscape must be kept fresh, noting that new, creative marketing is constantly being developed to invite people in to learn more about the cultural and economic benefits of hunting, fishing, trapping and wildlife management. **Taylor** didn't agree with the notion of "inviting people in to learn more." He feels the campaign must be direct to get the message out to people. **Crumley** explained that the way she looks at it, unlike retail marketing that is trying to get people to act immediately, attempting to inform and change people's perception and opinion of something is a longer term process using social marketing to attract them.

Introduction of New DNR Contact

Before breaking for lunch, **Harding-Bishop** introduced **Lisa VanOstran**, buyer with DNR Procurement Services, who will be the new contact for the council.

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The meeting was adjourned for lunch at 12 noon and reconvened at 1 p.m. All council members present prior to the lunch break were present after the break.

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Güd Marketing Presentation

Jill Holden, strategic planning director from Güd Marketing, gave a brief overview of the agenda for the firm's presentation as well as a project recap, which included the review of seven key findings from a Maximum Difference (Max Diff) survey and focus group meetings. Max Diff is a technique used to measure the relative preference of a set of items – in this campaign, key message statements and creative concepts. The 15-minute online survey was fielded between

October 28 and November 10, 2015. Following the survey, five focus group meetings were held. Each group was comprised of participants selected to represent the target audience, people who are either neutral toward or moderately approve of hunting. Discussion was held on the objectives of both research methods.

Approval of Proposed Direction of Creative Concept for Year One

Joel Newport, creative director for the campaign, highlighted the proposed theme for year one, mentioning two concepts that received the most positive feedback from focus groups: “Here. For Generations.” and “Respect the Wild.” He showed sample visuals for outdoor advertisement, digital and website ads, and merchandise and talked about a *hereformichigan.org* website.

After a lengthy discussion and question and answer session, **Taylor** made a motion that the direction of the creative concept for the campaign be approved; **Poet** seconded the motion and it passed unanimously.

Approval of Proposed Media Plan for Year One

Emmie Musser, the campaign’s media director, gave an overview of the media plan for the first year, which ends June 5, 2016. She talked about timing and market presence goals as well as the different types of media coverage. She also gave a summary of investment allocation, indicating that monies allocated for the media plan in the first year is currently \$1,005,000, but the recommended investment is \$895,385, leaving \$109,615 to carry over into year two.

Musser also talked about how to measure success in year one of the campaign.

After Musser’s presentation and some discussion, **Pedigo** made a motion that the media plan for year one of the campaign be approved. **Taylor** seconded the motion, and it passed unanimously.

Meetings Schedule

The next regular meeting of the MWC is scheduled for Monday, February 22, 2016. Assistant to the council, **Kathy McGonagle**, will check the availability of the MSU Diagnostic Center.

Public Comment

Dale Hendershot, president of Michigan Trappers & Predator Callers Association, stated that as a hunter and fisherman, he thinks the campaign is the greatest thing in the world. However, as a trapper, he’ll be disappointed if the good things trappers do for the state aren’t included in the media campaign.

Jim DeClerck, past president and current treasurer of the Saginaw Field & Stream Conservation Club, said he likes the concept and progression of the campaign so far and thinks a byproduct of the campaign will be that it will help inner-city kids. **DeClerck** also advised not to forget about tax revenue generated by hunting and fishing.

Brad Garmon, director of conservation for the Michigan Environmental Council, said he was concerned with proposed taglines that would accompany campaign visuals, i.e. *We Manage the Beauty, You Manage to Find* and *We Care for the Shores, You Dare to Explore*, etc. He feels that since *Michigan Wildlife Council* is also on the visuals, the “We” implies the “Michigan Wildlife Council.” **Garmon** thinks there are many allies/friends/partners who should be included, so it may be misleading.

Approval of Proposed 2016-17 Scope of Work and Budget Allocations for Year 2

Hammill having previously moved to approve the marketing firm’s scope of work going forward and extend the contract with GÜd Marketing for the period June 2016 through May 2017, and **Moritz** having seconded the motion, a vote was taken, and the proposed 2016-17 scope of work, budget allocations for year two of the media campaign, and contract extension were unanimously approved.

Council Reports/Announcements/Comments

Rose announced that the Midwest Fish and Wildlife Conference will be held in Grand Rapids January 24-27. She also asked GÜd to provide content/talking points for the council and expressed hope that all council members will participate in future speaking appearances and/or interviews.

Rose mentioned an article, “Why I Hunt: An Open Letter to Anyone Who Just Doesn’t Get it,” written by Lyla Luoto, a member of the Michigan Youth Conservation Council.

Crumley thanked the council for its confidence and for the opportunity to work on the media campaign.

Adjournment

A motion to adjourn was made by **Hammill**, seconded by **Moritz** and passed by unanimous consent. The meeting was adjourned at 3:30 p.m.

APPROVED: Date _____

Carol Rose, Chairperson
Michigan Wildlife Council

**MICHIGAN WILDLIFE COUNCIL
TREASURER'S REPORT
October, 1 2014 - September 30, 2015**

| | | |
|--|-------------------|--------------------|
| Balance | 10/01/2014 | \$1,200,884 |
| Revenue | | 1,596,229 |
| Expenditures | | |
| Research/Marketing/Creative/Media Expenses | 156,067 | |
| Administrative Costs | | |
| Staff Support | 17,741 | |
| Travel | 1,749 | |
| Meetings & Supplies | <u>1,514</u> | |
| Total Administrative Costs | 21,004 | |
| Total Expenditures | | 177,071 |
| Balance | 09/30/2015 | \$2,620,042 |

| Expenditures | <u>Budget</u> | <u>YTD</u> | <u>Remaining</u> |
|--|---------------|--------------|------------------|
| Research/Marketing/Creative/Media Expenses | 1,504,000 | 156,067 | 1,347,933 |
| Administrative Costs | | | |
| Staff Support | 40,000 | 17,741 | 22,259 |
| Travel | 25,000 | 1,749 | 23,251 |
| Meetings & Supplies | <u>15,000</u> | <u>1,514</u> | <u>13,486</u> |
| Total Administrative Costs | 80,000 | 21,004 | 58,996 |
| Contingency Fund | 16,000 | 0 | 16,000 |
| Total Expenditures | 1,600,000 | 177,071 | 1,422,929 |