

Michigan Wildlife Council

MINUTES March 14, 2016

A regular meeting of the Michigan Wildlife Council was held Monday, March 14, 2016, at the MSU Diagnostic Center, 4125 Beaumont Road, Lansing, MI.

Present for the Michigan Wildlife Council

Merisa Campbell
Jim Hammill
Bill Moritz
Matt Pedigo
Jeff Poet
Carol Rose
Hank Stancato (arrived at 10:55 a.m.)
Randy Stec (arrived at 10:49 a.m.)

Absent – excused

Alan Taylor

Call to Order

Chairperson **Rose** called the meeting to order at 10:30 a.m. and welcomed attendees.

Approval of Agenda

Chairperson **Rose** gave a brief overview of the proposed agenda and suggested that the new business item be moved from afternoon to morning. **Campbell** made a motion that the agenda be approved as revised, **Moritz** seconded the motion, and the agenda was approved as revised by unanimous vote (6-0).

Approval of January 11, 2016, Minutes

Chairperson **Rose** called for discussion regarding minutes of the January 11, 2016, meeting. There being none, **Poet** made a motion that the proposed minutes be approved. **Hammill** seconded the motion, and the proposed minutes were approved by unanimous vote (6-0).

Treasurer's Report

Council treasurer **Campbell** gave an overview of the written financial report for the term October 1, 2015, to December 31, 2015 (a copy of the report is attached). **Campbell** explained details of the report, listing total expenditures of \$54,031 and fund balance of \$2,925,427. She noted that the format of the report has been changed to show the prior fiscal year balance and current fiscal year revenue separately in order to show how much of the funding was left and how much there is to work with going forward. **Moritz** made a motion to approve the financial report as submitted, **Pedigo** seconded the motion, and the report was approved unanimously (6-0).

Operational Plan 2016

Pedigo gave a review of the draft 2016 Operational Plan prepared by the subcommittee of Pedigo, Campbell and Stec and noted that due to a miscalculation in the proposed budget for FY2016, the total budget needs to be adjusted from \$1,692,000 to \$1,596,240. **Moritz** made a motion to approve the plan as amended. **Hammill** seconded the motion, and the operational plan was approved unanimously (8-0).

Semiannual Report to the Legislature

Council members reviewed the draft Semiannual Report to the Legislature line by line. **Hammill** questioned whether the word “information” should be used in place of “education” throughout the report. **Moritz** clarified that the statute indicates game and fish dollars shall be used to educate the general public about hunting, fishing and the taking of game. **Pedigo** noted also that the vision statement of the Michigan Wildlife Council uses the word education as well. **Hammill** was supportive with the explanations given. DNR Marketing and Outreach Division Chief **Kristin Phillips** pointed out the report states the scope of work starts in June, but the campaign starts in April; the report was amended. It was further noted that expenditure amounts listed on the last page of the report will be updated March 31, 2016. **Hammill** made a motion that the Semiannual Report to the Legislature be approved as amended. **Stec** seconded the motion, and the semiannual report was approved unanimously (8-0).

Güd Invoices

Güd Invoices were reviewed with no comments.

Sponsorship of Sportsmen’s Caucus Breakfast

Rose presented information regarding the next Sportsmen’s Caucus Breakfast which is April 14, 2016 from 7:30 a.m. to 9:00 a.m. There is a cost of \$500 which the council members agreed to sponsor personally. **Moritz** stated the breakfast tends to be same day as Natural Resources Commission meeting with 30-50 legislatures attending. **Rose** will attend. **Stancato** and **Pedigo** will put it on their calendars and try to attend as well. **Stec** made a motion to support sponsoring the breakfast. **Campbell** seconded the motion and the motion to have the Michigan Wildlife Council sponsor the Sportsmen’s Caucus Breakfast (by personal donations) was approved unanimously (8-0).

Election of Officers

Council members discussed when the election of officers would be held and because terms end March 31 it was decided by all present council members to hold the election of officers in March instead of August. Chairperson **Rose** is stepping down as chair.

Campbell made a motion that **Matt Pedigo** be elected chairperson. **Poet** seconded the motion and it was approved unanimously (8-0).

Rose made a motion that **Jeff Poet** be elected as vice chairperson. **Pedigo** seconded the motion and it was approved unanimously (8-0).

Stec made a motion that **Merisa Campbell** would remain Treasurer. **Moritz** seconded the motion and it was approved unanimously (8-0).

Following the vote, elected officers of the Michigan Wildlife Council are:

Chairperson: **Matt Pedigo**
Vice Chairperson: **Jeff Poet**
Treasurer: **Merisa Campbell**

Next meetings

The next two meetings of the Michigan Wildlife Council are scheduled for Monday, April 25, 2016 at the Outdoor Adventure Center in Detroit, Michigan and Tuesday, July 19, 2016 in west Michigan (location to be determined).

Level Two Subcommittee

Campbell requested to be added to the Level Two Subcommittee, as it will be beneficial as treasurer to know what invoices are being approved. Council members agreed and she will be added to Basecamp.

Council Reports

Pedigo attended the Conservation Coalition meeting on March 11, 2016. **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? **Phillips** stated the DNR would like to work with the Michigan Wildlife Council to announce the start of the campaign and get information to our customers. Chairperson **Rose** also mentioned that radio personality, Mike Avery, has been receptive to doing interviews. She has an interview on March 23, 2016.

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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 an overview of the project recap. 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. They are currently not connected to our message and need to be informed. It is a soft entry connecting with people on what they care about, not what we want to tell them.

Joel Newport, Creative Director for Güd Marketing, presented the outdoor boards, radio spot, full bus wrap in Detroit and television ads.

Andrea Ness, Client Service Director for Güd Marketing, discussed the digital components of the campaign.

Emmie Musser, Media Director for Güd Marketing, reviewed the social media aspect of the campaign. Focus will be on the geographic targets with paid statewide social advertising statewide. Facebook, Twitter, and Instagram will be organic. YouTube content will include some footage from the Departmental of Natural Resources. All media content will be repurposed, e.g. Detroit Free Press articles will have links on social media.

Mike Nowlin, Public Relations Director for GÜD Marketing, gave an overview of the public relations plan for the campaign. Included in this plan is a statewide press conference the week the campaign goes live (to be approved by council), regional and local public relations through storytelling (public access TV, online media interviews), speaking engagements and other partnerships.

Moritz made a motion to approve the statewide press conference proposed by GÜD Marketing with the flexibility to add additional legislators. **Pedigo** seconded the motion and the proposed press conference was approved unanimously (8-0).

Public Comment

Drew Youngedyke, Chief Information Officer of Michigan United Conservation Clubs, observed that this campaign starts at the very beginning and stated it is their job to communicate across their membership that this message is not designed to engage them (hunters, anglers, trappers), but those who are neutral or moderate supporters and it is important to keep the support of those who are paying the fees.

Dale Hendershot, president of Michigan Trappers & Predator Callers Association, stated it is great. He would like to see things move faster regarding communication of trapping, hunting and fishing. Additionally, he stated it might behoove the council to attend the Capitol Area Sportsman's League on May 18, 2016. The trappers will have a booth there this year and it may be a good place to get more information out.

Announcements/Comments

Hammill expressed gratitude towards Chairperson **Rose** for her leadership these past two years.

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The meeting was adjourned at 2:40 p.m. for a break and reconvened at 3:03 p.m. All council members present prior to the break were present after the break.

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Level 3 Subcommittee

It was noted that there will be considerably more content to review in the future once the advertising campaign is launched. Chairperson **Rose** felt it might be useful to add a Level 3 Subcommittee that would include at least one wildlife professional. A discussion was held and all present council members agreed. Council member and DNR Acting Director **Moritz** and council member **Hammill** volunteered to serve on the Level 3 Subcommittee.

Adjournment

A motion to adjourn was made by **Moritz**, seconded by **Poet** and the motion to adjourn was passed by unanimous consent (8-0). The meeting was adjourned at 3:06 p.m.

APPROVED: Date _____

Matt Pedigo, Chairperson
Michigan Wildlife Council

**MICHIGAN WILDLIFE COUNCIL
TREASURER'S REPORT
OCTOBER 1, 2015 - DECEMBER 31, 2015**

Prior fiscal year balance	\$2,620,042
Current fiscal year:	
Revenue	359,417
Expenditures	
Research/Marketing/Creative/Media Expenses	54,031
Administrative Costs	
Staff Support	0
Travel	0
Meetings & Supplies	0
Total Administrative Costs	0
Total Expenditures	54,031
Fiscal year balance	\$305,386
Fund balance	\$2,925,427

Fiscal Year 15/16

Expenditures	Budget	YTD	Remaining	YTD %
Research/Marketing/Creative/Media Expenses	2,847,933	54,031	2,793,902	2%
Administrative Costs				
Staff Support	40,000	0	40,000	0%
Travel	25,000	0	25,000	0%
Meetings & Supplies	15,000	0	15,000	0%
Total Administrative Costs	80,000	0	80,000	0%
Contingency Fund	16,000	0	16,000	0%
Total Expenditures	2,943,933	54,031	2,889,902	2%