

MINUTES

Michigan Wildlife Council June 10, 2015

A regular meeting of the Michigan Wildlife Council was held Wednesday, June 10, 2015, at the Lansing Center, 333 E. Michigan Avenue, 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
Alan N. Taylor, Rockford (participated by phone conference)

Absent

Randy Stec, Caro

Call to Order

Chairperson **Rose** called the meeting to order at 9:02 a.m. and welcomed attendees.

Review and Approval of Agenda

Rose gave a brief overview of the meeting agenda. **Poet** made a motion that the agenda be approved as presented, **Hamill** seconded the motion, and the agenda was approved by a vote of 6-0. (Councilman **Creagh** arrived after the vote.)

Approval of March 9, 2015, Minutes

Hammill made a motion that minutes of the March 9, 2015, MWC meeting be approved as presented. **Campbell** seconded the motion, and **Rose** called for discussion. There being none, minutes of the March 9, 2015, meeting were approved on a vote of 6-0. (Councilman **Creagh** arrived after the vote.)

Financial Report

Campbell, MWC treasurer, furnished a written financial report for the period September 30, 2014 to March 31, 2015, which is attached, and gave a brief overview of the report. **Hammill** made a motion that the report be approved, **Poet** seconded the motion, and the report was approved 7-0. **Campbell** also noted that updated revenue collected from license sales is \$2,239,082 as of May 31, 2015.

Responsibilities and Duties of MWC Chair

Hamill summarized a draft of the duties of the Michigan Wildlife Council chairperson that was submitted by the workgroup comprised of **Hammill, Creagh** and **Taylor**. He noted that the draft also was reviewed and approved by current MWC chairperson **Rose**. The workgroup recommended that the draft be approved and added to the council's bylaws. After some discussion, **Creagh** made a motion that the draft Duties of the Michigan Wildlife Council Chair be adopted and made a part of the MWC bylaws. **Hammill** seconded the motion, and the motion carried 7-0.

Campbell asked if there was a provision in the current bylaws as to how to manage edits. **Creagh** noted that Section 1, Article VIII provides that the bylaws may be amended by two-thirds of the council members and that proposed amendments shall be presented in writing to each council member at least one week prior to action. With both those conditions having been met, **Jordan Burroughs** indicated she would make the change to the bylaws, and they would be reposted on both websites.

Rose stated that, as the media campaign progresses, there will be more public interest in the council and the campaign. She feels, since all council members are ambassadors of the MWC, it is appropriate that all members, not just the chairperson, be available to participate in requested appearances, presentations, interviews, etc. **Rose** offered, for example, that the DNR Wildlife Division has requested someone from the council speak at a breakout session of its meeting at the RAM Center in Roscommon in August. **Poet** suggested that guidelines and/or talking points be developed and furnished to each council member for use in those instances. **Hammill** proposed that a PowerPoint presentation be created as well.

Michigan Wildlife Council Website

The website subcommittee of **Hammill** and **Taylor** began a discussion on the importance of the website that represents the council. **Hammill** noted that **Jordan Burroughs** from the DNR also served as an advisor to the subcommittee. **Hammill** stated that he thinks the website is critical to the message of the council and offered suggestions as to content of the site. He believes information should be included as to what and who the council is, as well as information on the role of hunters, fishers and trappers in Michigan. **Hammill** said more input is needed from council members. **Taylor** also offered comments and further suggestions. Discussion was held on the purpose of the website and plan of action to develop content and populate the mwc.org site. **Taylor** reminded members that decisions on what to post should be made by the full council. Suggested posts will be shared with all council members who will have an opportunity to review and make comments. If no comments, the post will be assumed appropriate and added to the website.

Minutes of the Council Meetings

The issue of posting draft minutes to the websites, as well as proposed edits, was introduced by **Taylor**. After some discussion, **Creagh** offered to contact Assistant Attorney General **Tom Quasarano** for more direction. It was noted that the Open Meetings Act requires draft minutes be made available for public inspection within eight days of the applicable meeting.

Vendor Discussion

Rose briefly highlighted a debriefing meeting with GÜD Marketing, the firm that was awarded the state contract for the media campaign. She explained that GÜD proposed three levels for approval of decisions regarding implementation of the campaign. Level 1 decisions would require approval of the full council; Level 2 decisions would be made by a subcommittee of the council that could make decisions on small issues between council meetings; and Level 3 decisions on minor, day-to-day issues that arise could be made by the project manager (**Kristin Phillips**). It was decided that the definition of Level 3 decisions will be made by the MWC subcommittee, and all questions for any level should be emailed to all council members (with copies to **Kristin Phillips** and **Jana Harding-Bishop** of the DNR procurement section) to keep everyone apprised.

Creagh encouraged council members to use the expertise of the DNR to help the contract move along.

Campbell made a motion that the council accept GÜD Marketing's recommendation for the three levels of decision-making in its project plan, that the MWC subcommittee determine what constitutes Level 3 decisions, and that the entire council be kept apprised, through Chairman **Rose**, of all communications between the marketing firm and the council. **Pedigo** seconded the motion, and it carried 7-0.

Rose named herself and council members **Taylor** and **Poet** to the subcommittee for Level 2 decisions.

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As short break was taken from 10:50 a.m. to 11:09 a.m.; all council members present before the break were present after the break.

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Addition to Agenda to Discuss Terms and Conditions of Final Contract

Rose began an overview of the Project Plan of GÜD Marketing prior to the firm's introduction and presentation later in the agenda.

Taylor suggested there had been a potential violation of law when the contract was entered into, because it was signed without the full council's review and approval. He went on to say he felt there were variances from the RFP in the contract that weren't reviewed, discussed or negotiated with all council members. (**Rose** offered a reminder that four MWC members were delegated to represent the full council on the Joint Evaluation Committee (JEC), which had authority to make decisions and approve the contract on behalf of all MWC members.)

Stancato made a motion to add an item to the agenda to discuss the terms of the contract so the issue could be addressed. **Creagh** seconded the motion, and it carried 7-0.

In the discussion that followed, **Taylor** said he felt there were terms and conditions in the final contract that were not specific to the RFP, i.e. a deviation from methodology. **Harding-Bishop** explained that the contract terms and conditions did not change, but the contract is a merge between the RFP document and the contractor's bid response. She also explained that the contract was between the marketing firm and the Michigan Department of Technology,

Management and Budget (DTMB), not the council. **Taylor** indicated he still felt all members of the council should have had an opportunity to review and approve the contract and asked if changes could be made. **Harding-Bishop** advised that DTMB could agree to and/or approve changes, but only minor changes.

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Creagh introduced **John Matonich**, current chair of the Natural Resources Commission, who was in attendance.

The council broke for lunch at 12 p.m., and the meeting reconvened at 1:00 p.m. All council members present before the lunch break were present after the lunch break, including councilman **Taylor** by phone.

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Güd Marketing Kickoff Presentation

Rose provided to members of the marketing firm who were present a summary of when and how the council was created and what it is charged with. She also gave a brief synopsis of the actions of the council to date then turned the meeting over to representatives of Güd Marketing. **Debbie Horak**, one of the firm's partners, gave an overview of the firm and then introduced the media campaign project team, including the roles and responsibilities of each team member. A short video-clip on each individual was shown prior to each giving a brief statement. Team members introduced include: **Andrea Ness**, project manager who will serve as liaison between the firm and council; **Jill Holden**, strategic planning director; **Joel Newport**, creative director; **Emmie Musser**, media director; and **Lisa Crumley**, partner and chief strategy officer. **Crumley** also introduced **Stacey Carter**, project director, and **Amy Castine**, vice president of retail and consumer research, with the market research and consulting firm of Morpace International.

Crumley then asked each council member to give a brief background on themselves and to briefly comment on what they hope to accomplish while serving on the council and what impact they hope the marketing campaign will have.

Crumley presented an overview of the scope of work in the project plan, including research plan, interviews, methodology, information needs and example questions for a baseline survey, timeline, implementation, etc. A detailed review of phase 1 of the campaign, the research, was presented, and a question and answer period and followed.

After the firm's presentation and council discussion, **Pedigo** moved that the Güd Marketing Project Plan and Research Plan be approved, along with the proposed budget for the campaign which is to include the reallocation of the 9 percent of total contract funds used for research. **Campbell** seconded the motion, and it passed 7-0.

Campbell made a motion to approve Güd Marketing's proposed Interview Guide and Interview List, subject to additional interview recommendations from the council. **Hammill** seconded the motion, and it passed 7-0. It was noted that council members should provide recommendations for additional interviews to the subcommittee which will, in turn, get them to the appropriate Güd Marketing staff.

2015 Meeting Schedule

After discussion of timelines for the media campaign, the next two meetings of the council were scheduled for Thursday, August 27, and Tuesday, September 29, with locations to be determined.

Public Comment

The public comment portion of the meeting began at 3:27 p.m.

Merle Shepard, Michigan Chapter, Safari Clubs International (SCI), said his organization helped draft the legislation creating the Michigan Wildlife Council. He believes the council is getting in the way of the marketing firm too much and thinks the firm should be allowed to do its job. He added that SCI will be happy to help in the media campaign anyway it can.

Dale Hendershot, president of Michigan Trappers & Predator Callers Association (MTPCA), said he is impressed that the media campaign plan is going forward and added that MTPCA will help anyway it can. He again urged that trapping be included in the media campaign to highlight ways in which trapping benefits the state, environmentally, financially, etc.

Drew YoungeDyke, public relations manager at Michigan United Conservation Clubs (MUCC), thought the presentation by GÜd Marketing was very sharp, and said MUCC is looking forward to the firm's research results and offered MUCC's assistance.

Jim DeClerck, Saginaw Field and Stream Conservation Club, offered the group's support to GÜd Marketing in its media campaign. He also thinks the council should provide the funding GÜd Marketing requires to do research, including interviews and surveys, in order to promote the campaign. He believes without a baseline survey, the plan is nothing.

Public comment was closed at 3:36 p.m.

Council Reports/Announcements/Comments

Creagh gave a brief update on how the DNR is responding to Michigan's first confirmed case of chronic wasting disease (CWD) found in a free-ranging white-tailed deer in Meridian Township last month, stating the response plan will remain aggressive over the summer. He also talked briefly regarding the first cases of highly pathogenic avian influenza found in free-ranging geese in Michigan, as well as the Court of Appeals decision on the Russian boar ban.

Adjournment

A motion to adjourn was made by **Creagh**, seconded by **Poet** and passed by unanimous consent. The meeting was adjourned at 3:44 p.m.

APPROVED: Date _____

Carol Rose, Chairperson
Michigan Wildlife Council