

Michigan Wildlife Council

MINUTES September 29, 2015

A regular meeting of the Michigan Wildlife Council was held Tuesday, September 29, 2015, at the Saginaw Field & Stream Conservation Club, 1296 N. Gleaner Rd., Saginaw, MI.

Present for the Michigan Wildlife Council (MWC)

Merisa Campbell
Keith Creagh
Jim Hammill
Matthew R. Pedigo
Jeffery Poet
Carol Rose
Henry Stancato
Alan N. Taylor

Absent – excused

Randy Stec

Call to Order

Chairperson **Rose** called the meeting to order at 10:05 a.m., welcomed attendees, and thanked **Jim DeClerck** for hosting the meeting.

Approval of Agenda

Rose gave a brief overview of the proposed agenda. **Taylor** moved that the agenda be approved as presented, **Hammill** seconded the motion, and the agenda was approved by a vote of 7-0. (**Poet** arrived after the vote.)

Approval of August 27, 2015, Minutes

Creagh made a motion that proposed minutes of the August 27, 2015, MWC meeting be approved. **Campbell** seconded the motion. **Rose** asked for discussion. It was noted that **Creagh** had earlier suggested changing the word “discretion” in the public comments of **Jim DeClerck** on page 2 of the draft minutes to “discrepancy,” and **Rose** earlier had suggested changing the word “outrage” to “outcry” in the second paragraph on page 3 of the draft. There being no further discussion, minutes of the August 27, 2015, meeting were approved with the two word changes by a vote of 7-0. (**Poet** arrived after the vote.)

Treasurer’s Report

Campbell provided a written financial report for the term October 1, 2014-June 30, 2015 and gave a summary of the information. (A copy of the report is attached.) Discussion was held and **Campbell** explained details of the report. It was noted that the fiscal year for the council is the same as for the state...October 1 to September 30. **Taylor** mentioned it is critical that all council members receive the financial reports prior to the meetings and reserved the right to ask questions after he had a chance to better review the report.

Creagh made a motion that the Treasurer's Report be approved as presented. **Hammill** seconded the motion, and it was passed unanimously.

Güd Marketing Presentation

Representatives from Güd Marketing gave a summary of its 5-year strategic plan to “attract,” “inform,” “engage,” and “encourage” the general public in order to promote the important roles sportsmen and sportswomen play in wildlife conservation and management as well as the economic benefit to the state. The presentation included information on project goals and communications strategy for each of the five years, with emphasis on year one.

Project manager **Ness** gave an outline of the firm's meeting agenda and introduced team members **Jill Holden**, **Chelsea Maupin**, **Emmie Musser**, **Deb Horak**, and **Joel Newport**. She then turned the meeting over to **Holden**, strategic planning director for the plan, to begin the presentation.

Holden started with an overview of the project goals, explaining how the message will evolve over the five years. She talked about establishing a media schedule, what media vehicles will be used to reach key audiences, and how to measure success over five years. She suggested the first evaluation be conducted sometime in February or March 2017, after the campaign has been active for a year. Holden noted that the focus of year one will be to “attract” and “inform.”

Next, **Musser** highlighted the media strategy for the first year, and explained demographic profiles of the four segments of the key audience. She also said that 85 percent of the total investment for the campaign will be used for messaging on network and cable TV; outdoor advertising such as billboards, buses, and buildings; radio; paid digital such as online video and music streaming; paid social, like Facebook, Pinterest, YouTube, etc.; and contact marketing such as newspapers, Pure Michigan, and top publications.

Ness added that 15 percent of the total investment will be used for earned media statewide, including TV, newspapers, media tours, private screenings and speaking engagements; earned media regionally, including feature stories, localized events, etc.; and social media, partnerships and events.

A question and answer period followed.

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The meeting broke for lunch at 12 p.m. and was called back to order at 1 p.m.; all council members present before the break were present after the break.

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After lunch, **Maupin**, the project research manager, continued the presentation by explaining the firm's preparation for a Maximum Difference Analysis (Max Diff) online survey for quantitative and qualitative message testing of the media campaign.

Newport presented 12 proposed creative-concept images symbolizing simple, to-the-point messaging for evaluation. He demonstrated a message scale that went from basic wildlife to wildlife management to licenses pay for management to hunters benefit wildlife. After some discussion, several council members pointed out that certain topics weren't included in the initial proposed messages. It was suggested that women/diversity; legacy/heritage; recovered protected species; and outdoor activities such as hiking, camping and boating be incorporated. Newport noted that the first year of the campaign will be focused in the Detroit and Grand Rapids areas of the state but will reach audiences statewide.

Motion to Approve 5-Year Strategic Plan, Messaging and Concept Development

Taylor made a motion that GÜD Marketing’s 5-Year Strategic Plan, including messaging and creative-concept proposals, be approved subject to the addition of women/diversity; legacy/heritage; recovered protected species; and hikers, campers, and boaters to the content of the creative concepts. **Campbell** seconded the motion, and it passed unanimously.

Meetings Schedule

The next regular meeting of the MWC, tentatively scheduled for December 9, was cancelled. Dates for the next three meetings were set for Monday, January 11, 2016; Monday, February 22, 2016; and Monday, April 25, 2016. Times and locations will be determined and announced at a later date.

Horak, one of the marketing firm’s partners, reminded council members that the company has a contractual obligation to meet certain deadlines and wants to make sure future meeting dates correspond with those deadlines. **Phillips** indicated it is possible to change or extend the contract, if necessary, and will contact the Michigan Department of Technology, Management and Budget regarding a potential contract change.

Public Comment

The public comment portion of the meeting began at 2:35 p.m.

Drew Youngdyke, field and public relations manager with Michigan United Conservation Clubs (MUCC), emphasized targeting non-hunters in the campaign to make it effective.

Jim DeClerck, past president and current treasurer of the Saginaw Field & Stream Conservation Club, welcomed meeting attendees and said the club would be happy to host future meetings at any time. In comments regarding the media campaign, **DeClerck** noted that the MWC has competition with other media regarding hunting, fishing, trapping and outdoor activities; however, he feels that a lot of those sources don’t take the time to do the research necessary to insure factual reporting on wildlife management and conservation. He also cautioned the council and the marketing firm not to short-change the real total of the economic impact of hunting, fishing, trapping, etc. to the state, which he estimates is in excess of \$50 billion per year.

Public comment was closed at 2:42 p.m.

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A short break was taken at 2:45 p.m., and the meeting reconvened at 3 p.m.

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Semi-Annual Report to the Legislature

A first draft of the proposed Semi-Annual Report to the Legislature, which is due November 13, was presented for approval, with suggested edits from **Rose** and **Taylor** highlighted. After some discussion, **Taylor** made a motion to approve the report, including the approved edits and subject to the addition of updated financial information through September 2015 once that information is available. **Poet** seconded the motion, and it passed unanimously. (A copy of the final draft is attached.) **Rose** thanked council member **Creagh** and **Kristin Phillips** and **Jordan Burroughs** of the DNR for their work on the initial draft.

Council Reports/Announcements/Comments

Rose reminded council members about the process for reviewing and approving meeting minutes, advising that **Debbie Whipple** will send an initial draft of proposed minutes to all council members soon after a meeting, and any suggested edits should be returned to **Whipple** as soon as possible. **Whipple** will then furnish to all council members an updated draft that shows suggested edits for review prior to the next scheduled meeting. Those suggestions will be discussed at the meeting before a vote to approve the minutes.

Hammill mentioned a research project being conducted by **Shane Mahoney**, scientist, wildlife expert, conservationist and founder of *Conservation Visions, Inc.*, a global wildlife initiative that correlates closely with the efforts of the Michigan Wildlife Council. **Hammill** said if there is an opportunity for Mahoney to come to Michigan to talk to the council, **Hammill** can make it happen.

Adjournment

A motion to adjourn was made by **Hammill**, seconded by **Taylor** and passed by unanimous consent. The meeting was adjourned at 4:00 p.m.

APPROVED: Date _____

Carol Rose, Chairperson
Michigan Wildlife Council