

Michigan Wildlife Council

MINUTES August 3, 2016

A special meeting of the Michigan Wildlife Council was held Wednesday, August 3, 2016 at Jay's Sporting Goods, 1151 South Otsego Avenue, Gaylord, Michigan 49735.

Present for the Michigan Wildlife Council

Merisa Campbell (departed at 11:38 a.m.)
Matt Pedigo
Kristin Phillips
Jeff Poet
Carol Rose
Ed Roy (arrived at 10:05 a.m.)
Randy Stec

Phone via Conference Call

Jim Hammill
Bill Moritz (DNR)
Hank Stancato (joined the call at 10:05 a.m.)
Trevor VanDyke (DNR)

Call to Order

Chairperson **Pedigo** called the meeting to order at 10:00 a.m.

Approval of Agenda

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

Website

A discussion regarding the MichiganWildlifeCouncil.org website ensued as well as a review of meeting minutes and notes that outlined the creation of the MichiganWildlifeCouncil.org website, which follows:

- October 8, 2014 Councilman Hammill suggested that the council create, as soon as possible, a Michigan Wildlife Council website, even before the RFP is finalized. Councilman Taylor made a motion that the Michigan Wildlife Council website be created immediately. Councilman Hammill seconded the motion, and it passed unanimously. Councilman Taylor offered to work to create the website, and Hammill offered to contact a third party to assist.
- On that same day, the Michigan Wildlife Council approved the FYI 2015 Operational Plan. Included in Section IV of the FYI 2015 Operational Plan, it called for the Michigan Wildlife Council to:
 - A. *Establish an independent Michigan Wildlife Council web site. The web site provides background information, member biographies, documenting enabling legislation, core values, categorizing historical developments, activities and programs and posting current reports from the Chairperson to keep the public informed about the Michigan Wildlife Council's progress against its mission.*

- On October 13, 2014, Councilman Taylor posted a message via Basecamp to Councilman Hammill stating that “The Council indicated for me to proceed with creation of the website. I indicated that I had personnel to create the website without cost to the Council. I have acquired www.michiganwildlifecouncil.org and www.michiganwildlifecouncil.com and created a temporary “landing page.” Council members with suggestions or additions for the website may contact Chad Elder directly at chad.elder@hartneedles.com.”
- At the November 7, 2014 Michigan Wildlife Council meeting an overview of the new Michigan Wildlife Council website was given. Following a discussion regarding a proposed policy for what content gets added to the website, Councilman Taylor made a motion that all content suggestions be forwarded to Chad Elder who, in turn, will disseminate the information to council members by way of Basecamp for a two-week review period for any comments or objections. If, at the end of two weeks no objections have been raised, the Michigan Wildlife Council chair will give the okay to post the subject material to the website. If there is an objection, the matter shall be deferred for discussion during the next meeting of the council, at which time the objection can be either withdrawn or continued. Councilman Pedigo seconded the motion, and the motion passed with unanimous consent.
- At the March 9, 2015 Michigan Wildlife Council meeting a discussion was held regarding what information should be posted to the Michigan Wildlife Council website as well as the process for how the websites are updated. Chairwoman Rose proposed a website subcommittee, and Councilman Hammill and Councilman Taylor volunteered to serve. Members then agreed 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 two weeks to review and make comments. Unanimous consent is needed before items, including photos, are posted. After the two week period without questioning comment by council members, the post will be assumed appropriate and added to the website. It was agreed that the website issue remain on the agenda for the next Michigan Wildlife Council meeting.
- At the June 10, 2015 Michigan Wildlife Council meeting the website subcommittee of Councilman Hammill and Councilman Taylor began a discussion on the importance of the website that represents the council. Discussion was held on the purpose of the website and plan of action to develop content and populate the mwc.org site. Councilman 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.
- At the April 25, 2016 Michigan Wildlife Council meeting, 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.

Since the departure of Councilman Taylor from the Michigan Wildlife Council, the Council has lost operating control over the Council's website. Despite the Michigan Wildlife Council's request to Mr. Taylor that he automatically direct the www.michiganwildlifecouncil.org, michiganwildlifecouncil.org, www.michiganwildlifecouncil.com and michiganwildlifecouncil.com websites to the official campaign website, or take them down completely, the sites continue to remain live on the web. It is the intent of the Michigan Wildlife Council to have only one website, the official campaign website, to represent the Michigan Wildlife Council at this point in the campaign.

Campbell made a motion to archive all content on the www.michiganwildlifecouncil.org, michiganwildlifecouncil.org, www.michiganwildlifecouncil.com and michiganwildlifecouncil.com websites and add only the Michigan Wildlife Council logo from the hereformioutdoors.org website to the www.michiganwildlifecouncil.org, michiganwildlifecouncil.org, www.michiganwildlifecouncil.com and michiganwildlifecouncil.com websites and that all Michigan Wildlife Council domains are automatically directed to the official campaign website, currently known as hereformioutdoors.org and that no further content be added to the www.michiganwildlifecouncil.org, michiganwildlifecouncil.org, www.michiganwildlifecouncil.com and michiganwildlifecouncil.com websites without direction from the Michigan Wildlife Council. **Rose** seconded and the motion was approved by unanimous vote (7-0).

Campbell left at 11:38 a.m.

Phillips made a motion to authorize Chairperson **Pedigo** to work with the DNR and GÜD Marketing to take any and all necessary actions to pursue and resolve the website motion as well as any related issues that are deemed appropriate. **Stec** seconded and the motion was approved by unanimous vote (6-0).

Future Meeting Dates

The next meeting of the Michigan Wildlife Council will be held Tuesday, October 18, 2016 at Jay's Sporting Goods in Clare.

There will also be a social event on Monday, October 17, 2016 at Jay's Sporting Goods in Clare. A committee (Jim Hammill, Matt Pedigo, Kristin Phillips, Carol Rose and Jordan Burroughs) has been formed to plan this event.

Adjournment

Stec made a motion to adjourn, seconded by **Roy** and the motion to adjourn was approved by unanimous vote (6-0). The meeting was adjourned at 11:48 a.m.

APPROVED: Date _____

Matt Pedigo, Chairperson
Michigan Wildlife Council