

# Michigan Wildlife Council

## MINUTES January 31, 2017

A regular meeting of the Michigan Wildlife Council was held Tuesday, January 31, 2017 at the MSU Diagnostic Center 4125 Beaumont Road, Lansing, Michigan 48910.

### Present for the Michigan Wildlife Council

Matt Pedigo  
Kristin Phillips  
Jeff Poet  
Carol Rose  
Ed Roy  
Henry Stancato (Arrived at 9:20am)  
Randy Stec

### Excused Absence

Jim Hammill  
Merisa Campbell

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### Call to Order

Chairperson **Pedigo** called the meeting of the Michigan Wildlife Council (MWC) to order at 9:11 a.m.

### Approval of Agenda

Chairperson **Pedigo** reviewed the agenda and made the following amendments:

<del>11:00 a.m.</del>	<del>GüD Marketing: Advocate Plan (Subcommittee recommendations)</del> <b>Postpone to April meeting</b>
<del>12:30 p.m.</del> 11:00 a.m.	Approval of operational plan (review and update)
<del>1:00 p.m.</del> 11:30 a.m.	Approve Meeting Minutes from October 17 and 18, 2016
11:55 a.m.	Public Comment
12:00 p.m.	Lunch
<del>1:30 p.m.</del> 12:30 p.m.	Treasurer's Report
<del>2:30 p.m.</del> 1:00 p.m.	Closed Session
1:50 p.m.	Council Reports/Announcements New Business • SharePoint

**Rose** made a motion that the amended agenda be approved. **Poet** seconded the motion and the agenda was approved by unanimous vote (6-0).

### GüD Marketing Presentations

**Emmie Musser**, media director for GüD Marketing, gave an overview of the media campaign. The approach in the next seven months is to keep a steady and consistent presence to inform the public about management practices and pull a little deeper into our message. The campaign will continue through four platforms: broadcast television, content marketing, paid social media and video streaming.

**Andrea Ness**, client service director for GÜD reviewed the campaign analytics from last year's campaign. There were 24 unique content marketing stories published and 20 media interviews completed which are all available on the MWC website ([www.hereformioutdoors.org](http://www.hereformioutdoors.org)). In the campaign's first eight weeks there were 158 online mentions compared to 1,528 over the past six months. Facebook has also increased 103% and currently has 10,147 "likes" and over 4.6 million impressions.

The top referring website is [michiganwildlifecouncil.org](http://michiganwildlifecouncil.org) (approximately 500). GÜD is unable to track who went to that page initially and did not click over to the MWC website. The site content has a different perspective which is not relevant to our target audience.

**Joel Newport**, creative director for GÜD Marketing presented the creative for next year's campaign. The target audience wants to hear: Wildlife is managed for the use and enjoyment of future generations. The first year of the campaign was focused on "**future generations**". Now, we are shifting the message to focus on "**wildlife is managed**". Managed is being introduced to our target audience in context with the forest, waters and wildlife. The website will continue to have content added to define our message. Examples of the television, radio and outdoor ads were shown.

**Ness** also stated there will also be 12 featured content marketing stories introducing hunting and fishing which will be monitored to track engagement. Funding is an underlying message in all future content marketing.

\* \* \*

The meeting was adjourned at 10:35 a.m. for a break and reconvened at 10:51 a.m. All council members present prior to the break, were present after the break.

\* \* \*

**Jill Holden**, strategic planning director from GÜD Marketing, reviewed the components of the baseline survey and **recommends** deployment in mid-July. It will take about 30 days to get the results from the survey and a preliminary report is expected late August.

The council noted that we may need to change the August meeting and will re-evaluate during the meeting in April.

**Pedigo** called for public comment at 11:36 a.m. There was none.

### **Approval of Operational Plan**

Corrections

Page 1: Title Page

- FY 2017
- January 31, 2017

Page 2

- Header: FY2017
- Section II, Communication Objectives, B: The MWC, in conjunction with the marketing contractor, will develop an annual, cost efficient, statewide media-based education plan that reaches the public focusing on the non-hunter and non-angler, using primarily high impact media vehicles including TV and radio.

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- Section IV: Information Dissemination: Because of the unique nature of the Educational Program, it is important for the Michigan Wildlife Council to use a variety of tools to educate the public and support its mission and plans.

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- Header: Proposed Budget FY2017

Discussion by the council about the increase in spending authority from \$1.6 million to \$2.1 million occurred. **Kristin Phillips** explained the process and a final determination will be made in the next couple of months.

**Rose** made a motion that the amended operational plan be approved. **Pedigo** seconded the motion and the amended operational plan was approved by unanimous vote (7-0).

Pedigo called for public comment again at 12:10 p.m. There was none.

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The meeting was adjourned at 12:11 p.m. for lunch and reconvened at 12:51 p.m.

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### **Approval of October 17, 2016 and October 18, 2016 Minutes**

**Pedigo** called for discussion regarding the minutes of the October 17, 2016. There was no discussion.

**Roy** made a motion that the minutes be approved as submitted in the meeting packet. **Stec** seconded and the minutes of the October 17, 2016 meeting were approved by unanimous vote (7-0).

**Pedigo** called for discussion regarding the minutes of the October 18, 2016 meeting. There was no discussion.

**Roy** made a motion that the minutes be approved as submitted. **Rose** seconded and the October 18, 2016 minutes were approved by unanimous vote (7-0).

### **Treasurers Report**

**Phillips** gave an overview of the written financial report for the term October 1, 2016 through December 31, 2016 (attached) listing current fiscal year revenue of \$326,238 and a fund balance of \$2,671,487.

**Poet** made a motion to approve the financial report as submitted. **Phillips** seconded the motion and the draft report was approved by unanimous vote (7-0).

### **Closed Session**

**Pedigo** moved that the Council meet in closed session under section 8(h) of the Open Meetings Act, to consult with our attorney(s) regarding a memorandum of advice that is exempt from disclosure under section 13(1)(g) of the Open Meetings Act. **Roy** seconded and the council approved entering into closed session by unanimous vote (7-0).

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The meeting was adjourned at 1:33 p.m. for closed session and reconvened at 2:24 p.m.

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**Stancato** made a motion to accept the Attorney General's recommendation. **Rose** seconded and the motion was approved by unanimous vote (7-0).

### **Council Reports**

There were no council reports captured

### **New Business**

**Pedigo** stated the council will transition to SharePoint.

**Roy** reminded the council that an official approval was not entered regarding the recommended timing for the baseline survey deployment.

**Poet** made a motion to approve the recommended deployment of the baseline survey in mid-July. **Roy** seconded the motion and it was approved by unanimous vote (7-0).

**Phillips** presented to the council, a request from GÜD Marketing to approve spending 25 percent (\$125,000) of the requested increase of \$500,000 for content development. The council discussed the matter at length and came to an understanding that if the council did not get approval for the additional increase in authorized spending (\$1.6 million to \$2.1 million) that spending adjustments may need to be made by the end of the fiscal year to ensure the council stays within their authorized spending amount. **Stancato** clarified that we don't want the campaign to stall later due to lack of creative content now.

**Stancato** made a motion to approve GÜD Marketing to spend an additional amount not to exceed \$125,000 for content development. **Poet** seconded the motion and it was approved by unanimous vote (7-0).

**Rose** requested the council set aside a contingency fund every year. **Pedigo** suggested earmarking this idea and putting a plan together at our next meeting in April.

### **Adjournment**

**Rose** made a motion to adjourn, seconded by **Stec** and the motion to adjourn was approved by unanimous vote (7-0). The meeting was adjourned at 2:57 p.m.

APPROVED: Date \_\_\_\_\_

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Matt Pedigo, Chairperson  
Michigan Wildlife Council