

**MICHIGAN WILDLIFE COUNCIL
AGENDA**

**November 5, 2018
10:00 a.m. – 4:00 p.m.**

**Location: Carl T. Johnson Hunting and Fishing Center
6087 M-115, Cadillac, Michigan 49601**

- 10:00 a.m. Welcome and Introductions
- 10:30 a.m. Review and Approve Agenda
- 10:35 a.m. Approve Meeting Minutes from September 6, 2018
- 10:40 a.m. Treasurer's Report
- 10:50 a.m. Gd Marketing: *Here. For Generations.* Marketing Campaign
- Introduction (10 minutes)
 - Statewide Survey Results (1 hour)
- 12:00 p.m. LUNCH
- 12:30 p.m. Gd Marketing: *Here. For Generations.* Marketing Campaign
- Media Plan (20 minutes)
 - Hunting Season Updates (10 minutes)
 - Sportsmen Strategy Recommendations (20 minutes)
 - Creative Updates (40 minutes)
 - Research Recommendation (20 minutes)
- 2:30 p.m. Public comment
- 2:40 p.m. BREAK
- 3:00 p.m. Review/Approve Semi-Annual Report
- 3:30 p.m. Council Reports and New Business
- 2019 Meeting Dates/Locations
- 4:00 p.m. Adjournment