

Michigan Wildlife Council

MINUTES

DRAFT November 5, 2018

A regular meeting of the Michigan Wildlife Council was held Monday, November 5, 2018 at the Carl T. Johnson Hunting and Fishing Center in Cadillac, Michigan.

Present for the Michigan Wildlife Council

Matt Pedigo
Beth Gruden
Jeff Poet
Carol Rose
Henry Stancato (arrived at 11:24am)
Kristin Phillips
Ed Roy

Excused Absence

Jim Hammill

Call to Order

Chairman **Pedigo** called the meeting of the Michigan Wildlife Council (MWC) to order at 10:00a.m. There is still an open vacancy on the council.

Approval of Agenda

Chairman **Pedigo** reviewed the agenda and called for discussion. It was requested that “2019 meeting dates/location” be moved to after Research Recommendations (shown below).

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| 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. | Güd Marketing: <i>Here. For Generations.</i> Marketing Campaign <ul style="list-style-type: none">• Introduction (10 minutes)• Statewide Survey Results (1 hour) |
| 12:00 p.m. | LUNCH |
| 12:30 p.m. | Güd Marketing: <i>Here. For Generations.</i> Marketing Campaign <ul style="list-style-type: none">• Media Plan (20 minutes)• Hunting Season Updates (10 minutes)• Sportsmen Strategy Recommendations (20 minutes)• Creative Updates (40 minutes)• Research Recommendation (20 minutes)• 2019 Meeting Dates/Locations |
| 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 <ul style="list-style-type: none">• 2019 Meeting Dates/Locations |
| 4:00 p.m. | Adjournment |

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

Approval of September 6, 2018, Minutes

Pedigo called for discussion on the minutes of the September 6 MWC meeting. There was no discussion. **Rose** made a motion that the minutes be approved as submitted. **Phillips** seconded the motion and the minutes were approved as submitted by vote (5-0, 1 abstained - Ed Roy).

Treasurer's Report

Treasurer **Phillips** gave an overview of the presented written financial report for October 1, 2017, to September 30, 2018, noting a prior fiscal year balance of \$1,670,889, current fiscal year revenue of \$1,530,881 and expenditures of \$1,950,531 for a current fund balance of \$1,251,231. **Roy** asked if the DNR is charging any time to the administrative costs and **Phillips** responded the DNR is not charging any time. Discussion was had regarding Chronic Wasting Disease and PFAS recently found in deer and the effects to hunting license sales. **Phillips** stated it's hard to say right now what effect these will have.

Gruden moved that the financial report be approved as presented. **Poet** seconded the motion. **Pedigo** asked for questions or comments. There being none, the financial report was approved by unanimous vote (6-0).

Güd Marketing – Statewide Survey Results

Chelsea Maupin, Güd Marketing research manager, presented a summary of the statewide survey, including methodology, timing, purpose and key measures. Maupin reviewed results related to statewide approval of hunting and fishing, campaign recall, knowledge of wildlife management and funding, and meaningful messages – including statewide results and shifts among various regions, races, ages and genders, as well as among neutrals and moderate approvers. Key findings include:

- Approval of hunting and fishing remains very high in every region
- Campaign recall numbers are solid
- Great progress on understanding wildlife management after 16 months of messaging
- Confusion about funding remains high after four months of messaging
- Interest in messages about funding for wildlife management and natural resources is growing

The council discussed the results and why there may be confusion regarding the funding message (running concurrently with the political season and do these blend in with campaign ads?). **Maupin** reminded the council that it's only been four months since the funding message was introduced.

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The meeting was adjourned for lunch at 11:45 a.m. and reconvened at 12:45 p.m. All council members present prior to lunch were present after lunch.

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Jill Holden, Güd Marketing strategic planning director, presented an overview of the research conducted over the course of the past year and its implications on the spring 2019 campaign. **Holden** proposed utilizing online bulletin boards, to further test “funding” creative and messages among a sample population that is representative of our target audiences. This group will be testing primarily creative concepts which are preference oriented (“What about this ad strikes you?”) and less about approving or disapproving.

The council raised concern about the images and creative being copied and/or used inappropriately. GÜD Marketing will investigate this concern. Currently, GÜD Marketing has tools in place that alert them if the council's name or campaign tagline is being used.

The online bulletin boards will use money which was allocated towards focus groups and deploy mid to late April. Online bulletin boards are cheaper than the focus group and the results are comparable. They are an additional tool that is being leveraged and expanded to dig deeper into the target audience.

GÜD Marketing – Creative Updates

Joel Newport, GÜD Marketing creative director, shared four campaign concepts that will be tested via online bulletin boards. Each will convey that hunting/fishing licenses, not tax dollars, pay for conservation.

- “Double Take” – Text will say something different than what the image shows
 - Make sure the people in the photos are old enough to need a license
- “Cares About/Helps Fund” – Show images of those who care about conservation (hiking, kayaking) and those who are funding conservation (fishing, hunting)
- “The money goes to them” – Using humor to illustrate: Pheasant carrying a dollar bill
- “Crazy but true” – Hash tag (#) campaign

The council discussed and clarified that the creative subcommittee would review the final concepts before they go live.

GÜD Marketing – Leveraging Hunting Season, Media Kit

Andrea Ness, GÜD Marketing outreach and engagement director, provided an overview of recent public relations activities that will leverage the firearms deer hunting season and ensure that all hunting related coverage emphasizes the importance of hunting in Michigan and includes a “funding” message. In October of 2018, a media kit was sent out which had a 30 percent open rate. **Ness** recommended building a robust public relations plan for spring 2019 – including leveraging the spring fishing season opener as an opportunity to discuss the importance of fishing to Michigan.

GÜD Marketing – Sportsmen’s Plan

Ally Caldwell, GÜD Marketing account coordinator, presented a quick overview of the materials developed for the sportsmen plan, including the video, brochure, presentation and talking points. **Caldwell** recommended establishing planned speaking engagements to encourage council members’ involvement as ambassadors for the campaign. The council agreed to move forward, and GÜD Marketing will be sharing a list of possible speaking engagements after the meeting.

Deliverables:

- Develop comprehensive list of potential speaking opportunities
- Secure selected speaking engagements
- Prepare and update materials, as needed: brochure/presentation/talking points

Güd Marketing – Creative Updates

Joel Newport, Güd Marketing creative director, shared a new website design intended for a March 2018 launch and provided an overview of next steps.

Must have's:

- Mobile first – design site from mobile perspective
- ADA compliance
- Visually impressive
- Emphasis of strong content

Recommendations:

- Large impressive full screen image:
Here. For Generations.
Thanks to Hunting and Fishing dollars
- Content articles
- Talking about our mission
- Photos
- Donate/Get Involved/Contact Us

Güd Marketing – Media Plan Year 4, Flight 2 A

Emmie Musser, Güd Marketing media director, presented paid media recommendations for Year 4, Flight 2 A (January 1, 2018 – March 31, 2019). A media plan for April 1-June 7, 2019, will be presented in early 2019. The focus of this flight will be to continue to attract and inform as well as change misconceptions regarding the funding message, that funding comes from license fees, not taxes. Videos will be used with high frequency.

Tactics:

- Digital music streaming (Pandora and Spotify)
- Cross platform (TV, Desktop, Mobile Tablet)
 - Unskippable 30 second spots, 2.2 million guaranteed impressions
- Content marketing – 1 piece per month
 - Detroit Free Press will push our content onto their social platform
- TV content marketing
 - Interview segment on Wood-TV (one five to seven-minute interview)
 - Inclusion on stations social media platforms
- Facebook, Instagram, snapchat
- Radio – continue with Mike Avery

Rose made a motion to approve the Year 4, Flight 2 A media plan in the amount of \$635,000.

Gruden seconded the motion and the Year 4, Flight 2 A media plan was approved by vote (6-0; Phillips was not in the room).

Public Comment

Chairmen **Pedigo** called for public comment at 2:43 p.m.

Nick Green, Public Information Officer for Michigan United Conservation Clubs and Editor of Michigan Out of Doors stated hunter/angler organizations want to implement some of the messages of the Michigan Wildlife Council and will spread that message through their channels.

Rose stated that Mike Leonard contacted a couple of council members and stated he was driving in Detroit and didn't realize the billboards were from the Michigan Wildlife Council until the third or fourth time passing by. The council discussed and thought this was great because the billboards are not an immediate call to action and are intended to target those who frequently drive on that highway. The billboards are doing exactly what they are intended to do.

2019 Meeting Dates/Locations

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|--------------------------|--|
| Thursday, March 7, 2019 | SE Michigan, GÜD Marketing will work on location |
| Tuesday, May 21, 2019 | Clair, Jay's Sporting Goods (not confirmed) |
| Tuesday, August 20, 2019 | Traverse City, DNR Customer Service Center (not confirmed) |
| Monday, October 28, 2019 | Upper Peninsula |

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The meeting was adjourned for break at 3:08 p.m. and reconvened at 3:26 p.m. All council members present prior to break, were present after break.

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Semi-Annual Report

The council reviewed the semi-annual report.

Roy motioned to approve the semi-annual report as submitted. Rose seconded, and the motion was approved by unanimous vote (7-0).

Discussion ensued about the sentence "The effectiveness of the ... campaign is measured through the tracking of paid metrics over the course of the campaign." It was raised that the baseline survey was the ultimate measure of effectiveness, not media metrics. Discussion continued about media metrics like impressions, frequency are used during the course of the campaign to make sure detailed aspects, such as language, placement, timing, visuals, are effective; therefore, the statement within the semi-annual report is correct. The issue of changing the format of focus groups was raised and how that might impact metrics.

It was decided to change the language within the semi-annual report, so it is not misleading.

Roy made a motion to rescind the original motion to approve the semi-annual report as submitted. **Phillips** seconded, there was no discussion and the motion to rescind the motion to approve the semi-annual report as submitted was approved by unanimous vote (7-0).

The council continued discussions and requested the semi-annual report be changed as follows: the words "effectiveness of the" in the first sentence on page one, sixth paragraph and "to measure campaign effectiveness" last sentence of the same paragraph be deleted as referenced below.

The effectiveness of the "Here. For Generations." campaign is measured through the tracking of paid media metrics over the course of the campaign, as well as through formative assessments (i.e. online surveys and focus groups). The paid media metrics measure: impressions, frequency, reach, web ads clicked, website hits, social engagement, media coverage, and partnerships. In June, GÜD Marketing produced a report based on focus group discussions held in April. A statewide survey to measure campaign effectiveness was initiated in September.

Rose made a motion to approve the amended semi-annual report. **Gruden** seconded the motion. There was no further discussion and the motion to approve the amended semi-annual report was approved by unanimous vote (7-0)

Council Reports / New Business

Phillips reviewed the process for issuing a new contract with a marketing firm:

- Contract with GÜD Marketing expires June 2020—we must go out to bid the contract
- It is a six to nine-month process to develop the request for proposal (RFP), advertise it and evaluate candidates
- In the event a new marketing firm is selected, there would be a transition process, which takes time
- It is recommended that a transition would take place during a “slower point” of the campaign, which would be January of 2020
- New contract should be effective January 2020, therefore, would need to start in May 2019
- Need to be clear about criteria for successful candidates when building the RFP

Based on the discussion that took place during review of the semi-annual report, the council plans to review and discuss at the next meeting:

1. What metrics and criteria should we be using to evaluate the success of the campaign over the long term?
2. How do we use those metrics and criteria to build the next RFP for a new marketing contract?
3. Identify subcommittee members for RFP development and evaluation.

Adjournment

Rose made a motion to adjourn, seconded by **Pedigo**, and the motion was approved by unanimous vote (7-0). The meeting was adjourned at 4:29 p.m. The next regular meeting is scheduled for Thursday, March 7, 2019.

APPROVED: Date March, 7, 2019

A handwritten signature in black ink that reads "MATT PEDIGO". The signature is written in a cursive, slightly slanted style.

Matt Pedigo, Chairperson
Michigan Wildlife Council