

Michigan Wildlife Council

MINUTES April 26, 2018

A regular meeting of the Michigan Wildlife Council was held Thursday, April 26, 2018, at the Hal and Jean Glassen Shooting Education Center at the Rose Lake Shooting Range near Bath, Michigan.

Present for the Michigan Wildlife Council

Matt Pedigo
Beth Gruden
Jeff Poet
Carol Rose
Ed Roy
Henry Stancato
Jim Hammill
Kristin Phillips

Call to Order

Chairman **Pedigo** called the meeting of the Michigan Wildlife Council (MWC) to order at 9:25 a.m.

Approval of Agenda

Chairman **Pedigo** reviewed the agenda and called for discussion. There was no discussion. **Rose** made a motion that the agenda be approved as presented. **Gruden** supported the motion, and the agenda was approved, by unanimous vote (8-0).

Approval of February 6, 2018, Minutes

Pedigo called for discussion on the minutes of the February 6, 2018, MWC meeting. There was no discussion. **Roy** made a motion that the minutes be approved as submitted. **Rose** seconded the motion. **Pedigo** asked for questions or comments. There being none, the minutes were approved by unanimous vote (8-0).

Treasurer's Report

Phillips gave an overview of the presented written draft financial report for October 1, 2017, to March 31, 2018, noting a prior fiscal year balance of \$1,670,889, current fiscal year revenue of \$401,427 and expenditures of \$329,750 for a current fund balance of \$1,742,567. She advised that the report is a draft because of the new state accounting system. She noted transition to the new system has been complicated, so the treasurer's report will be a draft until some of the bugs are worked out. **Poet** moved that the draft financial report be approved as presented; **Rose** seconded the motion. **Pedigo** asked for questions or comments. There being none, the draft report was approved by unanimous vote (8-0).

Güd Marketing Presentations

Year Four Marketing Plan approval

Ally Caldwell, account coordinator of Güd Marketing, gave an overview of the presentations agenda and announced that at the Central Michigan Public Relations Society of America's PACE Awards, the Michigan Wildlife Council was recognized as winner of the Pinnacle Award (first place) for Integrated Communications Campaign. **Rose** suggested that information about the award be included in the Semi-Annual Report to the Legislature and also announced at the May meeting of the Natural Resources Commission. Güd Marketing's **Joel Newport** said he would get the information to council member **Ed Roy** to present at the NRC meeting. Council member **Phillips** also offered to prepare bullet points for **Roy**.

Caldwell then gave a brief background on the Michigan Wildlife Council's public education campaign launched in April 2016 and explained how the campaign has evolved. She highlighted the marketing team's recommendations for the 2018-19 scope of work and budget allocations for Year 4 of the campaign, including monitoring the campaign performance, conducting a third statewide survey of focus groups, and introducing direct funding messages to a broad audience for the first time. **Caldwell** reported that the team will continue to use a variety of media outlets to reach broad and targeted audiences. Discussion was held on the size of the research sample, which has doubled from 400 in year one to 800. **Hammill** asked about the cost of increasing the next round of sample research another 200. **Jill Holden**, strategic planning director for Güd Marketing said she would ask **Chelsea Maupin**, Güd Marketing research manager, for updated numbers and statistics.

Caldwell also gave a quick update on the successes of the campaign since the last meeting, noting the *Cajun Crayfish Unwelcome in Michigan* story. She said the story held the number one spot for over 24 hours, and that after one day in the market, there were 65,817 page views and 54 clicks to the website.

After a brief discussion, **Poet** made a motion to approve the marketing plan, including scope of work and budget allocations for Year Four (June 8, 2018, to June 7, 2019) of the public education campaign. **Roy** seconded the motion, and the motion passed unanimously (8-0).

Year Four, Flight 1 Media Plan approval

Emmie Musser, media director of Güd Marketing, presented a project recap and paid media recommendations for the remainder of Year 4, Flight 1 (June 8, 2018-December 31, 2018) media plan, including communications strategy, overall media goals and investment allocation. Recommendations included "a strong seasonal presence throughout the summer months with broad tactics such as television, radio and outdoor, (content in Michigan Out-of-Doors Magazine and Mike Avery radio interviews), then a slight spike during late fall, which would include organic radio chatter, content marketing, media interviews and social media."

After some discussion, **Rose** made a motion to approve the Güd Marketing media plan for the seven months remaining in Year 4, Flight 1 (June 8, 2018-December 31). **Gruden** seconded the motion, and the motion passed unanimously (8-0).

Creative Updates

Joel Newport, creative director for Gŭd Marketing, highlighted creative updates for the campaign. He talked about new outdoor, television and radio spots, new website design and direction for digital placements, and showed samples of 6-second videos, as well as 15-second and 30-second videos. These pieces were introduced on April 23, introducing the "funding" message (how does Michigan pay for conservation) to a broad audience for the first time.

Newport also discussed plans for summer, including new billboard designs (pop-out boards), Snapchat, 360-degree video, transit ads (busses) and gamification opportunities. He said he is working on a scheduled photoshoot for Friday, May 11, at the Allegan State Game Area.

Research Updates

Jill Holden gave an overview of focus group surveys conducted April 24 and 25, which included methodology and top-line findings. She talked about focus group goals for 2018 and said the next steps in research include a comprehensive focus group report and a third statewide survey to be conducted in September 2018.

Ally Caldwell gave a brief update on the progress of the development of the sportsmen communications strategy and distributed the campaign brochure, "Preserving Michigan's Outdoor Heritage."

Closed Session

Pedigo made a motion to recess at 1:50 p.m. and that the council go into a closed session meeting to discuss pending litigation with the council's attorney and reconvene the regular meeting immediately following the closed session. **Roy** seconded the motion, and it passed unanimously (7-0). Councilman **Hammill** had stepped out of the meeting and was not present for the vote. He then returned for the closed session.

Hammill made a motion to end the closed session meeting and reconvene the regular meeting. **Rose** supported the motion and it was passed unanimously (7-0)

The Michigan Wildlife Council regular meeting reconvened at 2:30 p.m.

Due to a scheduling conflict, Councilman Ed Roy had left the closed session meeting at 2 p.m. and did not return when the regular meeting reconvened.

Public Comment

Chair **Pedigo** called for public comments; there were none.

New Business

Election of Officers

It was noted that **Phillips** has been serving as acting treasurer since **Merisa Campbell** left the council. After some discussion, **Hammill** nominated Phillips to serve as treasurer for the next two-year term. **Gruden** supported the nomination, and the council voted unanimously (7-0 in the absence of councilman Roy) for **Phillips** to serve as treasurer.

After some discussion, **Rose** moved that the council cast a unanimous ballot for officers of the Michigan Wildlife Council for the next two years as follows:

Chairperson: **Matt Pedigo**
Vice-Chairperson: **Jeff Poet**
Treasurer: **Kristin Phillips**

Stancato seconded the motion and the slate of officers for 2018/2019 was approved unanimously (7-0).

Council Reports

Poet advised that he was recently selected and vetted to serve on the new Outdoor Recreation Advisory Council. Both the Department of Natural Resources and the Natural Resources Commission will have oversight over the new council.

Pedigo reported that he attended the 2018 Michigan Bear Hunters Association Convention in Gaylord March 17, where over 500 people attended.

Hammill reported that he attended the Safari Club International fundraiser banquet April 14 near Escanaba, where approximately 350 people attended and approximately 50 firearms were given as raffle prizes.

A lengthy discussion was held regarding the next marketing contract. It was agreed that the September meeting agenda should include discussion of the RFP bidding process for the next contract period.

Adjournment

Rose made a motion to adjourn, seconded by **Gruden**, and the motion was approved by unanimous vote (7-0). The meeting was adjourned at 3:50 p.m. Next regular meeting is scheduled for September 6, 2018, at the Traverse City DNR Customer Service Center in Traverse City.

APPROVED: Date

9/6/2018

Matt Pedigo, Chairperson
Michigan Wildlife Council