

Michigan Wildlife Council

MINUTES March 7, 2019

A regular meeting of the Michigan Wildlife Council was held Thursday, March 7, 2019 at the Detroit Free Press Office at 160 W Fort St, Detroit, MI 48226.

Present for the Michigan Wildlife Council

Ed Roy
Beth Gruden
Nick Buggia
Jeff Poet
Carol Rose
Matt Pedigo
Kristin Phillips
Hank Stancato
Jim Hammill

Call to Order

Chairman **Pedigo** called the meeting of the Michigan Wildlife Council (MWC) to order at 9:40 a.m. He welcomed newest member, Nick Buggia, to his first council meeting.

Approval of Agenda

Chairman **Pedigo** reviewed the agenda and called for discussion. It was requested that changes be made as shown below.

9:30 a.m. Welcome and Introductions

9:40 a.m. Review and Approve Agenda

9:45 a.m. Approve Meeting Minutes from November 5, 2018

10:00 a.m. GÜD Marketing: Here. For Generations. Campaign

- Completion report (June-Dec 2018)
- Online bulletin boards key findings
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- ~~Spring creative recommendation~~
- ~~Website updates~~

12:00 p.m. LUNCH

12:30 p.m. GÜD Marketing: Here. For Generations. Campaign

- Spring creative recommendation
- Website updates
- ~~Completion report (June-Dec 2018)~~
- Media Plan Spring/Summer 2019

1:30 p.m. Public comment

1:45 p.m. Treasurer's Report

2:00 p.m. Council Reports and New Business

- Review and approve annual operational plan (due by April 1)
- Review and approve semi-annual report (due mid-May)
- Plan for new marketing contract (process, timeline, subcommittee, evaluation metrics)

4:00 p.m. Adjournment

Rose made a motion that the agenda be approved as amended. **Poet** supported the motion and the agenda was approved as amended by unanimous vote (9-0).

Approval of November 5, 2018 Minutes

Pedigo called for discussion on the minutes of the November 5 MWC meeting. There was no discussion. **Poet** made a motion that the minutes be approved as submitted. **Rose** seconded the motion and the minutes were approved as submitted by vote (9-0).

Güd Marketing – Completion Report (June-Dec 2018)

Emmie Musser, Güd Marketing media director, presented the paid media Year 4, Flight 1 completion report (June 8-Dec. 31, 2018). Musser reviewed paid media goals, overall investment and communications strategy. Presented key results from the council's broad and targeted tactics – including outdoor, radio, TV, digital video streaming, digital music streaming, digital, paid and organic social, media interviews and the website.

Key results include:

- 224,628,386 total impressions and 1,844,224 total engagements (clicks to website, likes, shares, video views)
- Three blitz campaigns directly drove traffic to the website – Fourth of July, Shark Week (Grand Rapids) and “hunting season”
- Dynamic content marketing and social media was a strong engagement tactic
- \$405,196 value added

Tiffany Wahl from the Detroit Free Press commented that from a USA Today and Gannett perspective, the Michigan Wildlife Council content “stands up nationwide.”

Güd Marketing – Online Bulletin Boards

Chelsea Maupin, Güd Marketing research manager, presented a summary of the primary research findings through the online bulletin boards conducted in January 2019. This included methodology, timing, goals and creative concepts. Maupin reviewed results related to “funding” creative and message testing, and also shared quotes from participants. Key findings include:

- Need to continue to elevate the funding message
- Opportunities to add new, deeper information and context to the funding story (i.e., \$62 million for wildlife management, not funded by state tax dollars, species and habitats supported)
- Opportunity to build more connections to the outdoors enjoyed by moderate approvers, especially those in metro Detroit

Council members began discussion about research, including continued audience confusion over wildlife management and terminology. There was also discussion about research methodology and costs for online bulletin boards vs. more traditional focus groups or surveys.

Hammill asked, “Would you say that educating people about wildlife management is the most significant metric?” **Maupin** responded, “yes.” **Hammill** pointed out that the 14% improvement in that metric from the baseline survey was significant. In order to make this argument stronger, there was discussion about having an independent analysis done by an outside researcher to

analysis the survey data and methodology. **Hammill** made the motion for the expenditure of up to \$5,000 from MWC contingency funds for a third-party review of the research methodology and validation of the key success metric: audience understanding of wildlife management. A subcommittee, consisting of Hammill, Roy, Pedigo and Phillips will work with GÜD Marketing on the third-party review in advance of the next meeting (May 21). **Gruden** supported and the motion passed (9-0).

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The meeting was adjourned for lunch at 12:05 p.m. and reconvened at 1:00 p.m. All council members present prior to lunch were present after lunch.

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GüD Marketing – Scope of Work, Budget Allocations for Year 5

Ally Caldwell, GüD Marketing account coordinator, provided an overview of the GüD Marketing team's recommended scope of work and budget allocations for Year 5 (June 8, 2019-June 7, 2020), including monitoring the campaign in real time, conducting a fourth statewide survey, primary and secondary research, and the development of creative per research and to meet the needs of the paid media campaign.

Rose motioned to approve the June 2019-2020 Scope of Work, Assumptions and Budget Allocations for Year 5. **Roy** supported. No further discussion, questions, or comments and the motion was approved by unanimous vote (9-0).

Public Comment

1:30 p.m. Chairman **Pedigo** called for public comment. There was no comment and the meeting continued.

GüD Marketing – Media Plan (April-Dec. 2019)

Musser presented paid media recommendations for Year 4, Flight 2B and Year 5, Flight 1 (April 1-Dec. 31, 2019). Tactics included content marketing, media interviews, digital display, outdoor, TV, paid social media and digital music streaming. Advocate tactics include radio interviews on Mike Avery Outdoor Radio Magazine. The full council approved the recommended paid media plan.

The council began discussion about a stronger funding message in the creative. GüD Marketing discussed the strategy behind meeting the audience where they are as it relates to messaging, then bringing them along to stronger, more direct funding message through a series of messages and the website.

Poet motion to approve the plan, **Rose** supported. No further discussion, questions, or comments and the motion was approved by unanimous vote (9-0).

GüD Marketing – Spring Creative Recommendation and Website Updates

Joel Newport, GüD Marketing creative director, presented a creative campaign concept, including new outdoor, street-level signage, digital and a television spot. The full council approved moving forward with the creative direction with further direction and revisions provided

by the marketing subcommittee. In addition, Newport shared the latest update on the new website and "Sounds of Nature" quiz.

The council discussed terminology (jobs and revenue) and use of specific species (avoid pollinators) in the photos.

Gruden made a motion to approve the creative recommendations. **Buggia** supported. No further discussion, questions, or comments and the motion was approved by unanimous vote (9-0).

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 \$1,251,256, current fiscal year revenue of \$330,622 and expenditures of \$165,337 for a current fund balance of \$1,416,541.

Poet asked how revenue compared to last year. **Phillips** replied hunting license down 3-4 percent, which is expected.

Rose moved that the financial report be approved as presented. **Stancato** seconded the motion. **Pedigo** asked for questions or comments. There being none, the financial report was approved by unanimous vote (8-0). (Hammill had left the meeting and did not return.)

Council Reports and New Business

Review and approve annual operational plan (due by April 1)

Rose motioned to approve the operational plan. **Gruden** supported. **Pedigo** called for further discussion, questions, or comments. There being none, the motion was approved by unanimous vote (8-0).

Review and approve semi-annual report (due mid-May)

Roy made a motion for Matt Pedigo to work with Kristin Phillips to revise the letter consistent with previous discussion on metrics. **Rose** supported. Pedigo called for further discussion, questions, or comments. There being none, the motion was approved by unanimous vote (8-0).

Plan for new marketing contract (process, timeline, subcommittee, evaluation metrics)

Kristin Phillips provided a timeline for the state RFP process.

The council discussed metrics that would be used to evaluate the successful bidder/s and the state requirements.

Rose requested copies of previous RFP document to be sent to all for review and suggestion. A subcommittee will develop the final RFP.

A subcommittee to evaluate the bids will be identified at the May meeting.

Stancato made a motion that a subcommittee consisting of Pedigo, Phillips, Rose and Buggia develop the RFP. **Rose** supports. **Pedigo** called for further discussion, questions, or comments. There being none, the motion was approved by unanimous vote (8-0).

Adjournment

Phillips made a motion to adjourn, seconded by **Rose**, and the motion was approved by unanimous vote (8-0). The meeting was adjourned at 4:30 p.m.

APPROVED: Date: May 21, 2019

A handwritten signature in black ink that reads "Matt Pedigo". The signature is written in a cursive style with a large, stylized "P" and "D".

Matt Pedigo, Chairperson
Michigan Wildlife Council