

MICHIGAN WILDLIFE COUNCIL

AGENDA

January 31, 2016

9am-3pm

MSU Diagnostic Center

4125 Beaumont Road

Lansing, MI 48910

- 9:00 a.m. Welcome
- 9:05 a.m. Review and Approve Agenda
- 9:10 a.m. Gd Marketing: Media Results – Year 2, Flight 1 (June-December)
- 9:40 a.m. Gd Marketing: 2017 Creative Presentation
- 10:30 a.m. Gd Marketing: Baseline Survey
- 10:45 a.m. BREAK
- 11:00 a.m. Gd Marketing: Advocate Plan (Subcommittee recommendations)
- 11:55 a.m. Public Comment
- 12:00 p.m. Lunch
- 12:30 p.m. Approval of operational plan (review and update)
- 1:00 p.m. Approve Meeting Minutes from October 17, 2016 and October 18, 2016
- 1:30 p.m. Treasurer’s Report
- 1:50 p.m. Council Reports/Announcements
- 2:30 p.m. Closed Session
- 3:00 p.m. Adjournment