

## Michigan Wildlife Council

### MINUTES April 18, 2017

A regular meeting of the Michigan Wildlife Council was held Tuesday, April 18, 2017 at the DNR-Lansing Customer Service Center 4166 Legacy Parkway, Lansing, Michigan 48911.

#### **Present for the Michigan Wildlife Council**

Hank Stancato  
Randy Stec  
Ed Roy (arrived at 9:06a.m.)  
Carol Rose  
Jeff Poet  
Kristin Phillips  
Jim Hammill  
Matt Pedigo

#### **Excused Absence**

Merisa Campbell

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#### **Call to Order**

Chairperson **Pedigo** called the meeting of the Michigan Wildlife Council (MWC) to order at 8:58 a.m.

#### **Approval of Agenda**

**Pedigo** reviewed the agenda and called for discussion. There was none.

**Rose** made a motion that the agenda be approved. **Poet** seconded the motion and the agenda was approved by unanimous vote (7-0). **Roy** was not present for this vote.

#### **Güd Marketing Presentations**

**Andrea Ness**, outreach and engagement director of Güd Marketing, opened with an announcement regarding the Michigan Wildlife Council's recognition at the Central Michigan Public Relations Society of America's PACE Awards for its Award of Achievement for its Integrated Communications Campaign.

**Emmie Musser**, media director of Güd Marketing, presented the paid media placements for the remainder of Year 2, Flight 2 (April 2017 to June 5, 2017) and presented Güd Marketing's paid media recommendations for the first three months of Year 3, Flight 1 (June 6, 2017 to December 31, 2017). The paid media recommendations for the remaining months (September–December 2017) of Year 3, Flight 1 will be presented at the next quarterly meeting, in August 2017. Paid media placements to attract the target audience will remain similar and use outdoor boards, television, radio, digital music streaming, and video streaming. To inform the target audience the continuation of content marketing articles and paid social media will be used. Digital ads will feature new long and short form video to promote engagement.

Partnerships will continue with Michigan Out-of-Doors and Mike Avery. The overall goal of this Flight is to reach 95 percent of the target audience at least 13 times.

The council discussed search engine optimization – spending money to rank higher and improve search engine findings for the campaign website. The overall dynamic is that when the controller of michiganwildlifecouncil.org pays for advertising it draws traffic from the hereformioutdoors.org site. GÜD Marketing recommends monitoring the market and, if needed, spending money to improve search engine functions against competition. **Stancato** stated he has concerns about spending any money to outrank competing websites. **Hammill** stated that continued monitoring is imperative.

**Stancato** made a motion to approve the proposal for Year 3, Flight 1 with the exception of spending any money on search engine optimization, which will be deferred for decision at a later time. **Rose** seconded the motion and the proposal was approved by unanimous vote (8-0).

**Joel Newport**, creative director of GÜD Marketing, presented new creative concepts for Year 3, including fact-based digital ads, interactive digital ads, enhanced website content (including parallax images, 360-degree photos and a new content marketing unit) and content marketing layout updates. Video content, including virtual reality, will also be increasing.

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The meeting was adjourned at 10:41 a.m. for a break and reconvened at 11:00 a.m. All council members present prior to the break, were present after the break.

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**Jill Holden**, strategic planning director of GÜD Marketing, presented an overview of the MWC's next steps in research, including focus groups (May 2017) and the baseline survey (July 2017). The current timeline of the focus groups is to develop stimulus for testing by April 20, recruit respondents by April 28, send the moderator guide to the subcommittee for approval by May 5 and conduct the focus groups on May 9 and May 11. The key findings report is expected to be completed by May 30.

### **Advocate Plan**

**Pedigo** stated the subcommittee has not been able to meet and deferred this discussion to the August meeting. **Hammill** mentioned the Department of Natural Resources 2017 bear and spring turkey digests have been published and was disappointed to not see anything about the MWC in it, when there was unused space. **Phillips** stated the online digest could still be updated and would like GÜD Marketing to help with messaging to be consistent with the overall campaign.

### **Year 3 Budget Allocation**

**Phillips** reviewed the budget allocation (attached) and stated it is contingent upon legislative approval for the end portion of Year 3, Flight 1.

**Poet** made a motion to accept the budget allocation as presented. **Hammill** amended the motion to be contingent upon legislative approval for Fiscal Year 2018. **Rose** seconded the motion as amended and the amended motion to accept the budget allocation as presented contingent upon legislative approval of Fiscal Year 2018 was approved by unanimous vote (8-0).

### **Public Comment**

**Pedigo** called for public comment at 11:48 a.m.

**Jon Bumstead** reminded all who were attending that hunting and fishing licenses could be purchased upstairs. He also advised Gŭd Marketing to make sure all facts are correct within the campaign.

**Mike Leonard** of Safari Club International stated the hardest thing to remember is the message is not for sportsmen and women. However, Gŭd Marketing presents research that supports the direction the campaign is going.

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The meeting was adjourned at 11:51 a.m. for lunch reconvened at 12:42 p.m. All council members present prior to the break, were present after the break.

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### **Approval of January 31, 2017 Minutes**

**Pedigo** called for discussion regarding the minutes of January 31, 2017. There was no discussion.

**Phillips** made a motion that the minutes be approved as submitted in the meeting packet. **Roy** seconded and the minutes of the January 31, 2017 meeting were approved by unanimous vote (8-0).

### **Treasurers Report**

**Phillips** gave an overview of the written financial report for the term October 1, 2016 through March 31, 2017 (attached) listing the current fiscal year revenue of \$391,139 and a fund balance of \$2,489,882. License sales compared to last year were pretty close overall but hunting customers were down three percent.

#### **Carry Forward and Contingency Fund Discussion**

**Phillips** explained that the contingency fund does not continue to build and that the council still has to work within the authority they are authorized to spend. The council agreed to leave the contingency fund at \$16,000.

**Roy** made a motion to approve the financial report as submitted. **Stec** seconded the motion and the financial report as submitted was approved by unanimous vote (8-0).

**Pedigo** informed the council that Merisa Campbell has decided to resign. This leaves an open vacancy on the council as well as the Treasurer's position. **Phillips**

volunteered to serve as Treasurer and stated the DNR representative on the Colorado Wildlife Council serves as the treasurer.

**Rose** made a motion, with a grateful heart and appreciation to Merisa for her time spent serving the MWC, that **Kristin Phillips** be elected as Treasurer. **Roy** seconded and the motion was approved by unanimous vote (8-0).

### **Semiannual Report**

Council members reviewed the draft semiannual report to the legislature (attached). Deletion was made on page two, second paragraph, last line of the following: Michigan Hunting Dog Federation and the Natural Resources Commission (NRC).

**Poet** made a motion to approve the semiannual report as edited. **Rose** seconded and the motion was approved by unanimous vote (8-0).

### **Council Reports / Announcements**

**Rose** asked how the presentation of the MWC was received at the 82nd North American Wildlife and Natural Resources Conference in Spokane, Washington. **Phillips** stated it was well received and tied into the theme of relevancy and recruitment and retention efforts. The attendees really liked the “why” which is to make Natural Resources relevant to a broader audience.

The council discussed how to export the concept of the MWC to other states. Reference was made to the National Congressional Sportsmen’s Foundation Annual Summit which will be held in Traverse City on October 24 through October 27. Creation of a subcommittee with council members Jim Hammill, Kristin Phillips and Ed Roy, was made for the purpose of looking into this event and how the MWC could play a part. A report will be given at the August meeting.

**Stancato** stepped out at 1:30 p.m. and returned at 1:37 p.m.

**Pedigo** motioned to give the subcommittee authority to spend up to \$10,000, not to exceed, as long as it is under the umbrella of the mandate to host an activity at the National Congressional Sportsmen’s Foundation Annual Summit. **Hammill** seconded and the motion was approved by unanimous vote (7-0). **Stancato** was not present for this vote.

**Pedigo** reminded council members that the Michigan Bear Hunters Association had a video produced to help educate people about hound hunting for bears.

**Phillips** stated the DNR is working with GÜD Marketing on a campaign for Forestry.

**New Business**

The MWC meeting on Monday, August 28 in Traverse City will begin at 1 p.m.

The location of the MWC meeting on Tuesday, October 17 was discussed and suggested to be either in Gaylord or Crystal Falls.

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The meeting was adjourned at 1:51 p.m. for break and reconvened at 1:56 p.m. All council members, except **Hammill**, present prior to the break, were present after the break. **Hammill** returned at 1:58 p.m.

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**Closed Session**

**Pedigo** moved that the Council meet in closed session under section 8(h) of the Open Meetings Act, to consult with our attorney(s) regarding a memorandum of advice that is exempt from disclosure under section 13(1)(g) of the Open Meetings Act. **Stec** seconded and the council approved entering into closed session by unanimous vote (7-0). **Hammill** was not present during this vote.

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The meeting was adjourned at 1:57 p.m. for closed session and reconvened at 3:29 p.m. All council members present prior to closed session, were present after closed session.

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**Pedigo** made a motion to accept the Attorney General's recommendation. **Rose** seconded and the motion was approved by unanimous vote (8-0).

**Adjournment**

**Stec** made a motion to adjourn, seconded by **Rose** and the motion to adjourn was approved by unanimous vote (8-0). The meeting was adjourned at 3:41 p.m.

APPROVED: Date \_\_\_\_\_

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Matt Pedigo, Chairperson  
Michigan Wildlife Council