

Michigan Wildlife Council

August 6 and 7, 2014

Michigan Historical Center

Learning Center – 1st Floor

702 West Kalamazoo Street, Lansing, MI 48909

Wednesday, August 6, 2014 – Learning Center on the 1st Floor

1:00-1:30pm Welcome and Introductions [Keith Creagh, DNR Director]

1:30-2:30pm Overview and Expectations of the Michigan Wildlife Council [Creagh]

3:00-5:00pm Perspectives from the Colorado Wildlife Council and PILGRIM Advertising and Digital Marketing Agency

- Bob Radocy, creator of the original “Colorado Model” of public education
- Tom Burke, current Chair of Colorado Wildlife Council
- Tom Leydon, CEO at PILGRIM

5:00-5:30pm Wrap Up; Adjourn [Creagh]

Thursday, August 7, 2014 - Day 2 – Learning Center on the 1st Floor

8:30-8:45am Recap Previous Day; Overview of Day Ahead [Creagh]

8:45-9:15am Framing the Conversation [Bill Moritz, DNR Natural Resources Deputy]

9:15-10:15am Committee Business [Creagh]

- Discuss and approve bylaws
- Review timeline and budget
- Elect Chair and Vice Chair

10:30-11:30am Request for Proposals - Comprehensive media-based information campaign [Creagh and Sharon Maynard, Contract Manager for State of Michigan]

12:30-1:15pm Next Steps [Creagh]

- Future meetings – structure and schedule
- Agenda items for next meeting – discuss and approve operational plan (by December 1); RFP discussion; other items?
- Communication between meetings

1:15-1:45pm Public Comment Period

1:45-2:00pm Closing Comments, Adjourn [Creagh]