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]