

# Michigan Wildlife Council

## MINUTES August 27, 2015

A regular meeting of the Michigan Wildlife Council was held Thursday, August 27, 2015, at Jay's Sporting Goods, 8800 S. Clare Ave. Clare, MI.

### Present for the Michigan Wildlife Council (MWC)

Keith Creagh  
Matthew R. Pedigo  
Jeffery Poet  
Carol Rose  
Randy Stec  
Henry Stancato  
Alan N. Taylor (participated by phone)

### Absent – excused

Merisa Campbell  
Jim Hammill

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### Call to Order

Chairperson **Rose** called the meeting to order at 1:00 p.m., welcomed attendees, and thanked **Poet** for hosting the meeting. **Rose** noted that the focus of the meeting was to receive the report from GÜD Marketing on the baseline survey results and recommendations for the target audience of the media campaign.

### Approval of Agenda

**Rose** gave a brief overview of the agenda. **Creagh** moved that the agenda be approved as presented, **Poet** seconded the motion, and the agenda was approved by a vote of 6-0.

### Approval of June 10, 2015, Minutes

**Stec** made a motion that proposed minutes of the June 10, 2015, MWC meeting be approved subject to a suggested edit clarifying the language in the motion made to approve the proposed budget for the GÜD Marketing campaign. Said motion, with the edit, shall read: *...Pedigo moved that the GÜD Marketing Project Plan and Research Plan be approved along with the proposed budget for the campaign, which is to include the reallocation of the 9 percent of total contract funds used for research.* **Pedigo** seconded the motion to approve the June 10 minutes subject to the suggested edit. **Rose** called for further discussion. There being none, minutes of the June 10, 2015, meeting, including the above edit, were approved by a vote of 6-0.

### GÜD Marketing Presentation

Representatives of GÜD Marketing gave a summary of its baseline survey results and its recommended target audience definition for the public information media campaign. Team members present were **Andrea Ness, Jill Holden, Chelsea Maupin, Lisa Crumley, Deb Horak, Emmie Musser, Stacey Carter** and **Joel Newport**.

Booklets prepared by GÜD for the Michigan Wildlife Council were distributed to council members. In addition to the baseline survey summary findings and recommended target audience definition, the booklets contained the research report and survey questionnaire.

Project manager **Ness** introduced **Maupin**, the project research manager, who began by explaining that the first step in developing an education campaign is to conduct research that includes a baseline survey. She described the three steps of the research and gave an overview of findings, including how the baseline survey data was finalized. **Maupin** noted that 834 respondents took the online survey.

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A short break was taken from 2:20 p.m. to 2:40 p.m.; all council members present before the break were present after the break.

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After the break, **Holden**, the strategic planning director for the plan, continued with the presentation, outlining the steps in the process used in finding the target audience for the campaign. She said the goal is to reach the target audience to increase awareness and understanding of hunting, fishing and trapping and the essential role sportsmen and sportswomen play in wildlife conservation and management. She said the focus will be on individuals who fall in either the “neutral” or “moderately approve” categories. **Holden** noted that the objective is to move those people along toward a higher level of approval. She also indicated that individuals in the “strongly approve” category can be informed advocates, so providing strategic information to those individuals is a critical part in getting the message out.

### **Public Comment**

The public comment portion of the meeting began at 3:30 p.m.

**Dale Hendershot**, president of Michigan Trappers & Predator Callers Association, said he is very impressed with all the work going into the media campaign plan and thinks the campaign will help inform the public. **Hendershot** also commented on how well the marketing firm is working with the council.

**Jim DeClerck**, Saginaw Field & Stream Conservation Club, first gave an overview of the club facilities where the September 29 MWA meeting will be held. He also advised that shooting activities will be available to council members, including indoor and outdoor archery and rifle and pistol shooting on the range. **DeClerck** also talked about the difference between “hunting” and “harvesting,” just the same as “catch-and-release” or “keep” in fishing. He added that some bear hunters don’t take a bear, they just hunt them, seeking information on habitat, etc. He also commented on the discrepancy in the survey among Hispanic, Whites and African Americans regarding trapping. He said it will be interesting to see how the campaign will reach those people.

Public comment was closed at 3:38 p.m.

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Chairman **Rose** then brought the meeting agenda back to the GÜD Marketing presentation and asked if there was any further discussion.

**Stancato** stated there were two things that struck him during the presentation. First, that the initial campaign will be like an “inoculation,” that information will not be coming at people from all directions. And, second, that the message/conversation of the campaign will be different at the beginning and will evolve over time. **Crumley** confirmed both observations.

A question was raised regarding how a subsequent survey would be handled as the campaign moves forward. Gūd responded that a subsequent survey would involve the same profile of people as the pre-ad survey and contain most of the core questions from the baseline survey, with some additional questions.

**Taylor** asked if the baseline survey had been completed prior to or after media coverage of the killing of Cecil the lion in Zimbabwe that caused an international outcry. **Maupin** explained that most of the 834 respondents had taken the survey prior to the news reports and that only 121 people responded to the survey after the controversy arose. **Maupin** felt the incident did not affect results of the survey.

**Motion to Accept Target Audience Recommendation**

Following the marketing firm's presentation and subsequent discussion, **Poet** made a motion that Gūd Marketing's identification of a target audience for the media campaign be accepted. **Pedigo** seconded the motion, and it passed 6-0.

**New Business**

**Rose** advised that the council's semi-annual report to the Legislature is due November 13 and asked if any council member would like to volunteer to prepare a draft. **Creagh** offered to write the first draft and provide a copy for discussion at the September 29 meeting in Saginaw.

**Council Reports/Announcements/Comments**

**Rose** reminded council members about the process for reviewing and approving meeting minutes. She said draft minutes will be furnished soon after a meeting, and any suggested edits should be furnished to Debbie Whipple prior to the next scheduled meeting where those suggestions will be discussed. Proposed minutes also can be posted to the council's website.

**Rose** mentioned she gave a presentation to the DNR Wildlife Division during its meeting at the RAM Center in Roscommon. She said the division asked what it could do to help the council.

**Adjournment**

A motion to adjourn was made by **Creagh**, seconded by **Stec** and passed by unanimous consent. The meeting was adjourned at 3:55 p.m.

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

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Carol Rose, Chairperson  
Michigan Wildlife Council