

## Michigan Wildlife Council

### OFFICIAL MINUTES

December 11, 2020

A meeting of the Michigan Wildlife Council (MWC) was held Friday, December 11, 2020, by Zoom due to the current COVID-19 pandemic and the financial and administrative restrictions.

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

Nick Buggia, Chair, Michigan Wildlife Council  
Jeff Poet, Vice Chair, Michigan Wildlife Council  
Kristin Phillips, Treasurer, Michigan Wildlife Council/  
Michigan Department of Natural Resources  
Matt Pedigo, Michigan Wildlife Council  
Jason Garvon, Michigan Wildlife Council  
T. Elliot Shafer, Michigan Wildlife Council  
Henry Stancato, Michigan Wildlife Council  
Ed Roy, Michigan Wildlife Council  
Pam Vance, Michigan Department of Natural Resources  
Ray Rustem, Michigan Department of Natural Resources

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#### **Call to Order**

Chairman **Buggia** called the meeting of the Michigan Wildlife Council (MWC) to order at 10:05 a.m., and instructions were given for the video call. Meeting attendees introduced themselves. **Jill Holden** introduced **Zachary Krieger** as a new member of the GÜD Marketing team. GÜD will slowly transition from **Ally Caldwell** leading the MWC campaign to **Krieger** being in charge.

#### **Approval of Agenda**

Chairman **Buggia** asked for discussion on the agenda. There was no discussion. **Pedigo** made a motion that the agenda be approved as submitted. **Poet** seconded the motion. The agenda was approved unanimously.

#### **Approval of August 17, 2020, Minutes**

**Buggia** called for discussion on the August 17, 2020, minutes from the MWC meeting. There was no discussion. **Roy** made a motion that the minutes be approved as submitted. **Stancato** seconded the motion. The minutes were approved (8-0).

#### **GÜD Marketing Presentation Meeting Notes**

**Amy Moore**, creative director for GÜD Marketing, shared an update on the current campaign regarding the activities that took place in September, October, and November. The update included:

- The campaign received over 1,100 submissions for the photo contest in August and September.
- The micro-campaigns, which each featured one of four key campaign messages,

launched in September; initial results will be shared at the February meeting.

- The series of videos featuring kids discussing conservation, hunting, and fishing.
- The campaign's presence at the America's Thanksgiving Day Parade was televised.

**Beth McKenna**, senior public relations manager for GÜD Marketing, reported out on the key public relations efforts executed during fall 2020. These included:

- The content developed in partnership with Crain's Detroit Business, which featured key figures in conservation, hunting, and fishing.
- The introduction of the e-newsletter, featuring all recent content developed as part of the campaign.
- The coverage received as part of the media push highlighting the increase in hunters and anglers in 2020.

**Pedigo** asked about the Crain's Detroit Roundtable discussion. What does their distribution consist of and who sees it? **McKenna** replied that Crain's definitely has a more niche audience, but they are a strong influence in their communities. Crain's readers have a \$1.6M average net worth, \$322K average household income, 88% are top and middle management/professional, 47% serve on one or more boards, and 42% are 25-49 years old.

**Emmie Musser**, market development director for GÜD Marketing, and **Sara Williams**, media manager for GÜD Marketing, presented a recommendation for the first quarter of 2021 (January - March). The focus of this effort will be on the micro-campaigns, impactful experiences, and activating influencers; saving our broad awareness campaign for summer and fall 2021. Media tactics utilized will be news content, media interviews, digital display, social media, digital audio, promoting virtual experiences, and reaching sportsmen through content and influencers. The total media investment for the first quarter will be 19% of the overall media budget for 2021.

**Buggia** called for a motion to approve the Q1 media campaign. **Shafer** made the motion, **Gruden** seconded it, and the council voted unanimously to pass the motion.

**Chelsea Maupin**, research manager at GÜD Marketing, provided a brief update on the statewide survey currently fielding. Results of the survey will be shared at the February 2021 meeting. **Maupin** also shared the findings from a recent qualitative research study that sampled Black Michiganders. An overview was provided of methodology, research platform, goals, the individuals' interactions with the outdoors, approval of hunting and imagery associated with hunting and fishing, and an analysis of current micro-campaign creative. As a result of this research, it is likely that the council will need to consider developing campaign creative to specifically reach Black Michiganders.

**Pedigo** asked how the MWC statewide survey varies from political polling. **Maupin** responded that most political polling uses lists of registered voters who have voted in recent elections. With the MWC survey, there is not a pre-selected group. Random phone numbers are dialed to ask questions. More '313' area codes are called than '517' area codes.

**Garvon** asked what the likelihood was of someone answering their phone on the basis of demographics? **Maupin** responded that one reason they selected an online survey for the first 4 years was because certain demographic groups are less likely to answer a phone survey. Getting responses from people of color and a young audience was a concern when GÜD Marketing moved away from the online survey to the phone survey. However, together with the research firm, GÜD Marketing is ensuring a representative sample.

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**Buggia** dismissed the council for a break at 12:21 p.m. for ten minutes.

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The meeting reconvened at 12:30 p.m. with comments from **Maupin. Caldwell** announced that some of the GÜD Marketing team would be signing off.

**Public Comment**

Chairman **Buggia** called for public comment at 12:35 p.m. There were no comments.

Buggia turned the meeting over to Phillips for the Treasurer's Report.

**Treasurer's Report**

Treasurer **Phillips** submitted the written financial report for April 1, 2020 through November 30, 2020 (attached) and for questions. There were no questions.

**New Business**

**Buggia** introduced the Endangered Species Update, and there was a discussion on the wolf referendum and what stance the MWC should take on education. **Roy** motioned to create a subcommittee to work with GÜD Marketing about issues related to the conservation of Michigan's wolf population. **Poet** seconded the motion. The subcommittee consists of **Phillips, Garvon, Roy, and Stancato** from the Council and **Caldwell** and **Krieger** from GÜD Marketing. They will make a recommendation to the MWC to be considered at the next meeting.

**2021 Quarterly Meetings**

Feb. 26, 2021	Virtual
May 14, 2021	Detroit (Location TBD)
Aug. 20, 2021	Traverse City (Location TBD)
Oct. 22, 2021	Upper Peninsula (Location TBD)

**Ongoing Level 2 Subcommittee Approvals Needed**

Content marketing materials  
Spring 2021 campaign materials

**Adjournment**

**Phillips** made the motion to adjourn, seconded by **Poet**, and the motion to adjourn was approved unanimously (8-0). The MWC meeting was adjourned at 12:50 p.m.

APPROVED Date: 2/26/2021



Nicholas Buggia, Chairperson  
Michigan Wildlife Council

**MICHIGAN WILDLIFE COUNCIL  
TREASURER'S REPORT  
October 1, 2019 - September 30, 2020**

<b>Prior fiscal year balance</b>	<b>\$907,012</b>
<b>Current fiscal year:</b>	
<b>Revenue</b>	1,521,304
<b>Expenditures</b>	
Research/Marketing/Creative/Media Expenses	1,184,970
Administrative Costs	
Travel	1,310
Meetings & Supplies	675
Total Administrative Costs	1,985
Sportsmen Campaign	0
<b>Total Expenditures</b>	<b>1,186,955</b>
<b>Fiscal year balance</b>	<b><u>\$334,349</u></b>
<b>Fund balance</b>	<b><u>\$1,241,362</u></b>

**Fiscal Year 19/20**

<b>Expenditures</b>	<b>FY 19 Encumbrance</b>	<b>FY 20 Budget</b>	<b>YTD</b>	<b>Remaining</b>	<b>YTD %</b>
Research/Marketing/Creative/Media Expenses					
54450 Media plan year 5 Carry Forward	772,253		631,003	141,250	82%
54451 Media plan year 6 Campaign Management		70,000	37,012	32,988	53%
54452 Media plan year 6 Media		936,000	372,460	563,540	40%
54453 Media plan year 6 Messaging & Implementation		448,000	135,055	312,945	30%
54454 Media plan year 6 Research		136,000	9,440	126,560	7%
Administrative Costs					
54451 Travel	0	5,000	1,310	3,690	26%
54451 Meetings & Supplies	0	5,000	675	4,325	13%
Total Administrative Costs	0	10,000	1,985	8,015	20%
54450 Sportsmen Campaign Carry Forward	5,669	0	0	5,669	0%
Total Expenditures	777,922	1,600,000	1,186,955	1,190,967	50%