

Michigan Wildlife Council

MINUTES

August 20, 2021

The Michigan Wildlife Council (MWC) met for the first in-person meeting since January 2020 at the Carl T. Hunting and Fishing Center, 6087 East M-115, Cadillac, Michigan on Friday, August 20, 2021.

Present

Nick Buggia, Chair, MWC	Jill Holden, GÜD Marketing
Kristin Phillips, Treasurer, MWC/	Drew Smith, GÜD Marketing
Michigan Department of Natural Resources (DNR)	Sara Williams, GÜD Marketing
Beth Gruden, MWC	Ally Caldwell, GÜD Marketing
Jason Garvon, MWC	Zachary Krieger, GÜD Marketing
T. Elliot Shafer, MWC	
Henry Stancato, MWC	
Ed Roy, MWC	
Brent Pike, MWC (present virtually, non-voting)	
Pam Vance, DNR	

Absent

Franklin Hayes, MWC

Call to Order

Chairman Nick Buggia called the meeting of the MWC to order at 10:34 a.m. Everyone was welcomed to the meeting and introduced themselves for the benefit of those on the video call. The council has two new members, **Brent Pike** of Grand Haven and **Franklin Hayes** of West Bloomfield. Brent joined the meeting by phone to introduce himself. **Pike** is a part-time realtor and owns Pyke Gear, which sells head-to-toe gear for bird hunters in Michigan. **Hayes** was unable to attend. Ed Shaw, interpreter for the Carl T. Hunting and Fishing Center, welcomed the MWC and invited everyone to join their classes on fishing, bear hunting, and white tail clinics at a future date.

Approval of Agenda

Chairman Buggia asked for discussion on the agenda. There was no discussion. **Elliot Shafer** made a motion that the agenda be approved as submitted. **Beth Gruden** seconded the motion. The agenda was approved unanimously (7-0).

Approval of May 14, 2021, Minutes

Buggia asked for discussion on the minutes. There was no discussion. **Jason Garvon** moved that the May 14, 2021, minutes be approved as submitted. **Buggia** seconded the motion, and the motion was passed unanimously.

Michigan Wildlife Council Campaign Updates

Jill Holden, strategic planning director and partner for GÜD Marketing, presented a brief look back on the start to the summer campaign (May-August 2021). **Holden** revisited goals, campaign progress, and opportunities. She shared each of the three campaign video spots

featuring Annette, the new campaign spokesperson. The videos are fun and relaxed in tonality, which performed best in testing with the target audience.

In addition, **Holden** shared completed creative (billboards, social media, and digital display ads), updates on content marketing and social influencers, and the final summer content videos featuring Detroit Lion Frank Ragnow. The partnership with Frank has been amazing! He is passionate about the subject, and the Lions are also posting it on their Facebook and Twitter pages.

Güd Marketing has also created 30-, 15-, and 6-second ads, because the average person on social media only watches for 15 seconds.

All ads and billboards are strategically placed to reach the target audiences. Most billboards are placed on major side streets because the read time is longer, and research shows that is where the target audience is traveling.

Filling in for **Amy Moore**, creative director for Güd Marketing, **Drew Smith**, art director, shared recommended fall 2021 creative direction, including campaign goals, creative rationale, three 15-second TV spots, and example creative. The fall campaign will focus on building appreciation for hunting by increasing understanding of its benefits and impact on Michigan. The direction extends use of the “Annette” character, only this time she is catching unsuspecting people in places where you might find a hunter (at a diner, at a sporting goods store) and sharing benefits of hunting directly with the audience.

Sara Williams, media manager for Güd Marketing, provided a fall campaign plan (October–December 2021), including paid, earned, and owned efforts.

- Owned media efforts include updated organic social profiles, a custom campaign landing page, and completed activation of the point-of-purchase strategy.
 - **Ally Caldwell** handed out stickers and cards that will be given to customers at Jay’s Sporting Goods when customers buy merchandise.
 - There was discussion about additional ideas to help promote hunting and fishing.
- Earned media efforts include a media toolkit, first-time hunter feature, media profile of Annette, roundtable event, and ongoing legislative outreach efforts.
- Paid media efforts include a continuation of the Detroit Lions’ partnership, Thanksgiving Day parade feature, displays at six Michigan Welcome Centers, digital video, social media, social influencers, and extension of our advocate tactics (e.g., Mike Avery, TRACKS, and Michigan Out-of-Doors magazines).

NOTE: The presentation slides are posted to Basecamp.

Next, **Buggia** called for a motion to approve the fall campaign plan. **Gruden** motioned, **Shafer** seconded the motion, and it was unanimously approved.

There was conversation and brainstorming ideas to communicate with and update other organizations, the hunting and fishing population, and the Legislature, including engaging stakeholder organizations, providing regular updates, and in-person hunting opportunities.

Buggia dismissed the council for a break for lunch at 12:36 p.m. The meeting resumed at 1:03 p.m.

Buggia opened the meeting for public comment. Dick Dragiewicz inquired about the council featuring the Menominee River and its mining threat. Dragiewicz suggested an advertising campaign from the MWC would be very advantageous to the cause. He stated a council meeting could potentially be held in Menominee, Michigan.

Ed Roy mentioned that even though this might be a worthy project, it was probably not within the MWC's legal scope to handle, but that they would review it.

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

Treasurer's Report

Treasurer Phillips stated that the MWC fund balance is just over \$1,267,000. The council still has about \$1.4 million they could spend. They won't spend all of that in the last quarter of the year, but the MWC is in a good place for next year. The report is attached at the end of the minutes.

Buggia asked for a motion to approve the treasurer's report. **Roy** approved and **Garvon** seconded. The motion was passed with all in favor.

Chairman Buggia provided an update on a meeting between some members of the MWC, GÜD Marketing, and Senator Bumstead. It was shared that some legislators would like more information from the council—and that the MWC needs to take some time to let them know who the council is, why it exists, and what progress they are making.

New Business

With **Jeff Poet** leaving, the MWC has one position open on the subcommittee that approves the content of all the marketing materials before GÜD Marketing uses them. **Shafer** volunteered for the position.

For the next meeting GÜD Marketing will provide a list of all the hunting/fishing organizations.

Adjournment

Buggia made the motion to adjourn, and it was seconded by **Roy**. The motion to adjourn was approved unanimously (7-0). The MWC meeting was adjourned at 2:13 p.m.

Remaining Meetings in 2021

October 22, 2021 Upper Peninsula

Ongoing Level 2 Subcommittee Approvals Needed

Content marketing materials.

Public relations materials.

Spring 2021 campaign materials.

APPROVED Date: October 22, 2021



Nicholas Buggia, Chairperson

MICHIGAN WILDLIFE COUNCIL
TREASURER'S REPORT
October 1, 2020 – June 30, 2021

Prior Fiscal Year Balance	\$1,241,361
Current Fiscal Year:	
Revenue	1,261,504
 Expenditures	
Research/Marketing/Creative/Media Expenses	1,234,478
 Administrative Costs	
Travel	0
Meetings & Supplies	0
Total Administrative Costs	0
 Total Expenditures	1,235,478
 Fiscal Year Balance	<u>\$26,026</u>
 Fund Balance	<u>\$1,267,388</u>

Fiscal Year 20/21

Expenditures		FY 20 Encumbrance	FY 21 Budget	YTD	Remaining	YTD %
Research/Marketing/Creative/Media Expenses						
54451 Media Plan Year 6 Campaign Management		32,823	70,000	65,162	37,661	63%
54452 Media Plan Year 6 Media		563,540	936,000	768,461	731,079	51%
54453 Media Plan Year 6 Messaging & Implemental		312,395	448,000	280,630	480,265	37%
54454 Media Plan Year 6 Research		<u>126,515</u>	<u>136,000</u>	<u>121,225</u>	<u>141,290</u>	<u>46%</u>
 Research/Marketing/Creative/Media Expenses		1,035,772	1,590,000	1,235,478	1,390,295	47%
 Administrative Costs						
54451 Travel		0	5,000	0	5,000	0%
54451 Meetings & Supplies		<u>0</u>	<u>5,000</u>	<u>0</u>	<u>5,000</u>	<u>0%</u>
 Total Administrative Costs		0	10,000	0	10,000	0%
 Total Expenditures		1,035,772	1,600,000	1,235,478	1,400,295	47%