

**Michigan Wildlife Council  
Minutes**

October 22, 2021

The Michigan Wildlife Council (MWC) met at Lake Superior State University at the Cislser Center, 650 West Easterday Avenue, Sault Ste. Marie on October 22, 2021.

***Present***

Beth Gruden, Vice Chair, MWC  
Nick Buggia, MWC (present virtually, non-voting)  
Jason Garvon, MWC  
Brent Pike, MWC  
Henry Stancato, MWC  
Ed Roy, MWC  
Pam Vance, Michigan Department of Natural Resources

Ally Caldwell, GÜD Marketing  
Zachary Krieger, GÜD Marketing  
Amy Moore, GÜD Marketing  
Nate Pilon, GÜD Marketing  
Chelsea Maupin, GÜD Marketing  
Sara Williams, GÜD Marketing

***Absent***

Franklin Hayes, MWC  
Kristin Phillips, Treasurer, MWC, DNR  
T. Elliot Shafer, MWC

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***Call to Order***

**Vice Chairperson Beth Gruden** called the meeting to order at 10:32 a.m.

***Approval of Agenda***

**Gruden** asked for discussion on the agenda. There was no discussion. **Roy** made a motion to accept the agenda, and **Garvon** seconded. The agenda was accepted unanimously.

***Approval of August 20, 2021, Minutes***

**Gruden** asked for discussion on the minutes but there was none. **Roy** motioned to accept the minutes as they were presented. **Garvon** seconded the motion, and the minutes were accepted unanimously.

***Michigan Wildlife Council Campaign Updates***

**Chelsea Maupin**, research manager for GÜD Marketing, provided an overview of campaign strategy and goals. Then **Sara Williams**, media manager for GÜD Marketing, presented a look back on the summer campaign (April-September 2021). **Williams** shared investment, tactics, and a summary of insights. Key metrics included 66,455,401+ total impressions, 1,996,956 total engagements, and \$223,769 added value (40% overall).

**Amy Moore**, creative director for GÜD Marketing, showcased completed creative for the upcoming fall campaign. Examples included 15-second TV spots, digital display, and social media ads. 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 fictitious Annette, only this time she is catching unsuspecting people in places where you might find a hunter (at a diner and at a sporting goods store) and sharing benefits of hunting directly with the

audience. In terms of messaging, this effort marks the first time the campaign has directly addressed hunting on its own to a wider audience.

**Nate Pilon**, public relations manager for Gd Marketing, highlighted key upcoming opportunities the campaign has to showcase hunting benefits during firearm deer season.

- Taking Annette on her first hunting trip.
  - Detroit reporter will accompany her (unconfirmed)
  - Will report on the trip but also include her (the actress') story of being a black Michigander from Southeast Michigan getting involved with fishing, hunting, and the MWC.
- A partnership with the Michigan Chronicle.
  - An African American owned media company.
  - Activities will include a roundtable discussion and cooking segment.
- Hunting season media toolkit.
  - Press release with infographics.
- Continued legislative outreach.
  - A list of lawmakers the council would like to meet with, collateral and setting up meetings.

**Maupin** provided recommendations for both qualitative and quantitative research through the end of the calendar year, including the annual statewide survey and virtual focus groups. The statewide survey will mimic the 2020 survey in terms of research partner (Mark Duda's Responsive Management), timing and methodology. Notably, this year's survey will include an online component to gather feedback and data on recall of campaign elements and measure key questions via online methodology to compare with phone methodology. In addition, four virtual focus groups (consisting of 5-7 people from Southeast Michigan) will be held similarly to in-person groups but conducted via an online video platform. This will allow the council to pull from a wider sample of participants while retaining the benefits of in-person focus groups – with the overall goal of deepening understanding of key lagging audiences related to values, influencers, and connection points. The groups will be recorded, and the council will be able to watch them (both during and after they are completed). Both the survey and focus groups will be conducted in December 2021.

**Nick Buggia** asked if the campaign had checked to see if we are moving the needle with the majority of the people? **Maupin** responded affirmatively.

The council members discussed the pros and cons of a more aggressive hunting message for the campaign.

**Zach Krieger**, client services director for Gd Marketing, shared a series of opportunities to further reach the council's hunter and angler audiences, including existing hunter/angler communications channels, speaking engagements, and potential sponsorships.

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**Gruden** dismissed the council for lunch at 12:55 p.m. The meeting resumed at 1:32 p.m.

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**Gruden** asked for public comment. There were no comments.

### ***Semi-Annual Legislative Report***

A subcommittee was selected to review and approve the Semi-Annual Legislative Report, since there will not be another MWC meeting before it is submitted on November 15, 2021. The subcommittee will consist of Stancato, Garvon, Phillips, and Buggia.

### ***Treasurer's Report***

**Treasurer Phillips** was absent from the meeting today but submitted a report for the council. **Phillips** asked that any questions be sent to [phillipsk@michigan.gov](mailto:phillipsk@michigan.gov).

**Gruden** asked for a motion to approve the treasurer's report. **Roy** motioned to accept the treasurer's report as submitted, and **Pike** seconded the motion. The treasurer's report was accepted unanimously.

### ***New Business***

The council was encouraged to contact Ally Caldwell for talking points if they were going to a hunting/fishing organizational meeting or banquet to share information and updates on the campaign to hunters and anglers.

There was a discussion about the council having booths at relevant upcoming events to help spread the message. **Buggia** has connections to some of the boat shows and will check into the possibility of having a booth there.

Güd Marketing will provide a list of all the hunting/fishing organizations in Michigan in advance of the February meeting to be used in various outreach and updates to the organizations.

### **Dates for 2022 MWC Meetings**

Feb. 25 – Lansing

May 13 – Detroit

Aug. 19 – Muskegon

Oct. 21 – Upper Peninsula (or northern Michigan)

### ***Adjournment***

**Garvon** made the motion to adjourn. The motion was seconded by **Stancato**, and the vote was unanimous. Gruden adjourned the MWC meeting at 1:55 p.m.

APPROVED Date: February 25, 2022



Nicholas Buggia, Chairperson

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

<b>Prior Fiscal Year Balance</b>	<b>\$1,241,361</b>
<b>Current Fiscal Year:</b>	
<b>Revenue</b>	1,621,586
<b>Expenditures</b>	
Research/Marketing/Creative/Media Expenses	1,909,815
Administrative Costs	
Travel	33
Meetings & Supplies	0
Total Administrative Costs	33
<b>Total Expenditures</b>	<b>1,909,848</b>
<b>Fiscal Year Balance</b>	<b><u>(\$288,262)</u></b>
<b>Fund Balance</b>	<b><u>\$953,100</u></b>

**Fiscal Year 20/21**

	FY 20 Encumbrance	FY 21 Budget	YTD	Remaining	YTD%
<b>Expenditures</b>					
Research/Marketing/Creative/Media Expenses					
54451 Media Plan Year 6 Campaign Management	632,823	70,000	77,812	25,011	76%
54452 Media Plan Year 6 Media	563,540	936,000	1,184,992	314,548	79%
54453 Media Plan Year 6 Messaging & Implementation	312,895	448,000	500,434	260,460	66%
54454 Media Plan Year 6 Research	126,515	136,000	146,576	115,939	56%
Research/Marketing/Creative/Media Expenses	1,035,772	1,590,000	1,909,815	715,958	73%
Administrative Costs					
54451 Travel	0	5,000	33	4,967	1%
54451 Meetings & Supplies	0	5,000	0	5,000	0%
Total Administrative Costs	0	10,000	33	9,967	0%
<b>Total Expenditures</b>	<b>1,035,772</b>	<b>1,600,000</b>	<b>1,909,848</b>	<b>725,925</b>	<b>72%</b>