

**Michigan Wildlife Council**  
**Minutes**  
May 13, 2022

The Michigan Wildlife Council (MWC) met at the Department of Natural Resources (DNR) Outdoor Activity Center (OAC) at 1801 Atwater Street, Detroit, Michigan 48207.

**Present**

Nick Buggia, MWC  
Beth Gruden, MWC  
Franklin Hayes, MWC  
Brent Pike, MWC  
T. Elliot Shafer, MWC  
Ed Roy, MWC  
Henry Stancato, MWC  
Jason Garvon, MWC  
Kristin Phillips, Treasurer DNR/MWC  
Pam Vance, DNR

Ally Caldwell, GÜd Marketing  
Sara Williams, GÜd Marketing  
Amy Van Moore, GÜd Marketing  
Jill Holden, GÜd Marketing  
Lauren Abbott, GÜd Marketing

The MWC meeting commenced at 1:31 p.m. with **Amy Van Moore**, creative director for GÜd Marketing, providing an overview of campaign strategy and goals and what we learned from the research conducted in December 2021.

**Sara Williams**, media manager for GÜd Marketing, presented a look ahead on the summer campaign (May – August 2022). **Williams** shared in-market strategy, timing, and tactical updates.

Key takeaways included the following:

- Use flighting and foundational tactics that guarantee views of message to specific audiences.
- Use partnerships to reach niche audiences effectively.
- Implement experiential activities to go deeper during key time periods.

Following a look ahead, **Amy Moore** showcased completed and concepted creative for the upcoming summer campaign. Examples included billboards, bus ads, 30-second TV spot, and 30-second radio script. The summer campaign will focus on building appreciation for fishing by increasing understanding of its benefits and impact on Michigan. The direction includes evolving the “Annette” character and placement in an outdoor space, based on research findings from December 2021.

In addition to creative for paid media, **Moore** shared fall highlights and upcoming earned and owned activities for the summer. Highlights included website design updates, a few best-performing organic social posts and monthly newsletter insights. Also showcased was a social likes campaign aimed at strengthening and diversifying the organic social following, a photo library with new images that showcase wildlife management, and a content marketing concept featuring “Annette” in a new experience such as seeing an elk or learning about bird banding.

**Kristin Phillips** suggested they film the Annette video in Detroit in a recognizable spot to connect to more of the southeast population. **Elliot Shafer** added that there were approximately six eagle nests in the area, as well.

***Approval of Agenda, Minutes, and Treasurer's Report***

**Ed Roy** made a motion to approve the Agenda, the Minutes from February 25, 2022, and the Treasurer's Report in one combined vote. There was no discussion. **Jason Garvon** made a motion to accept all three reports as written, and the motion was passed unanimously.

***New Business***

There was no new business discussed.

**Dates for 2022 MWC Meetings**

Aug. 19 – Muskegon

Oct. 21 – Upper Peninsula (or northern Michigan)

***Adjournment***

**Chairman Buggia** made a motion that the meeting be adjourned. **Shafer** seconded the motion. The motion was passed unanimously.

APPROVED Date: August 19, 2022

  
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Nicholas Buggia, Chairperson