

Michigan Wildlife Council Minutes

August 19, 2022

The Michigan Wildlife Council (MWC) met at the Fairfield Inn & Suites, 1520 East Mount Garfield, Muskegon, Michigan 49444

Attendees

Nick Buggia, MWC

Ed Roy, MWC

Henry Stancato, MWC

Jason Garvon, MWC

Kristin Phillips, Treasurer, Michigan Department
of Natural Resources (DNR)/MWC

Pam Vance, DNR

Ally Caldwell, GÜd Marketing

Sara Williams, GÜd Marketing

Lauren Abbott, GÜd Marketing

Amy Moore, GÜd Marketing

Jill Holden, GÜd Marketing

Tim Dilts, GÜd Marketing

Attended Virtually: T. Elliot Shafer and Beth Gruden

Absent: Franklin Hayes and Brent Pike

Approval of Agenda and Minutes

The MWC meeting was brought to order at 10:33 a.m. by **Chairman Nick Buggia**. **Buggia** asked for a motion to approve the agenda. **Kristin Phillips** made a motion to approve the agenda and **Ed Roy** seconded the motion. The agenda was approved unanimously.

Buggia asked for discussion on the minutes but there was none. **Jason Garvon** made a motion to accept the minutes from May 14, 2022, as they were, and **Kristin Phillips** seconded. There was no discussion, and the minutes were approved by all.

Buggia thanked **Henry Stancato** for his service on the Michigan Wildlife Council, as this council meeting was his last.

Campaign Updates

Jill Holden, GÜd Marketing strategic planning director and partner, provided an overview of campaign strategy and goals, progress made from the beginning of the campaign in 2016 (including the current campaign), and the most recent survey findings from December 2021. The survey results started a larger discussion regarding the council's goal of moving neutral responders to moderate approvers of hunting and fishing. **Buggia** expressed the need to speak to hunters and anglers about where license dollars go and keep them aware of the council's messaging.

The completed creative from the summer campaign (May-August 2022), was showcased by **Amy Moore**, GÜd Marketing creative director, which included billboards, bus ads, social media stories, a 30-second TV spot, and a 30-second radio spot. Based on research findings from December 2021, the creative included evolving the "Annette" character and placing her in an outdoor space. There were 13 billboards used in southeast Michigan with 3 different messages. They overlapped with the 60 bus tails that had 4 different messages. The bus routes were along the same roads as the billboards.

Tim Dilts, GÜD Marketing owned media manager, and **Lauren Abbott**, GÜD Marketing account executive, presented a look back on the 2022 summer campaign that included highlights from the Free Fishing Weekend in June and the Wildlife Conservation Month in July. Specific tactics included promotion of a content video in partnership with the Michigan Chronicle, execution of a photo contest, and implementation of experiential activities to go deeper during key time periods with “Conservation Takes Flight.”

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Chairman Buggia dismissed the council for lunch at 11:45 p.m. He called the meeting back to order at 12:15 p.m. and asked for public comment. There were no public comments.

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Sara Williams, GÜD Marketing media manager, presented a look ahead at the fall campaign (September-November 2022). **Williams** shared in-market strategy, timing, and tactical updates. Key takeaways included continuing to reach niche audiences effectively using influencer marketing, building relationships with tactics such as a social toolkit, and expanding point-of-purchase with Detroit fishing charters.

Buggia expressed concerns about the use of wild turkey in the proposed cooking demo with the Michigan Chronicle because of the difference between wild and store-bought turkey. **Williams** stated that **Buggia’s** recommendations would be taken back to the team for other considerations.

Moore also shared a look ahead with a new 30-second TV spot for the upcoming campaign in fall 2022. The script and illustrated storyboard features “Annette” outdoors while still meeting people where they are with a familiar space that showcases Michigan’s natural beauty, which is known to be something that captures the audience’s attention.

At the conclusion of GÜD Marketing’s presentation, members of the MWC discussed having more involvement input from the council in planning ahead of establishing the year’s communications strategy, but after findings from research are shared. GÜD Marketing will provide recommendations for adjustments to the 2023 meeting schedule at the November 4 meeting in Mackinaw City.

Treasurer’s Report

Phillips presented the Treasurer’s Report showing \$398,740 in funds available for the remainder of Fiscal Year (FY) 2022, and the encumbered funds (approximately \$1.5 million) that will be available for FY 2023. There was a question concerning permission to spend the encumbered funds, and Kristin stated that the Michigan Legislature had to approve spending any amount from the encumbered funds.

Dates for 2022 MWC Meetings

November 4 – Mackinaw City

Adjournment

Garvon made a motion that the meeting be adjourned. **Phillips** seconded the motion. The motion was passed unanimously, and the meeting was adjourned at 2:34 p.m.

APPROVED Date: November 4, 2022



Nicholas Buggia, Chairperson