

**Michigan Wildlife Council
Minutes
November 4, 2022**

The Michigan Wildlife Council (MWC) met at the Best Western, 505 South Huron Avenue, Mackinaw City, Michigan 49701

Attendees

Sarah Topp, MWC
Ed Roy, MWC
Beth Gruden, MWC (Vice Chair)
Jason Garvon, MWC
Brent Pike, MWC
Jon Spieles, Michigan Department
of Natural Resources (DNR)

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

Attended Virtually: T. Elliot Shafer, MWC

Absent: Nick Buggia (MWC Chair), Kristin Phillips (MWC Treasurer), Franklin Hayes, MWC

Approval of Agenda and Minutes

Vice Chair Beth Gruden called the MWC meeting to order at 10:30 a.m. Introductions were made, and newest member, **Sarah Topp**, was welcomed to the council.

Gruden made a motion to approve the agenda. **Jason Garvon** seconded the motion, and the agenda was approved unanimously.

Gruden asked for discussion on the minutes but there was none. **Ed Roy** made a motion to accept the minutes from August 19, 2022, as they were, and **Brent Pike** seconded. There was no discussion, and the minutes were approved by all.

Sara Williams, Gud Marketing media manager, presented key media marketing terminology and insights from the summer campaign (May-August 2022). A full campaign report was provided that included campaign tactics and highlights. Key tactics included digital video, paid and organic social media, content marketing, influencer marketing, earned media, outdoor, radio, print, and engagement events.

Key media results from the summer campaign included:

- 60.9 million total impressions
- 2.4 million engagements (20% increase in engagements year over year)
- \$178,713 (28%) added value

Amy Moore, creative director, provided an overview of the strategy behind creative for the campaign, which included evolving the “Annette” character and placing her in an outdoor space. **Moore** showcased the latest TV spot that will be placed during the month of November. It was noted that this is the first time a hunter has been shown in creative for the campaign but is introduced in a unique way that still captures the attention of our audience while educating them.

In addition to the new TV spot, **Moore** also highlighted a direct mail piece and video content marketing for the fall campaign (November 2022). The direct mail piece is formatted as a newspaper and will be delivered directly to addresses in southeast Michigan. The video content marketing stories were created in partnership with the Michigan Chronicle and West Michigan’s

PBS station/Grand Valley State University but also with conservation partners such as the National Wild Turkey Federation (NWTF) and the Michigan United Conservation Clubs (MUCC).

Chelsea Maupin, research manager, highlighted 2020 census data and shared an overview of survey results from 2021 before presenting research recommendations for 2022.

Garvon asked about current survey questions and adjustments to language in the question about wildlife management. **Maupin** recommended keeping the question the same for the phone survey but framing the question in a positive manner for the supplemental online survey.

Jon Spieles asked about how hunters are responding to survey questions. **Maupin** shared that about 10% to 12% of survey respondents identify themselves as hunters and that the percentage is capped at no higher than 15% to ensure an accurate representation of Michigan.

Maupin outlined methodology for the phone and online surveys, as well as a recommendation to conduct interviews with council members and trusted partners such as Trout Unlimited, NWTF, and MUCC.

Spieles asked about current efforts from the council to reach hunters and anglers. Information was provided about MUCC partnerships, "Mike Avery Outdoors Radio" interviews, presentations, and quarterly newsletters that are being executed to reach advocates.

At the conclusion of Gd Marketing's presentation, **Jill Holden**, strategic planning director and partner, opened the discussion to members of the MWC to identify immediate next steps to establish goals, audience, geography, and timing for 2023. The discussion included cadence of meetings for next year and opportunities for council member involvement in campaign strategy establishment.

NOTE: The presentation slides are posted to Basecamp.

Vice Chair Gruden dismissed the council for lunch at 12:18 p.m. She called the meeting back to order at 12:45 p.m.

Maupin turned the meeting over to **Holden**, strategy director, to discuss the next steps for 2023. The entire council worked to schedule the 2023 meeting schedule (see page 3).

Gruden paused for public comment at 1:05 p.m. – there were no public comments.

Semi-Annual Report

Gruden opened the floor for discussion on the semi-annual report. **Garvon** made a motion to approve the semi-annual report. **Topp** seconded the motion, and the semi-annual report was approved unanimously.

Treasurer's Report

Gruden opened the floor for discussion on the treasurer's report. She asked about the budget breakdown and flexibility within the budget. **Pike** made a motion to approve the treasurer's report, and **Garvon** seconded it. The treasurer's report was approved unanimously.

Adjournment

Gruden adjourned the meeting at 2:01 p.m.

Dates for 2023 MWC Meetings

February 3 – Lansing

February 24 – Lansing


March 22 – Clare

May 19 – *Tentative – Location TBD*

August 18 – Cadillac

October 27 – St. Ignace

APPROVED Date: 2/3/2023



Nicholas Buggia, Chairperson