

Michigan Wildlife Council
Minutes
April 17, 2023

The Michigan Wildlife Council (MWC) met at Jay's Sporting Goods, 8800 South Clare Avenue, Clare, Michigan.

Attendees

Nick Buggia, MWC Chairman	Lauren Abbott, Gd Marketing
Beth Gruden, MWC	Chelsea Maupin, Gd Marketing
Sarah Topp, MWC	Jill Holden, Gd Marketing
Brent Pike, MWC	Sara Williams, Gd Marketing
Ed Roy, MWC	Brooke Gieber, Gd Marketing
Kristin Phillips, Michigan Department of Natural Resources (DNR)/MWC	
Jon Spieles, DNR	

Attended Virtually: Chelsea Maupin, Gd Marketing

Absent: Nick Buggia, Franklin Hayes, and Elliot Shafer

Approval of Agenda and Minutes

Vice-Chairman Beth Gruden called the MWC meeting to order at 10:35 a.m. Introductions were made.

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

Vice-Chairman Gruden asked for discussion on the minutes from March 24, 2023, but there was none. **Jason Garvon** made a motion to accept the minutes as written and **Brent Pike** seconded the motion; the minutes were approved unanimously.

Jill Holden, strategic planning director and partner for Gd Marketing, provided an overview of the 2023 messaging focus, audience, geography, and communication goals that were reviewed by the marketing subcommittee. Highlights included:

- The campaign would focus on reaching ages 18-34 in the southern Lower Peninsula, with an emphasis on Wayne, Oakland, and Macomb counties.
- Communication goals included educating Michiganders about wildlife management and building awareness of shared experiences made possible by hunting and fishing.

Ed Roy asked about how participation in hunting and fishing would be impacted with the shift in strategy. **Holden** noted that, although participation could increase as a result of the campaign, it would not be a direct measure of success for the campaign.

Following the review of campaign strategy, **Amy Moore**, Gd Marketing creative director, shared the creative evolution of the campaign, which includes continuing with "Annette" but adding a new character to engage Gen Z and millennial audiences, while using storytelling to tie wildlife management to hunting and fishing. **Moore** demonstrated how this new creative direction could be used in a web series, across social media channels, and on billboards. An

update to fonts and color palettes was recommended to help resonate with a younger audience and align with the latest accessibility guidelines.

Phillips asked about how the web series and the introduction of a new character will resonate with Gen Z and millennials. **Moore** provided details regarding the age of the new character and how it will align with the audience we are reaching. **Jon Spieles** requested more information about how conservation will be highlighted throughout the creative concepts. Examples included highlighting work the DNR is doing throughout the state.

Discussion among council members was had about a shift in messaging to talk about hunting and fishing as an activity and move away from the mention of funding from licenses.

Gruden dismissed the meeting for lunch at 12:30 p.m. The council took a tour of the Webber/Jay's Educational Facility and was very impressed with the work being done. The MWC meeting was resumed at 1:53 p.m.

Sara Williams, associate activation director for GÜD Marketing, shared key takeaways regarding media consumption habits for ages 18-34, in-market goals, and media approach for the campaign. Tactics recommended to gain attention, deepen understanding, and create connections with the audience included sponsorships, social media, streaming video and audio, content marketing, and partnerships. Timing for the campaign will start as early as May, but the majority of tactics will be in-market from July through November 2023. In addition to timing, **Williams** shared the paid media investment, noting that 64% of the paid media budget will be used for tactics that focus on deepening understanding.

Phillips made a motion to support the Creative Direction that was presented by GÜD Marketing and the marketing subcommittee. **Roy** seconded the motion, and the motion was passed unanimously. There's an expectation that those that were not present will review the video and the PowerPoint. **Holden** said they would move forward with the content that was discussed.

Public Comment

Gruden paused the meeting for public comment at 2:00 p.m. There were no public comments.

New Business

Semiannual Report

Garvon motioned to approve the semiannual report with **Phillips'** edits. There were no content changes. **Pike** seconded the motion. The motion was approved unanimously.

Operational Plan

Gruden called for a motion on the Operational Plan. **Garvon** moved to approve the Operational Plan and **Pike** seconded. The Operational Plan was approved unanimously.

Treasurer's Report

The **Treasurer's Report** was presented by **Treasurer Phillips**. **Gruden** opened the floor for discussion on the treasurer's report. **Garvon** motioned and **Pike** seconded the motion to approve the report; the treasurer's report was unanimously approved.

Adjournment

Gruden called for a motion to adjourn. **Garvon** moved, and **Pike** seconded the motion. The motion to adjourn was approved unanimously. **Gruden** adjourned the meeting at 2:36 p.m.

APPROVED Date: May 19, 2023



Nicholas Buggia, Chairman

2023 Meetings

Friday, May 19	Hillsdale
Friday, August 18	Cadillac
Friday, October 27	St. Ignace

Ongoing Level 2 Subcommittee Approvals Needed:

- Creative campaign materials
- Content marketing materials
- Public relations materials