

**Michigan Wildlife Council  
Minutes**

February 21, 2025

The Michigan Wildlife Council (MWC) met at the Rose Lake Shooting Range, 14500 Peacock Road, East Lansing, Michigan 48823.

**Attendees**

Nick Buggia, Chair, MWC

Beth Gruden, Vice Chair, MWC

Daniel Ulfig, MWC

Dawn Levey, MWC

Franklin Hayes, MWC

Jon Spieles, Department of Natural Resources (DNR)/MWC

Lauren Abbott, Gd Marketing

Chelsea Maupin, Gd Marketing

Sara Williams, Gd Marketing

Mark Duda, Responsive Management

*Absent: Brent Pike*

*Virtual: Daniel Cooke*

**Chairperson Nick Buggia** called the meeting to order at 10:13 a.m.

Introductions were made by all present.

**Buggia** made a motion to approve the agenda.

**Franklin Hayes** seconded the motion, and it was unanimously approved.

**Buggia** made a motion to approve the MWC meeting minutes from December 13, 2024, and **Dawn Levey** seconded. The MWC meeting minutes were approved unanimously.

**Chelsea Maupin**, research manager for Gd Marketing, greeted everyone and turned the meeting over to **Mark Duda** with Responsive Management. **Duda** discussed highlights and analysis of survey results, which included:

- Michigan's approval of hunting remains steady at 77%, despite national declines. He noted that younger individuals (18-24 years), females, and urban residents showed increased approval.
- 83% of respondents approve of fishing, with only 4% disapproving. Approval rates for fishing have remained steady, with notable increases among younger individuals and females.
- 77% of respondents believe hunting is an important wildlife management tool, and 80% believe it is an important part of Michigan's culture and heritage. Additionally, 69% believe hunting and fishing license fees benefit Michigan.

**Dan Ulfig** asked about audiences to focus on for the campaign based on these latest findings. **Duda** discussed the importance of targeting younger individuals, females, and urban residents to improve public perception and support for hunting and fishing. These groups have shown increased approval and are key to future outreach efforts. **Maupin** added the need for targeted marketing strategies to reach these key demographics effectively. This includes using messages that resonate with their values and addressing their specific concerns.

\*\*\*\*\*

**Chairman Buggia** dismissed us for lunch at 12:00 p.m. and called us back to order at 12:30 p.m.

\*\*\*\*\*

**Sara Williams**, strategic planner for GÜD Marketing, provided insights on the in-market campaign that ran through November. The paid media tactics included social media, interactive TV ads, outdoor, and digital audio. Key highlights included:

- 65M total paid media impressions
- Drove 255K clicks to the website with 130K new users
- More than 3.7M paid media engagements
- Total added value of \$123.3K

**Williams** reported on the strong delivery of earned media efforts, including 1.7 million impressions and \$52,000 in earned media value. These efforts were primarily focused on the Harvest to Table event.

The partnership with the Detroit Riverfront Conservancy was also discussed, emphasizing the success of the Detroit Riverwalk stickers, which featured quiz-style questions and QR codes. This unique activation resulted in strong engagement, with 1,500 QR code scans by 275 unique people.

**Lauren Abbott**, account manager for GÜD Marketing, reviewed goals, audience, tactics and timing for the upcoming in-market campaign to maintain a presence during the council's transition to a new marketing agency. This overview also included a revised breakdown of investment for paid media and professional services from January 1 through June 7, 2025.

***Public Comment***

**Buggia** paused the meeting at 1:30 p.m. for public comment. There was no public comment.

**Buggia** made a motion to adjourn the meeting, **Levey** seconded it, and the motion was passed unanimously. The MWC meeting was adjourned at 2:42 p.m.

The next meeting will be held on April 10 at the Rose Lake Shooting Range with Fusion92.

**Ongoing Level 2 Subcommittee Approvals Needed**

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