

**Michigan Wildlife Council
Minutes
June 6, 2025**

The Michigan Wildlife Council (MWC) met at the Hal & Jean Glassen Shooting Education Center, 14500 Peacock Rd, East Lansing, Michigan 48823.

Attendees

Beth Gruden, Vice Chair, MWC

Daniel Cooke, MWC

Franklin Hayes, MWC

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

Marcee Wardell, (DNR) - Fisheries

Carly Kalkauski, (DNR) - Marketing & Outreach Div.

Rose Campbell-Gill, (DNR) – Marketing & Outreach Div.

Lauren Abbott, Gud Marketing

Tim Dilts, Gud Marketing

Jill Holden, Gud Marketing

Russ Mason, Nimrod

Absent: Jason Garvon, Dan Ulfig, Dawn Levey, Brent Pike

Virtual: None

Beth Gruden called the meeting to order at 10:10 a.m.

Introductions were made by all present.

Spieles commented that due to absences of several council members, there will not be a vote for approval of the May 27 minutes. The vote will be done at the July 24 meeting.

Gud Marketing – Spring Campaign Updates

Lauren Abott, Gud Marketing shared results of Gud's marketing efforts for the past five months. She reviewed the campaign's goals:

- Educate Michiganders about wildlife management, including hunting and fishing.
- Building awareness of shared experiences made possible by hunting and fishing.

From Gud's research it provided them the information needed to see who they needed to reach and where to reach them. From the research it pointed them to focus on adults 18-34 years old, sportspeople and advocates. As far as geography the focus was on the southern lower peninsula with emphasis on Wayne, Oakland and Macomb counties.

Jill Holder, Gud Marketing stated over the past years there's been a lot of shifts in the audience focus. In the first seven years the focus was 18-24 year olds and as they continued to do research the focus expanded to 34 year olds based on the shift shown through the data.

Cooke asks with all the recent changes in demographics in recent years, has there been a shift in the Traverse City area with all the demographic changes that's been happening there in recent years. **Tim Dilts, Gud Marketing** said they don't have the data on hand today but can check into it and let the council know.

Tim Dilts, Gud Marketing spoke on the campaign timing and social media. The timing was January through May.

Paid Social:

Reach: 1.2 M

Impressions: 7.4M

Frequency: 6.4

Clicks: 21K

Video Completions: 445k

Organic Social:

475+ engagements across Facebook and Instagram.

Over 300 new followers.

Engagements rose from 18% last year to 31% in 2025. Organic social media followers continued to show a preference for straightforward, informative content that features Michigan wildlife.

Streaming TV:

Live-view programming

ESPN, Disney+, Hulu, Hulu Interactive

Detroit DMA

Impressions: 1.7M

Broadcast TV:

Impressions: 636K

Jill Holden, Gud Marketing stated they really found a captive audience with the sports viewing.

Streaming Audio:

Primary audience targeted on Spotify and other streaming platforms.

Impressions: 2.5M

Website + Newsletter:

The newsletter caught a lot of attention. There was a 40% open rate which was 10% higher than the benchmark. There were over 100+clicks from the newsletter going right into the website. And 50 new sign-ups, 14.7K new users, and from google analytics they learned that 95% of traffic came from the campaign.

12.5M Total Impressions

2.3M Paid Media Engagement

15.7K Total Clicks to Website

1.2M Total Michiganders reached

Cooke asks what allocation came from our target market? **Tim Dilts, Gud Marketing** said they will get the council that data.

Spieles shared a thought that maybe the Mike Avery messages, and the campaign messages are being duplicated to a certain extent and probably should be different kinds of messaging.

Russ Mason, Nimrod asked why the council don't consider having some outside organizations that align with the message speak, instead of the council.

Lauren Abbot, Gud Marketing thanked the council and expressed Gud's appreciation of working with them.

Spieles thanked Gud Marketing for all their work and relayed what a joy it was working with them and that sentiment comes from all the council.

Gud Marketing Next Steps:

- Working with Fusion92 to transfer the website information.
- Gud has some items in storage that need to be handed over to the council and will provide those items to Spieles.

Gruden opened the floor for public comment at 10:53am.

Public Comment

Russ Mason, Nimrod read a letter from the Nimrod Society asking the council to actively seek and recruit an advertising professional to fill the next available council member position.

New Business

Hayes commented that as the council increase their footprint to consider having some type of accessory or clothing that would readily identify them as council members which would also increase visibility. Types of items to consider would be jackets, shirts, pins, etc. This topic will be discussed at the next meeting.

The next meeting will be held on July 24 at the Rose Lake Shooting Range with Fusion92.

Spieles made a motion to adjourn the meeting, **Hayes** seconded it, and the motion was passed unanimously. The MWC meeting was adjourned at 10:57 a.m.