

Michigan Wildlife Council
Minutes
July 24, 2025

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

Attendees

Jason Garvon, Chair, MWC
Beth Gruden, Vice Chair, MWC
Dawn Levey, MWC
Franklin Hayes, MWC
Jon Spieles, Department of Natural
Resources (DNR)/MWC
Rose Campbell-Gill, DNR-MOD
Beth Fults, DNR-MOD

Jay Fetterman, Fusion92
Nick Petrusha, Fusion92
Lydia Taylor, DNR-MOD
Tyler Czarnopis, DNR-MOD
Russ Mason, Nimrod

Absent: Dan Cooke, MWC; Dan Ulfing, MWC
Virtual: Stacey Gizinski, Fusion92

Jason Garvon called the meeting to order at 10:07 a.m.

Introductions were made by all present.

Garvon made a motion to approve the agenda with an amendment of adding future dates to it. **Gruden** seconded the motion, and it was unanimously approved.

Hayes made a motion to approve MWC meeting minutes from May 27, 2025. **Gruden** seconded the motion. The meeting minutes were approved unanimously.

Hayes made a motion to approve MWC meeting minutes from June 6, 2025. **Gruden** seconded the motion. The meeting minutes were approved unanimously.

Review and approval of Protecting Michigan's Legacy Campaign Final Creative Review

Nick Petrusha, Fusion92 outlined what they will be presenting starting with the review of the final OOH deliverables, the review of the final video deliverables and the review of the final paid social media deliverables. He reiterated the idea of the campaign which was to show this quiet conservationist using the sounds of nature versus the typical series of ads that you see pop up on your tv. None of the people featured are paid actors. They are all outdoors people.

Jay Fetterman, Fusion 92 presented the OOH Approved stills for Grand Rapids, Flint, Saginaw, Detroit, and Lansing. Digital videos were shared of fishing ads, deer hunting and duck hunting.

Hayes commented it's a great start but would love to see it evolve more, perhaps someone holding a fish or showing a family eating at the dinner table. Overall, it's a very good start.

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Paid Socials (Static)

These were static pictures with primary text stated on the picture and a link in the photo where you can click to learn more. The language will vary by what the image is portraying.

Russ Mason, Nimrod asked a question on the paid social that stated pheasants were making a strong comeback. He stated pheasants aren't coming back because it's a farm bill program, not a license program particularly in Michigan. Wild pheasants are basically on private property, especially state properties. We're making more pheasant habitats. Fusion92 will update the statement.

Paid Socials (Animated)

Animated pictures were shared showing still backgrounds and motion backgrounds.

Garvon asked if we can get some jack pine drone footage on the animated paid social showing the Kirtland Warbler.

There was conversation from several people around replacing the Hungarian Partridge with the Chickadee on the paid social.

Russ Mason, Nimrod commented to possibly substitute the moose photo with an elk photo on one of the animated socials. DNR social media team commented that the moose plays well on social media.

Beth Fults, DNR asked if Fusion92 has used snapchat in the past because DNR has used it for other campaigns and hasn't had very good ROI with it. She asks what has Fusion92 seen from their past experience. **Nick Petrusha, Fusion 92** said he'll have to follow-up with some actual numbers but a big part of it was because that's where the target audience is consuming their media. Snapchat is definitely a viable social media channel. He will follow up with some details around their media recommendation.

Nick Petrusha, Fusion92, asks for a vote of approval of the paid socials with the three suggested changes.

Hayes made a motion for final approval of the OOH and paid socials with noted changes. Gruden seconded the motion, and it was unanimously approved.

Russ Mason, Nimrod commented using the moose photos will get some pushback from the Safari Club. He stated you will hear some heartburn from license and sportsmen organizations. **Nick Petrusha, Fusion92** stated hopefully with our target audience the message will resonate well.

Organic Social Post

Nick Petrusha, Fusion 92 shared several social media posts covering the five content themes that will be rotated and posted each month.

Content Themes:

Conservation in Action
Impact of Outdoor Recreation
Conservation Education and Awareness

Community Connection and Engagement
Funding and Policy Transparency

Jay Fetterman, Fusion92 stated these are not in finished format and is open to suggestions. **Nick Petrusha, Fusion 92** stated they will share the content through basecamp so the council can review.

August Post:

Impact of Outdoor Recreation: Check Out My Catch
Animated video with voice over statements.

The council discussed making changes to some of the text. **Nick Petrusha, Fusion 92** stated they will share through basecamp the changes and the council can review and modify statements.

Spieles asks to remove mentions of preventing/mitigating forest fires.

Tyler Czarnopis, DNR stated that the statement on small license sounds incomplete in its current form. He asks that it be changed to a more complete sentence.

Garvon and **Spieles** ask if we can consider adding a call-to-action to download the DNR website to get a license encouraging people to use the app.

Russ Mason, Nimrod asks if the intent of this council is to educate the public, then we need to make sure that is what this campaign is doing so it won't be getting confused with the recreational passport campaign.

Community Connection and Engagement: Monarch Watch (static)

Conservation in Action: Better Management, Wild Turkey (video)

Hayes asked is there possibly an opportunity for us to educate about real life experiences when encountering different wildlife.

Conservation Education and Awareness: When a Species Becomes Endangered (Static)

Gruden asks if another hard horn elk picture can be used.

Garvon asked that the animal names be capitalized.

Fund and Policy Transparency: Journey of License Fees (Animated video)

A lot of conversation around pulling this post to earlier in the month.

September Posts:

Funding and Policy Transparency: Labor Day Fishing (Animated video)

Conservation Education and Awareness: Species Overpopulation (Static)

Council asked that the statement on CWD be edited to “slow and track the spread of disease”.

Impact of Outdoor Recreation: Thank You Series (Animated)

The council ask if Fusion 92 could consider updating the call-to-action for people to share nature photos beyond just hunting/fishing.

Conservation in Action: Better Management, Sturgeon (Animated)

Community Education and Engagement: Volunteer Profile (Static)

Nick Petrusha, Fusion 92 will post this information in basecamp and welcome all feedback. For the early post Fusion 92 would like to have feedback by the end of day July 25, 2025.

Mike Avery Radio Spots (for review)

Option A: Soft forest ambience. Birds, breeze through trees, gentle water lapping with voiceover statement.

Option B: Calm outdoor sounds. Wind in trees. Gentle stream with voice over statements being stated.

Beth Fults, DNR asks if we can edit the scripts to lean more into mentioning hunters and anglers.

The Council aligned to proceed with option A for Mike Avery but will keep option B for future use.

Radio Casting Specs

Jay Fetterman, Fusion 92 went over the radio casting specs of the characteristics they'll be looking for in the person for the radio slot. They will provide a couple options for the council to hear.

Website Reskin (for review)

Nick Petrusha, Fusion 92 covered the redesign of the website. No new content other than the images that were used in the shoot. Only colors and imaging were changed. As soon as Fusion 92 start posting new content, those will start to pull into the website.

Fusion 92 ask if the council wants to suppress the conversation toolkit that's on the Get Involved page for now and if they find some scope to create a newer tool they can bring it back. Right now when users go to that page they're going to see the look and feel of the old campaign.

Spieles ask if they had a feel for how much it's being used right now. Fusion 92 doesn't have any analytics on it.

Spieles ask if we can shift the meeting agendas, minutes and notices to a place where it'll be easier for people to access when they're on the site. Fusion 92 said they can look into that.

Live Timing

Nick Petrusha, Fusion 92 went over the calendar of when each action is to go live. One thing that wasn't looked at was the Quarterly Newsletter which is on track to deploy in mid-August.

Spieles ask how many 30 second slots will there be. **Nick Petrusha, Fusion92** stated he will check with the media team on that and confirm.

Spieles said we're providing the people to be interviewed on Mike Avery and wondered if we have produced a spot. Beth Fults said she's working on that and that Mike Avery has asks for new spots.

Nick Petrusha, Fusion 92 ask that as they continue to build out the organic social and the quarterly newsletter let them know of any partnerships that they can take back and plug in.

New Business

Spieles went through the Treasurer's report covering October 1, 2024 through June 30, 2025.

Hayes made a motion to approve the treasurer's report. **Gruden** seconded and it was approved unanimously.

Hayes discussed having an accessory or clothing item to represent the council. **Garvon** stated in the past Gud Marketing provided that for the council. **Garvon** asked if Fusion 92 would design some items for the council to take a look at.

Spieles announced a new member has been elected to the MWC by the governor. His name is Damion Frasier. We will get the council information to him and welcome him to the team.

Future Meetings:

The council discussed an October meeting in Clare at the Webber Wildlife Center. Possibly October 16 providing the venue is available.

February 2026 would be the next meeting date where Fusion 92 will report out on the campaign as it wraps up.

Garvon dismissed the group for lunch at 11:56 p.m. and called it back to order at 12:30 p.m.

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Public comment was asked after lunch at 12:30 p.m.

Public Comment

Levey brought Track Magazine quotes on sponsorship ads costs for ads being placed in the magazine. In the past the Wildlife Council has sponsored specific species, either the Elk, Sturgeon, etc. in the magazine. This was just to provide the council with some information.

Garvon said that was something Gud also took care of and that it was probably in our contract.

Russ Mason, Nimrod said the meeting minutes need to be posted more timely behind every meeting. He did understand that it was due to not having a quorum at the previous meeting is

why they couldn't be voted on and approved previously.

Garvon announced that materials will now be placed on basecamp so that council members can review and give feedback on them before decision-making.

Garvon asked for a motion to adjourn the meeting, **Spieles** seconded it, and the motion was passed unanimously. The MWC meeting was adjourned at 12:38 p.m.