



Michigan Wildlife Council

Meeting Minutes

June 10, 2026

2:00 pm - 3:30pm

Lansing Community College West Campus – Rm. M122

5708 Cornerstone Dr., Lansing, MI 48917

Attendees

Jason Garvon, Chair, MWC
Dan Cooke, MWC
Dawn Levey, MWC
Dan Ulfg, MWC
Jon Spieles, Department of Natural
Resources (DNR)/MWC
Franklin Hayes, MWC
Rose Campbell-Gill, DNR-MOD

Nick Petrusha, Fusion92
Jay Fetterman, Fusion92
Russ Mason, Nimrod
Senator Jon Bumstead
Kristin Phillips, DNR
Marcee Wardell, DNR
Rochelle Hubert, Public
Merle Jones, Michigan Trappers and
Predator Callers

*Absent: Beth Gruden, MWC Damion Frasier, MWC
Virtual: Stacy Gizinski, Fusion92; Emma Shedd, public*

Meeting Minutes

Garvon called the meeting to order at 2:05 p.m.

Levey made a motion to approve the MWC agenda with the amendment to add a public comment at the start of the meeting after the agenda and minutes approval and the addition of a general announcement at the end of the meeting. **Ulfig** seconded the motion. The agenda was approved unanimously.

Levey made a motion to approve the MWC meeting minutes from May 6, 2026. **Cooke** seconded the motion. The meeting minutes were approved unanimously.

Public Comments:

Merle Jones, Michigan Trappers and Predator Callers Association asked if the MWC can do a presentation at the December Legislative Sportsman Caucus Breakfast. **Nick Petrusha, Fusion92** said they could accommodate that request. **Ulfig** made a motion for approval for MWC to speak at the Legislative Sportsman Caucus breakfast. **Levey** seconded the motion. The request was approved unanimously.

Rochelle Hubert, public from the lower peninsula Deer Advisory Team spoke that she wasn't aware of all that the council did and felt it would be valuable for the hunting public to see and understand the value of the council and what hunters and anglers bring to conservation. She asked if the MWC can present at one of their meetings. **Russ Mason, Nimrod** felt banquets are not the best place to

communicate a message, but to seek opportunities such as a standard meeting, etc. to get before a group. **Ulfig** commented that a lot of younger hunters follow the Mike Avery show and he was speaking to some audience members after the NRC meeting and they were wondering if they could get someone from MWC to speak on their show because they didn't have an understanding of the council before seeing the presentation at the NRC meeting. He stated targeting different podcasts and things like that might help out. **Garvon** asked Fusion92 if they could create a presentation that can be used to present for those specific types of meetings. **Nick Petrusha, Fusion92** responded they can do that.

Protecting Michigan's Legacy Campaign Creative Review

Nick Petrusha, Fusion92 shared that this creative review will be looking at ideas of where we go next and the objective going forward. They're not making any major shifts but want to continue doing what's working and what's resonating with the audience but with fresh new ideas.

Q3 Organic Social Creative Review

Jay Fetterman, Fusion 92 presented the review of Q3 organic social creative.

OTT – Last year there were three 15 seconds videos but this year they'd like to change it to one video for 30 seconds to allow more storytelling and emotional resonance. They showed three videos and would like the council to narrow it down to one.

First one: A video called Michigan -I-O. A man singing a nostalgic music track while a grandfather and his grandson is going on a fishing trip.

Second one: A narrator talking throughout the video having you get the feel of having an internal thought, memory or flashback of a son going fishing with grandpa.

Third one: A video called a Family Tree. It starts with grainy film like from the 70s of young boy with his dad putting hunting gear into a truck, then transitions to the same father and son but older in a tree stand, then the image sharpens to modern day and the young boy is now grown up and behind him a little girl climbing that same tree stand. At the base of the tree you see initials carved in the tree from years and years back.

The tagline for each video says: The tradition is the trophy. There was a lot of discussion around using the word trophy but the consensus was that it was good for this campaign.

OOH - Billboards

The Tradition is the Trophy
Tradition is Written in Woods & Water
License Last a Year. The Memories are Forever.
Every License Creates a Legacy.
There For You Then. Here For Them Now.

Paid Social

Video focusing on sounds; leaves crunching, sound of drawing back a bow, and crackling of fire.
Expectation versus reality - Young man fishing.
Grandpa weathered hands tying a knot on a lure and young hands doing the same thing.
Female Bow hunter.
Kid fishing on the lake shore casting his first cast.
Dad and son walking through the field hunting.

A Legacy is Handmade (Static) – An older hand passing a lure down to a young hand.
Not Just Worn Passed Down Too (Static) – An older man putting a hat on a young man's head.
A Legacy Last a Lifetime (Static) – Mom & daughter hunting deer.
Every Step Pays For The Wild (Static) – A parent and their daughter hunting.

Mike Avery Radio Spot – 30 second live read.

Cooke asked what time of year the video is scheduled to be running. **Nick** stated they'll run through the Fall as people are gearing up for and engaged in hunting season.

A lot of comments on the carving on the tree of the Family Tree video. Fusion92 will update the end frame so isn't showing carving into the tree. Discussed carving into a permanent box blind instead. Fusion92 will bring a couple different ways to wrap up the spot.

A public attendee stated if you're going to have gun hunters, then they should have hunter's orange on. Fusion92 noted to use talent in hunters' orange.

Fusion92 to develop a couple of alternate lines of copy for "Hunting & Fishing License Fees fuel \$63M for MI Wildlife". Council was not loving "fuel" & "wildlife".

Levey made motion to go with the Family Tree as the 30 second video, **Cooke** seconded the motion. The Family Tree video was approved unanimously to be used as the 30 second video.

Next Steps:

Fusion92 is looking at early September to have the creative up and going. Looking to lock down the concepts by June 22 then move into finalizing the production plan & bid and award production by June 30. Then go to production prep starting July 1 and start video shoots the last weekend of July. Fusion92 could then provide rough cuts at the next MWC meeting in August.

Council agreed that reviews can be handled in Basecamp and if a discussion is required, we can schedule a Teams call.

Ulfig motioned to approve the production schedule, **Spieles** seconded the motion. The production schedule was approved unanimously.

Public comment was taken at 3:09 p.m.

Senator Bumstead stated he liked what he's seeing and advised the council to not lose focus on why the council was created which is to educate people about the benefits of wildlife conservation through hunting and fishing and never be afraid to show fish hooks and guns.

Rochelle Hubert commented: If we're trying to convey conservation, she felt like some of the things focused more on the tradition of hunting. She stated that the traditional mindset of some hunters is not necessarily aligned with conservation. She expressed some nervousness about the "tradition is the trophy" tagline in the OTT videos. She felt it wouldn't appeal to a non-hunter because they wouldn't have that history to look back on. **Nick Petrusha**, **Fusion92** stated they do try to strike a balance like in the organic social it shows a lot of conservation action. There was a lot of discussion around traditional hunters, new hunters and conservation.

Marcee Wardell commented that she can see the themes from the hunting spots working for fishing

as well. But thinking about the target audience of 18 to 44 urban, suburban, non-hunter, angler. She suggested it might make sense for that middle generation person be a female in the video. For instance, grandfather, mother, son or grandfather, mother, daughter; that might be more compelling for that audience. **Nick Petrusha, Fusion92** said they will keep that in mind.

Dan Cooke thanked the council for all the work they've done, and the data shows the impact the council is having. Over the last couple months Expedition Detroit has been brainstorming with Fusion92 and coming up with opportunities to partner with them and the Council in a private capacity on projects. As those opportunities have developed, he consulted with his colleagues and DNR and has decided that the best way to continue pursuing those opportunities would be to resign from the council which he will be doing after the meeting. He did express interest in continuing to be an active voice at the council meetings, both as a private citizen and in his capacity with Expedition Detroit. The council thanked Dan for his service.

Ulfig made a motion to adjourn the meeting, **Cooke** seconded the motion, the MWC meeting was adjourned at 3:20 p.m.