Michigan Wildlife Council

Meeting Minutes

August 12, 2026
10:00 am - 2:00 pm
Jay's Sporting Goods Store – Outback Rm.

8800 S. Clare Ave., Clare, MI 48617

Attendees

Jason Garvon, Chair, MWC
Dan Ulfig, MWC
Jon Spieles, Department of Natural Resources (DNR)/MWC
Damion Frasier, MWC
Rose Campbell-Gill, DNR-MOD
Nick Petrusha, Fusion92

Absent: Beth Gruden, MWC; Dawn Levey, MWC; Franklin Hayes, MWC
Virtual: Bryan Petrosky, Fusion92; Kaylee Brown, Fusion92; Russ Mason, Nimrod; Marcee Wardell, DNR; Dan Cooke, Detroit Expedition; Jay Fetterman, Fusion92; Stacey Gizinski, Fusion92; Samantha Labadie, Fusion92; Sam Talanges, Fusion92

Meeting Minutes

Garvon called the meeting to order at 10:02 a.m.

Frasier made a motion to approve the MWC agenda. **Ulfig** seconded the motion. The agenda was approved unanimously.

Ulfig made a motion to approve the MWC meeting minutes from June 6, 2026. **Frasier** seconded the motion. The meeting minutes were approved unanimously.

Mid-Campaign Performance Report

Bryan Petroskey, Fusion92 gave an overview of the campaign objective and media performance summary. The channels covered were Meta and Snapchat running from the start of March through end of August, but for this report until the end of July. It also covered OTT and YouTube running the start of April through August but for this report until the end of July. TikTok started July 24th and we will cover it in a later report because it's such a small sample size right now.

Ulfig asked if the abbreviations in the report could be explained.

Abbreviations: CPM is the cost per 1000 impressions. A metric to gauge how cheaply you're getting the message across to people and impressions is just seeing the ad.

CPC is cost per click. It's how much it takes for a user to actually click on the ad and go to the resulting landing page.

CTR is the click through rate. The percentage of users seeing the ad to actually clicking on the ad. It's a good gauge of the efficiency of an ad from a user seeing it and actually clicking on it.

CPCV is the cost per completed view – how much it costs to actually watch the entirety of the video.

OTT is over the top streaming videos such as Hulu. You don't have an option to click through it.

OLV is online video.

Channel Results

Snapchat has a strong performance and delivered the most newsletter signups and had the 2nd lowest cost per 1000 impressions (CPM) and cost per click (CPC). Spend $42.3k, Impressions 18.9M, CPM $2.24, Clicks 17.5k, CTR 0.09%. The creative static units outperformed the video units. The license video was the highest performed video. **Spieles** asked is there a way to see if the viewers are the same viewers. **Bryan Petrosky, Fusion92** said they can and will add the frequency metric to the report.

Meta (Facebook) performance was very strong and definitely our efficiency leader. It provides the lowest CPM and CBC. Not only is it getting the message out most efficiently, but it is also getting users to click through the ad at the most efficient rate. It's our strongest channel overall. Spend $73k, Impressions 32.9M, CPM $2.22, Clicks 60.4k, CTR 0.18%. The static units outperformed the video units in terms of awareness and engagement. **Spieles** asked is the shift from video to static an industry shift. **Bryan Petroskey, Fusion 92** stated yes, he's seeing the shift across different clients. For the individual creative, the moose video was the top performing. In terms of static the wild legacy static had the most successful performance.

OTT (Forced video) delivered the highest video completion rate which isn't too surprising considering it's that forced view, that unskippable ad that you see on those over the top platforms rather than the OLV view which is a more skippable environment. Spend $38,538, Video views 1.8M, CPM $22.64, Clicks 13, VCR 98.69%. **Spieles** asked what the strategy is to increase efficiency. **Bryan Petrosky, Fusion92** said they are trying to target a lower CPM whenever available while still hitting those premiums sights. **Garvon** asked what's the difference in premium site vs lower site. **Bryan Petrosky, Fusion92** stated a premium site would be like Hulu or Netflix and a lower site would be Tubi or Sling.

OLV – Spend $35,671, Video views 4.3M, CPM $8.24, Clicks 6.1k, VCR 70.81%. Gave us the lowest cost per completed view out of any of the channels and we saw some strong improvement since we last met. The outdoor enthusiasts group nearly doubled. The deer hunting video was the top performing video, returning the highest VCR and the lowest CPCV.

YouTube – YouTube ran the leanest ad frequency among the video channels. YouTube provided a middle ground in performance between OTT and OLV in terms of pricing and video completion rate. Spend $75,023, Video views 5.1M, CPM $14.51, Clicks 1.4k, VCR 84.40%. The VCR and CPM both improved significantly.

Insights and Recommendations

Snapchat Insight: The performance between the two targeting groups (Adults 18-44 and Outdoor Enthusiasts) was nearly identical on awareness metrics, but the engagement was stronger with Adults 18-44.

Recommendation: Recommend pushing a larger portion of the budget into the general Adults 18-44 targeting group due to its better performance on both CPC (-$1.15) and CTR (0.04%).

OLV Insight: The Outdoor Enthusiasts targeted group returned nearly double the CPM of the Adults 18-44, while also producing a 3% lower VCR.

Recommendation: Recommend pushing a larger portion of the budget into Adults 18-44 targeting group due to its superior VCR and lower CPM.

Protecting Michigan's Legacy 2026 Campaign Rough Cut Reviews

Jay Fetterman, Fusion 92 presented rough cuts for the videos. They still need to tweak and polish the details; visuals, sounds, music etc.

OTT

Shared two versions of the Family Tree video. Fusion92 would like to know which video to move forward with. **Ulfig** stated the transition of them walking past the tree makes the lighting going from evening to bright light seem not uniformed. Fusion92 will work to improve that transition and send videos back out through basecamp for review.

OOH – Billboards

Jay Fetterman, Fusion92 suggested that we keep the tagline "The Tradition is the Trophy" on all the boards.

The Tradition is the Trophy – duck hunters
License Last a Year. The Memories are Forever – female pheasant hunter
Tradition is Written in Woods & Water - grandfather/daughter fishing
Every License Creates a Legacy - grandpa holding a kid on the shoulder
There For You Then. Here For Them Now - father/daughter fishing

Ulfig asked if the board on US127-N can be put on the opposite side of the road so you can read it better. **Nick Petrusha, Fusion92** said the board placement for this year has to remain, but they can look into repositioning it for next year.

Paid Social

The Tradition is the Trophy (Video) - Sounds of fishing line bobble, walking through woods, crackling fire and female bow hunter.
Still the Best Day (Video) - Expectation versus reality - Young man fishing
The Tradition is the Trophy (Video) - Grandpa weathered hands tying a knot on a lure, fishing with granddaughter.
Every Shot Begins Here (Video) - Female bow hunting
First Cast (Video) - Dad and kid fishing on the lake shore casting his first cast.

Garvon asked if they could adjust the kisser button issue on the female bow hunter video.

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.
Legacy Last a Lifetime (Static) – Mom & daughter hunting deer.
Every Step Pays For The Wild (Static) – A parent and daughter hunting.

Actionable Ideas – Organic Social

Share Your Tradition – Invite people to post their own tradition photo.

New Tradition Challenge - challenge hunters/anglers to bring someone new (a kid, a friend, a first-timer) out this season and share it.
Tag a Tradition Keeper - Tag the person who taught you to hunt or fish (parent, grandparent, mentor, friend) and say what they passed down.
"Today's the Day" Season Opener Check-In - A recurring, dated social moment tied to Michigan's actual opening days (deer season, fishing opener, etc.)
Online Time Capsule - Invite hunters, anglers, trappers, and outdoor enthusiasts to contribute photos and stories that capture the traditions they've inherited and passed on.
Stories Sticker Pack - Create a series of social media stickers and physical decals that allow hunters and anglers to proudly showcase the traditions that matter most to them.

Mike Avery Radio Spot – 30 second live read.

Next Steps:

Production - Nick stated Fusion92 will tweak the details and get it out to the group then have a final cut by September. Billboards will take longer, roughly around September 15 they'll go live.

Website Update – Fusion92 is starting to develop the pages and will get those out to the council to view and comment on.

Dan Cooke, Expedition Detroit commented that the content that Fusion92 shared was very good and on point. He shared that Detroit Expedition partnership with Fusion92 is to create content that can live on or be linked to from the MWC website. Expedition Detroit is producing relevant natural resource content that is focused exactly on the same demographic the MWC is trying to reach.

Garvon asked if anyone wanted to give a public comment before lunch so they wouldn't have to wait through the lunch hour. Two comments were taken at 11:39 a.m.

Marcee Wardell, DNR stated she felt Fusion92 has done a very good job. She also offered the suggestion that Fusion92 should consider selecting more urban and suburban locations to consider for future creative.

Russ Mason, Nimrod stated Fusion92 has done a great job. He asks that Fusion92 and the council provide a written report on how the campaign could be improved if funding were doubled. He suggested providing it by mid-September would be a good target date. Nick Petrusha, Fusion92 said they can provide that and will put it in basecamp for viewing and comments from the council.

He suggested to Dan Cooke, Expedition Detroit if they could focus on land where people would buy turkey licenses.

Garvon dismissed the group for lunch at 11:55 a.m.

Garvon called the meeting back to order at 12:30p.

Public Comment at 12:30p.

No public comment.

Ulfig made a motion to adjourn the meeting, **Spieles** seconded the motion, the MWC meeting was adjourned at 12:31 p.m.