

## MINUTES

### Michigan Wildlife Council March 9, 2015

A regular meeting of the Michigan Wildlife Council was held Monday, March 9, 2015, at GreenStone Farm Credit Services, 3515 West Road, East Lansing, MI.

#### **Present for the Michigan Wildlife Council (MWC)**

Merisa Campbell, Johannesburg  
Keith Creagh, Lansing  
James H. Hammill, Crystal Falls  
Matthew R. Pedigo, Howell  
Jeffery Poet, Clare  
Carol Rose, Hillman  
Henry Stancato, Detroit  
Randy Stec, Caro  
Alan N. Taylor, Rockford

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#### **Call to Order**

Chairperson **Rose** called the meeting to order at 9:00 a.m. and welcomed attendees.

**Rose** shared a couple of examples of what the MWC is charged with communicating to the public, noting a good example in the “sturgeon hunt” on Black Lake in Cheboygan County. She said the event has a ripple economic effect in the community. **Creagh** also offered as an example a project **Hammill** is involved in with partners such as foresters, wildlife biologists, and sportsmen’s groups to talk about improving the winter deer range in the U.P. **Hammill** explained that citizens are panicked by the drastic drop in deer numbers, and the group is working on developing a strategy to improve deer habitat in the U.P.

#### **Review and Approval of Agenda**

**Rose** gave a brief overview of the meeting agenda and asked that the order of agenda items be amended to accommodate one of the presenters. **Taylor** made a motion that the agenda be approved as revised, **Campbell** seconded the motion, and the revised agenda was approved by unanimous consent.

#### **Approval of December 3, 2014, Minutes**

**Taylor** made a motion that minutes of the December 3, 2014, meeting be approved as presented. **Creagh** seconded the motion, and **Rose** called for discussion. **Taylor** said he thinks use of the word “fiduciary” in the second bullet on page three of the minutes is incorrect. He noted that in his research, the word is used in the private sector, not the public sector, and there is no legal reference to fiduciary for DNR responsibilities in the RFP. **Taylor** requested that draft minutes be provided in Word format to council members for review.

A vote was taken, and the December 3, 2014, minutes were approved by unanimous consent.

### **Financial Report**

**Campbell**, MWC treasurer, presented a written report for the time period September 30-December 31, 2014, and asked **Kristin Phillips**, chief of the DNR Marketing & Outreach Division, to explain the schedule for financial reports. **Phillips** stated that the DNR is providing the MWC quarterly finance reports to coincide with the Department of Treasury's distribution of revenue. She noted that there is a time lapse between revenue being generated and when it shows up on reports. **Phillips** added that the state's fiscal year begins October 1, and revenue is generated from March 1 to February 28 (the license year). **Campbell** requested that **Phillips** provide an updated report that showed the proper percentage budget breakdown (per an earlier discussion) and tabled an approval vote until the report was updated. The updated report was subsequently furnished (see attached) and presented for approval. **Hammill** made a motion that the revised report be approved, **Stec** seconded the motion, and the updated report was approved by unanimous consent. **Campbell** requested a copy of the detailed expense report prior to every meeting.

### **Review of Operational Plan**

Rose noted that an operational plan must be provided by April 30 of each year and presented for review a copy of the Operational Plan approved October 8, 2014, for fiscal year 2015. After a lengthy discussion and many updates, **Taylor** made a motion that the Operational Plan be approved as modified. **Hammill** seconded the motion, and the revised plan was approved by unanimous consent. (See attached.)

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A break was called at 10:40 a.m., and the meeting reconvened at 11 a.m. with all council members who were present before the break, present after the break.

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### **Responsibilities and Duties of MWC Chairperson**

Discussion was held on a proposed summary of duties of the MWC chair, a list which was drafted and distributed by **Rose**. **Taylor** stated he doesn't think the list of duties is necessary and would prefer a broader, general statement of the responsibilities. He thinks the council would be more effective if all council members were allowed to be more involved and engaged in the production of council activity reports, documents, etc. **Hammill** suggested forming a small workgroup to redraft the document and present a new proposal to the full council for approval. **Rose** named **Hammill**, **Taylor** and **Creagh** to the workgroup.

### **Semiannual Report to Legislature**

**Rose** provided an updated draft of the semiannual report to the Legislature on the program and expenditures of the council. After a lengthy discussion and many edits, the *draft* report was approved with the notation that the tentative date of May 1 to have a contract in place will be changed based on the Joint Evaluation Committee timeline. (See attached.)

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The council broke for lunch at 12 p.m., and the meeting reconvened at 12:38 p.m. All council members present before the break were present after the break.

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**Joint Evaluation Committee (JEC) Update – RFP Process and Timeline**

**Sharon Maynard**, sourcing director, Department of Technology, Management and Budget, Procurement Office, reported on the status of the Joint Evaluation Committee and answered questions regarding the RFP process and timeline. She noted that there were 10 original bidders for the media-based marketing campaign, and three passed the initial technical evaluation with a score of 80 or better. However, only two passed to the next round of oral presentations, because the third was unsuccessful when asked for clarification. **Maynard** explained to the council the options available. She said oral presentations are scheduled for Tuesday, March 10, and option one would be to have the two bidders who scored above 80 appear for oral presentations and chose the winning bidder from those two. The second option would be to offer an opportunity for three additional bidders who scored above 70 to submit “deficiencies and clarifications” through the competitive range process. Those bidders could then be rescored after the submissions, and additional oral presentations could be scheduled for, at the earliest, March 23-24. **Creagh** made a motion that the council move ahead with the first two oral presentations and then decide whether the need is there to expand the base to include the other three bidding companies. **Taylor** seconded the motion. However, after further discussion, the motion was withdrawn, and the council concurred to afford the JEC maximum flexibility to continue with the task of deciding if the competitive range process is needed.

The timeline for the next meeting of the full MWC was also discussed. Based upon the outcome of the oral presentations to the JEC, it became clear that the original timeline for the kick-off meeting with the contractor would have to be delayed until late May or coincide with the June 10, 2015, date, which has already been scheduled.

**Process and Timeline for Vendor Meetings and Interactions**

During a discussion as to the process and timeline for vendor meetings and interactions, **Rose** shared information she received during a phone call with **Tom Burke**, current chair of the Colorado Wildlife Council, on how that state handles the issue. A question was raised as to who the point of contact should be for communications with the contractor. Taylor said he thinks the full council should be aware of every interaction with the contractor. **Hammill** suggested that just the council chair and **Kristin Phillips** serve as initial contacts and that they then distribute the information to the rest of the council. It was also suggested that vice chair **Pedigo** serve as the alternate for the chair and that **Phillips** keep a record of every contact with the contractor. It was decided that for the first six months, initial contacts for the contractor will be **Rose** and **Phillips**; that **Rose** will distribute all communications to all council members; and that vice chair **Pedigo** will serve as the alternate for the chair.

**Public Comment**

The public comment portion of the meeting began at 1:55 p.m.

**Dale Hendershot**, president of Michigan Trappers & Predator Callers Association, thanked council members for their dedication and hard work. He said it’s important to “get it right the first time,” and he appreciates the council’s good faith effort to do so. He again asked the council to remember to include trappers and what they do for the state of Michigan in the new campaign to inform the public. **Hendershot** advised that there is good information on a trapper education program through the DNR and urged members to sign up to receive news from the DNR online. **Rose** asked **Phillips** to send a link to council members on how to sign up to receive DNR emails through GovDelivery.

Public comment was closed at 1:59 p.m.

### **MWC Websites**

A discussion was held regarding what information should be posted to the DNR and MWC websites as well as the process for how the websites are updated. **Rose** proposed a website subcommittee, and **Hammill** and **Taylor** volunteered to serve. **Hammill** asked for input from council members as to what they expect the websites to do, such as keeping in touch with constituents, council information and messaging, i.e. the impact hunting, fishing, and trapping have on local and regional economies. **Poet** recommended the sites should be simple for those who want just the basic information. Members agreed that decisions on what to post should be made by the full council. Suggested posts will be shared with all council members who will have two weeks to review and make comments. Unanimous consent is needed before items, including photos, are posted. After the two week period without questioning comment by council members, the post will be assumed appropriate and added to the website. It was agreed that the website issue remain on the agenda for the next MWC meeting.

### **Council Reports/Announcements/Comments**

**Rose** thanked **Stec** and GreenStone Farm Credit Services for hosting the meeting, commenting that the facility is an excellent meeting location and hoped the council could return in the future.

**Rose** also thanked DNR Marketing and Outreach Division (MOD) staff member **Wendy Ledesma** for organizing the meeting and also thanked MOD staff member **Jordan Burroughs** for her help during the meeting.

In addition, **Rose** thanked members of the JEC for their significant commitment of time and resources to see this selection process through.

**Poet** proposed that a brief paragraph with information on the Michigan Wildlife Council be included in the hunting and fishing guides published annually by the DNR. **Taylor** made a motion that **Poet** draft the paragraph for review by the full council. **Creagh** seconded the motion, and it passed by unanimous consent.

**Creagh** noted that he will contact the Conservation Coalition regarding a possible presentation by the MWC during the Coalition's May meeting.

**Taylor** requested that all future draft press advisories for meetings be forwarded to council members for review prior to being issued. **Creagh** indicated he would pass the information on to **Ed Golder**, DNR public information officer.

### **Adjournment**

A motion to adjourn was made by **Creagh**, seconded by **Stec** and passed by unanimous consent. The meeting was adjourned at 2:37 p.m.

APPROVED: Date \_\_\_\_\_

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Carol Rose, Chairperson  
Michigan Wildlife Council