

## **Michigan Wildlife Council**

### **MINUTES February 6, 2018**

A regular meeting of the Michigan Wildlife Council was held Tuesday, February 6, 2018 at Jay's Sporting Goods in Gaylord.

#### **Present for the Michigan Wildlife Council**

**DRAFT KM 2.21.18**

Matt Pedigo  
Beth Gruden  
Jeff Poet  
Carol Rose  
Ed Roy  
Henry Stancato  
Jim Hammill  
Randy Stec  
Kristin Phillips

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#### **Call to Order**

Chairperson **Pedigo** called the meeting of the Michigan Wildlife Council (MWC) to order at 10:08 a.m.

#### **Approval of Agenda**

Chairperson **Pedigo** reviewed the agenda and called for discussion. GÜD Marketing requested to move the discussion of the Sportsmen's Plan update to after the Year 3, Flight 1 completion report.

**Rose** made a motion that the agenda be approved as amended. **Hammill** seconded the motion and the agenda was approved as amended by unanimous vote (9-0).

#### **Approval of October 24, 2017 Minutes**

**Pedigo** called for discussion regarding the minutes of the October 24, 2017 meeting. There was no discussion.

**Gruden** made a motion that the minutes be approved as submitted in the meeting packet. **Rose** seconded and the minutes were approved by unanimous vote (9-0).

#### **Treasurer's Report**

**Phillips** gave an overview of the final written financial report for October 1, 2016 through September 30, 2017 (report attached).

**Phillips** also gave an overview of the draft written financial report for the October 1, 2017 through December 31, 2017 (report attached).

There was discussion regarding the contingency and administrative funds. It was suggested that the administrative fund percentage be reduced and that percentage be added to the contingency fund. Points of consideration:

- Either fund can be used for purposes the council approves.
- All money not spent in either fund gets rolled back into the MWC account.
- Regardless of how much money accrues in the funds, the council only has authority to spend \$2.1 million each fiscal year.
- We are already one quarter into the fiscal year.

The council decided to leave everything as is and revisit at the September meeting.

**Stec** made a motion to approve the final and draft treasurer's report as presented. **Gruden** seconded the motion and the treasurer's report was approved by unanimous vote (9-0).

### **Operational Plan 2018**

**Pedigo** called for discussion regarding the operational plan for 2018 and there was none.

**Rose** made a motion to approve the operational plan as presented. **Roy** seconded the motion and the operational plan was approved by unanimous vote (9-0).

### **Güd Marketing – Year 3, Flight 1 Completion Report (June-December, 2017)**

**Emmie Musser**, media director of Güd Marketing, presented the paid media Year 3, Flight 1 completion report (June-December, 2017). Musser reviewed communications strategy, overall investment, paid media goals, overall reach and frequency. She presented key results from the council's content marketing, paid social, cable and broadcast television, outdoor, digital music streaming, digital video streaming, digital display, public broadcast television and radio, and aligned advocate paid media investments. Key results include:

- 56 percent value-added placements
- Audiences are engaged with our interactive content (big opportunity)
- Traditional media continues to drive online engagement
- Content marketing and social media continue to outperform industry standards

**Andrea Ness**, outreach and engagement director of Güd Marketing presented the results of the campaign's media interview and social media investments as a part of the Year 3, Flight 1 completion report. **Ness** presented a breakdown of the interviews, paid and organic social media metrics, and website metrics. She reported a 22 percent increase in Facebook followers and 9,260,700 total Facebook impressions. During this period 23 unique stories and 16 customized media interviews were produced. Website traffic continues to trend upward while traditional tactics (outdoor, television, etc.) are in-market, while traffic "spikes" are recorded on days content stories, interviews and digital content are promoted.

**Rose** suggested using animal sounds in the interactive campaign to Güd Marketing. They stated if members had additional suggestions to let them know.

### **Güd Marketing – Sportsmen's Brochure**

**Ally Caldwell**, account coordinator of Güd Marketing, provided an update regarding the progress of the development of sportsmen communications strategy deliverables. She presented revisions to the drafted sportsmen brochure and introduced a campaign video script to the full council.

The council discussed the photo on the front of the brochure and it was suggested that it be changed. There was a content marketing story run in Woods and Water Magazine as well as Michigan Outdoor News in November.

The subcommittee group will be approving the revised picture and brochure moving forward.

### **Public Comment**

**Pedigo** called for public comment at 12:07 p.m.

**Dale Hendershot**, president of Michigan Trappers and Predator Callers Association, stated he is overall happy with the program. However, the MWC needs to address trapping in some manner to the public. Dog, hound and trappers are at the bottom of the heap and people need to know what they do for conservation efforts. Trappers help by clearing flooded roads caused by beaver dams and private trapping and hunting helps private land issues. He got a call from someone in July and a real estate agent was looking over property that was to be listed and she put her foot into a muskrat den. There is also urban trapping that is a part of wildlife management, which includes trapping skunks and raccoons.

**Hammill** asked what he meant when he said they are at the bottom of the heap. **Hendershot** stated it's not only those that are totally opposed or moderately opposed to hunters, but a lot of sportsmen don't understand trapping and they are targeted by the humane society. **Hendershot** offered his time and resources to come to Lansing to meet with GÜD Marketing to help with the message.

**John Bumstead** stated digital marketing is inexpensive to get the message out that is the way of the future. Hats off to GÜD marketing and he likes the direction GÜD is going with that because you get a lot of people with minimal cost.

**Roy** stated Mike Avery is a big fan of shooting sports and he can be a significant component to promote the sport, which has also been left out like the trapping piece.

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The meeting was adjourned at 12:17 p.m. for lunch and reconvened at 1:03 p.m. All council members, except Poet who returned at 1:08 p.m., present prior to lunch, were present after lunch.

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#### **GÜD Marketing – Creative Updates**

**Joel Newport**, creative director of GÜD Marketing, presented updated creative including new outdoor, a new 30-second television spot and direction for digital placements. These creative pieces introduced the campaign's next phase of messaging, which will introduce the "funding" message to a much broader audience beginning April 2018.

The council also suggested utilizing partners such as Michigan Out of Doors and the DNR to obtain relevant video footage.

#### **GÜD Marketing – Research Updates**

Jill Holden, strategic planning director of GÜD Marketing, presented research recommendations for 2018. Holden recommended conducting focus groups in April and deployment of the third statewide survey in September. Four focus groups would be conducted to explore further audience segmentation, to inform message evolution and to supplement the results found in the survey.

The council noted that GÜD Marketing was suggesting a timeframe for the survey that would optimize the campaign.

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The meeting was adjourned at 2:03 p.m. for a break and reconvened at 2:34 p.m. All council members present prior to the break, were present after the break.

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**Pedigo** moved that the Council meet in closed session under section 8(e) of the Open Meetings Act to consult with our attorney regarding trial or settlement strategy in connection with State of Michigan v Alan Taylor, et al.

**Roy** seconded the motioned and the council entered into closed session by unanimous vote (9-0) at 2:35 p.m.

The meeting reconvened from closed session at 3:11 p.m. and all council members that were present prior to the closed session, were prior after.

### **Council Reports and New Business**

**Stec** stated that this was his last meeting on the council and thanked the council members for all of their patience and understanding. He didn't know what to expect when this began but found the council member are dedicated and focused to do the right thing and are an amazing diverse group who shares a common goal. To those who may be involved in the upcoming JEC, it's not about picking the best vendor – it's about picking the best RFP submitter. Secondly, it feels like we are drawing information but thirsting for knowledge – the touchpoints and milestones, conversations around the advocates plan – felt like we were fighting an uphill battle with our contractor and it didn't feel right. Maybe they will listen more when it's closer to the bid for contract.

**Rose** suggested hosting another Legislative Sportsmen's Caucus Breakfast to bring the legislature up to date with what we are doing. The council agreed it would be a good idea and Rose will follow up with MUCC who coordinates the events. Sponsorship cost is \$500. Council members will cover the cost out of pocket and will not use MWC money. A subcommittee of **Rose, Poet and Phillips** was formed to handle the details.

**Burroughs** accepted a position as the co-director of the Great Lakes Leadership Academy and this is her last meeting.

**Hammill** appeared at the National Assembly of Sportsmen's Caucuses – Legislators Summit in Traverse City and was very well received.

**Hammill** was in Las Vegas last week at the Directors meeting with Safari Club International. Commissioners were discussing what people are doing in each state to counter the anti-hunting movement. **Hammill** will be forwarding copies of Michigan's legislation to other states. There was also a contingency from China there who were very interested in what we are doing. China is getting more interested in Natural Resources because people are going elsewhere to hunt. **Phillips** had the opportunity to go to the Forestry and Wildlife Division in-service. She talked about the MWC and Department of Natural Resources (DNR) Forestry campaigns.

The council asked about the DNR's vetting process for the MWC content marketing pieces.

**Phillips** explained there are nine lead contacts, one from each division that reviews each content marketing article. DNR staff review and make suggestions to the accuracy of information, not content or direction, and Kathy compiles that information and sends it back to Gud Marketing.

**Adjournment**

**Stancato** made a motion to adjourn, seconded by **Rose** and the motion to adjourn was approved by unanimous vote (9-0). The meeting was adjourned at 3:43 p.m.

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

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Matt Pedigo, Chairperson  
Michigan Wildlife Council

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