

Michigan Wildlife Council

MINUTES October 24, 2017

A regular meeting of the Michigan Wildlife Council was held Tuesday, October 24, 2017 at the Department of Natural Resources Customer Service Center in Traverse City, Michigan.

Present for the Michigan Wildlife Council

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

Excused Absence

Randy Stec

Call to Order

Chairperson **Pedigo** called the meeting of the Michigan Wildlife Council (MWC) to order at 10:02 a.m.

Approval of Agenda

Chairperson **Pedigo** reviewed the agenda. Discussion was held to move GÜD Marketing presentations to the beginning of the meeting and the administrative information to the end (shown in red below).

10:00 a.m.	Welcome and Introductions
10:05 a.m.	Review and Approve Agenda
10:10 a.m.	GÜD Marketing: <i>Here. For Generations. Marketing Campaign</i>
Noon	BREAK
12:30 p.m.	Public Comment
12:45 p.m.	GÜD Marketing: <i>Here. For Generations. Marketing Campaign</i>
2:00 p.m.	BREAK
2:15 p.m.	GÜD Marketing: <i>Here. For Generations. Marketing Campaign</i>
3:15 p.m.	Approve Meeting Minutes from August 28, 2017
3:30 p.m.	Treasurer's Report
3:45 p.m.	Semiannual Report Discussion and Approval
4:00 p.m.	Subcommittee/Work Group Updates
4:15 p.m.	Council Reports and New Business
4:30 p.m.	Adjournment

Phillips made a motion that the agenda be approved as amended. **Hammill** seconded the motion and the agenda was approved as amended by unanimous vote (8-0).

GÜD Marketing – 2017 Statewide Survey

Chelsea Maupin, research manager of GÜD Marketing, presented results for the 2017 statewide survey, expanding upon the results shared on Aug. 28, 2017. **Maupin** provided a

summary of the project, including methodology, timing, purpose and goals. **Maupin** also presented results related to key measures – importance of wildlife management, wildlife requiring management by humans to survive and wildlife management funding sources – for both southeast and west Michigan non-hunters.

The council discussed methodology – questioning if the surveys were worded the same (which they are) and the demographics of the survey. **Maupin** explained that the survey was balanced for statewide demographics and that regional results may not represent regional demographics. Within west Michigan, the margin of error is closer to ten percent verses three percent statewide. An online survey was used because phone surveys are often skewed towards older people, who are more likely to have landlines.

Discussion also took place how a smaller number of responses could generate an increase in percentages, such as among the 18 to 24 year olds, which rose to 81 percent from 39 percent.

Maupin Summarized:

The bottom line is we are moving the needle in terms of knowledge of the council and that wildlife management is important which is what we were focusing on during these first 18 months of the campaign. We have core messages and a five-year plan we are working through and the campaign will continue to build upon the foundation and introduce funding in the next level of messaging.

Opportunities

- Everyone needs to learn the funding message
- Increased targeted messages
- Increased focus on suburban counties – Wayne, Oakland and Macomb

2018 Research Recommendations

- Aim to survey in July again
- Move survey back a few weeks to give the summer campaign time to process
- Annual surveys from here on out
- Track key measures

Güd Marketing - Media Plan Year 3, Flight 2 (January 1 thru June 7, 2018)

Emmie Musser, media director of Güd Marketing, presented paid media recommendations for Year 3, Flight 2 (January 1 thru June 7, 2018). Tactics included content marketing, digital, outdoor, radio, broadcast television, digital video streaming, paid social media, digital music streaming and align advocates tactics.

Media Plan

- Escalate funding messages
- Overall W and SE Michigan with a focus on Oakland, Wayne and Macomb counties
- Advocate investment (4 percent)

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The meeting was adjourned at 11:37 a.m. for break and reconvened at 11:49 a.m. All council members present prior to break, were present after break.

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The council discussed messaging tactics and **Musser** explained that we can use IP addresses, email and geography to retarget specific messages to specific audiences.

Public Comment

Pedigo called for public comment at 12:32 p.m. and there was none.

Güd Marketing - Media Plan Year 3, Flight 2 (January 1 thru June 7, 2018) continued

Pedigo called for discussion regarding the Year 3, Flight 2 media plan. **Roy** asked if there was agility in the plan and **Musser** stated there was in paid social, media and content marketing. **Roy** also asked if there had been any impact based on the competing website and **Musser** stated she would not comment at this time.

Pedigo called for last call for questions and comments.

Stancato made a motion to approve the Year 3, Flight 2 media plan as presented. **Rose** seconded the motion and the media plan was approved by unanimous vote (8-0).

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The meeting was adjourned at 12:36 p.m. for lunch and reconvened at 1:25 p.m. All council members present prior to lunch, were present after lunch.

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Joel Newport, creative director of Güd Marketing, presented the creative concept for the next phase of the campaign, which will include messaging about hunting and fishing license monies providing the majority of wildlife management funding in Michigan. The overall concept is to have currency blend into outdoor scenes.

The council discussed that the content needs to make sure it has factual representation of the natural resources used since there are so many partner organizations that contribute matching grants and private organizations that assist in these efforts.

The recommendation is for the concept only and final approval of the creative campaign will be done at the next MWC meeting.

Hammill made a motion to approve the creative concept as presented. **Gruden** seconded the motion and the creative concept was approved by unanimous vote (7-0, Stancato stepped out)

Gud Marketing – Sportsmen’s Brochure

Ally Caldwell, account coordinator of Güd Marketing, provided a quick update regarding the status of the development of the sportsmen’s communications strategy deliverables introducing a drafted sportsmen brochure to the full council.

The council and members of the public (Merle Shephard, Safari Club International) engaged in a discussion regarding this concept. **Shephard** indicated that he regularly fields questions regarding the messaging of the campaign and when it will be directed more towards sportsmen. The council restated the mission of the campaign was geared to those who are neutral and

moderately approve of hunting, fishing and the taking of game and asked if **Shephard** could write down the questions he is receiving. The council would use this information to ensure these questions are answered within the brochure. **Shephard** commented that most sportsmen do not realize that one dollar is going to this campaign. The council stated that when sportsmen approach them with questions regarding the campaign, once explained, they are supportive of the council's efforts.

The subcommittee will take these suggestions as they further develop information pieces.

Michigan Wildlife Council Meeting Schedule 2018

February 6	Gaylord (location and time TBD)
April 17	Detroit (location and time TBD)
September 6	Traverse City (location and time TBD)
November 5	Cadillac (location and time TBD)

Approval of August 28, 2017 Minutes

Pedigo called for discussion regarding the minutes of the August 28, 2017 meeting. There was no discussion.

Roy made a motion that the minutes be approved as submitted in the meeting packet. **Rose** seconded and the minutes were approved by unanimous vote (8-0).

Treasurer's Report

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

Phillips also reviewed the fiscal year 2018 budget with total expenditures projected at 2.7 million dollars.

Rose made a motion to approve the draft treasurer's report as presented. **Poet** seconded the motion and the treasurer's report was approved by unanimous vote (8-0)

Semi-annual Report to Legislature

The council reviewed and discussed the semi-annual report to the legislature. **Hammill** recommended the following changes to page one, paragraph two:

Presented

To support our mission MWC has developed a program to inform the public about the importance of wildlife conservation and its role in preserving Michigan's great outdoor heritage for future generations. Currently the MWC is dedicated to a strategy of increasing public knowledge on how wildlife and Michigan's outdoors are scientifically managed and funded so that we can continue to enjoy them as we do today.

Amended

The MWC is entrusted with educating the public about the importance of wildlife conservation and its role in preserving Michigan's great outdoor heritage for future generations. The MWC is dedicated to increasing public knowledge on how wildlife and Michigan's outdoors are scientifically managed and funded so that we can continue to enjoy them as we do today.

Rose motioned to approve the semi-annual report as amended. **Gruden** seconded the motion and the semi-annual report was approved as amended by unanimous vote (8-0).

Council Reports and New Business

Pedigo stated Gŭd marketing was invited to an international marketing conference in Alaska in June to give a presentation about the Michigan Wildlife Council's campaign.

Adjournment

Rose made a motion to adjourn, seconded by **Roy** and the motion to adjourn was approved by unanimous vote (8-0). The meeting was adjourned at 3:47 p.m.

APPROVED: Date _____

Matt Pedigo, Chairperson
Michigan Wildlife Council