

## Michigan Wildlife Council

### MINUTES August 20, 2019

A regular meeting of the Michigan Wildlife Council (MWC) was held Tuesday, August 20, 2019, at the Department of Natural Resources Customer Service Center, 2122 South M-37, Traverse City, Michigan.

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

Matt Pedigo  
Beth Gruden  
Kristin Phillips  
Ed Roy  
Carol Rose  
Nick Buggia  
Jim Hammill  
Jeff Poet

#### **Excused Absence**

Hank Stancato

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#### **Call to Order**

Chairman **Pedigo** called the meeting of the MWC to order at 8:03 a.m.

#### **Approval of Agenda**

Chairman **Pedigo** reviewed the agenda and called for discussion. There was no discussion. **Rose** made a motion that the agenda be approved as presented. **Gruden** supported the motion, and the agenda was approved by unanimous vote (8-0).

#### **Approval of May 21, 2019, Minutes**

**Pedigo** called for discussion to be held on the minutes of the May 21, 2019, MWC meeting. There were no changes to the minutes Phillips had emailed to the council. **Roy** made a motion that the minutes be approved as submitted, **Rose** seconded, and the minutes were approved by a unanimous vote (8-0).

#### **Güd Marketing Presentation Notes**

**Emmie Musser**, media director of Güd Marketing, presented the paid media year four, flight two completion report (Jan. 1 - June 7, 2019). Musser reviewed paid media goals, overall investment, and communications strategy. She presented key results from the council's broad and targeted tactics – including outdoor, radio, TV, digital video streaming, digital music streaming, digital, paid and organic social, media interviews, and content marketing. Key results included:

- 79,322,884 total impressions and 2,863,424 total engagements (clicks to website, likes, shares, video views).
- The funding message is resonating with urban and suburban dwellers, as digital engagement increased in Wayne County.
- Fresh creative placements and a multi-tactic media strategy drove engagement. All digital metrics, including website traffic, content readership, and social engagement spiked when non-digital media increased in market.
- Short videos led to longer story reads. The 15-second broad funding video was the leading driver of people to the website. Once on the website, people gravitated to long-form content.

Musser then provided an overview of media tactics currently in market, highlighting new mediums – in-app placements on Waze and street-level signage on bike racks in Detroit. Results of the current flight – year five, flight one (June 7 - Dec. 31, 2019) – will be shared in early 2020.

**Andrea Ness**, GÜD Marketing outreach and engagement director, shared the latest information regarding this summer's experiential marketing and public relations efforts. In July, Governor Whitmer and the Michigan Legislature passed a resolution observing July 2019 as Wildlife Conservation Month, an opportunity to celebrate the state's many wildlife conservation successes and acknowledge hunters and anglers for their role in conservation. After the bipartisan passage of the resolution, the campaign kicked off a series of events featuring photo mosaics to further celebrate wildlife conservation successes and illustrate how it takes many people working together to make that success happen. Ness shared an overview of past events: a Detroit Tigers game on July 6, Kids Day at the Zoo at John Ball Zoo in Grand Rapids on August 1, and the Upper Peninsula State Fair on August 16 and 17. These events highlighted the success of Michigan's peregrine falcon, Kirtland's warbler, and lake sturgeon populations. In addition, she shared the results of the public relations effort surrounding the events. The first three events successfully engaged relevant legislators, conservation organizations, and local media outlets.

Then, Ness provided a summary of the remaining three stops: the Crim Festival of Races in Flint on August 23 and 24, the September 7 Michigan State University football game, and Detroit's Thanksgiving Parade on November 28, 2019. These events will highlight efforts to conserve and manage Michigan's elk, osprey, and turkey populations. The events will culminate with a display of all photo mosaics at the Michigan History Center in Lansing in January 2020.

Next, Ness shared a brief update on GÜD Marketing's recommendations for the campaign during this year's primary hunting season in November. In October, a media kit will be developed and distributed to ensure local news media understand the benefits of hunting (i.e., \$61 million for conservation, \$11.2 billion for the economy). Furthermore, custom

assets will be developed with the level two subcommittee to support the campaign's digital music streaming, digital display, and paid social media efforts.

Chelsea Maupin, Güd Marketing research manager, shared re-weighted survey data from 2015 and 2018 and updates for the survey to be fielded September 2019. Results of the re-weighting can be found in the presentation slides.

### **Research Discussion**

Discussion ensued regarding the goals and methodology of the survey research. Dialogue followed about the effectiveness of methodologies to accurately capture particular audiences versus a random sample of the population. **Buggia** stated that the MWC needs to remain absolutely pristine in its marketing. **Hammill** agreed that the Council's credibility was of utmost importance. The voting public need to be able to trust the MWC's advertising campaign.

There was a recommendation from the Research Subcommittee to have a third-party company perform a probabilistic survey. This would be an independent, outside party, that will use well-grounded survey techniques. The autonomous survey results could be compared to the existing survey numbers. The results would either (1) confirm the marketing survey as accurate, or (2) show that corrections need to be made.

**Phillips** stated that the MWC has the money to pay for the additional survey, but that another Request For Proposal (RFP) would have to be issued to do the additional research.

A motion is needed to start the RFP process and will be formulated at the October meeting, when the council knows the outcome of the current bid process for the new contract and the state has an approved budget.

### **Marketing Vendor**

A marketing vendor for the subsequent campaign will be identified by the next meeting. The new contract is scheduled to begin January 1, 2020.

### **Signing Ceremony**

**Buggia** suggested that the MWC should work on having a celebration of the National Hunting/Fishing Day on September 28. **Buggia**, **Phillips**, and **Hammill** will work on this effort.

### **Public Comment**

Chairman **Pedigo** called for public comment, but there was none.

### **Treasurer's Report**

Treasurer **Phillips** gave an overview of the presented written draft financial report for October 1, 2018 through March 31, 2019, noting a prior fiscal year balance of \$1,251,256, current fiscal year revenue of \$1,081,134, and expenditures of \$988,729. It was also noted that invoices are still coming in for the media buys that took place in June through August.

**Phillips** raised the subject of the budget for Calendar Year 2020 and discussed how to allocate resources. The Calendar Year 2020 budget needs to project closer to \$1.5 million.

**Pedigo** asked for volunteers to serve on a budget subcommittee. It was decided that **Gruden**, **Phillips**, and **Pedigo** would make modifications to the budget for next year and present the 2020 budget at the October MWC meeting for the Council to vote on.

**Rose** made the motion to accept the treasurer's report as presented. **Poet** seconded the motion. **Pedigo** asked for questions or comments. There being none, the report was approved by unanimous vote (8-0).

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

**Hammill** brought up the Wild Harvest America study that is collecting data to document the amount of fish and wildlife that have been harvested and figuring out much revenue this effort has saved the food chain. **Poet** noted that the Sportsmen Against Hunger campaign would take place on November 16-17, 2019.

The next Michigan Wildlife Council meeting will be held at Bay de Noc College in Escanaba, Michigan on October 28, 2019.

### **Adjournment**

**Rose** made the motion to adjourn, seconded by **Roy**, and the motion to adjourn was approved by unanimous vote (8-0). The meeting was adjourned at 12:35 p.m.

APPROVED: Date

12/9/2019

  
Matt Pedigo, Chairperson  
Michigan Wildlife Council