

Michigan Wildlife Council

DRAFT MINUTES

August 17, 2020

A meeting of the Michigan Wildlife Council (MWC) was held Monday, August 17, 2020, by Zoom, due to the current COVID-19 pandemic and the financial and administrative restrictions.

Present for the Michigan Wildlife Council

Nick Buggia, Chairman
Matt Pedigo
Kristin Phillips
Jeff Poet
Jason Garvon
T. Elliot Shafer
Henry Stancato
Ed Roy

Absent

Beth Gruden

Call to Order

Chairman **Buggia** called the meeting of the Michigan Wildlife Council (MWC) to order at 10:05 a.m., and instructions were given for the video call. **Buggia** introduced new council members Jason Garvon and T. Elliott Shafer. The rest of the meeting attendees introduced themselves.

Approval of Agenda

Chairman **Buggia** asked for discussion on the agenda. There was no discussion. **Phillips** made a motion that the agenda be approved as submitted. **Poet** seconded the motion. The agenda was approved unanimously.

Approval of April 27, 2020, Minutes

Buggia called for discussion on the April 27, 2020, minutes from the MWC meeting. There was no discussion. **Roy** made a motion that the minutes be approved as submitted. **Poet** seconded the motion. The minutes were approved (8-0).

Game and Fish, Pittman-Robertson and Dingell-Johnson Funds

Phillips shared a presentation about how Game and Fish, Pittman-Robertson, and Dingell-Johnson funds are spent within the Michigan Department of Natural Resources to provide information about the impact of hunters and anglers on wildlife management and conservation work.

Güd Marketing Campaign Update

- **Emmie Musser**, market development director for Güd Marketing, shared an update on the current campaign, which launched July 1. **Musser** briefly revisited the communications strategy, provided an overview of tactics and detailed notable highlights, including:
 - Returning to market drove a 132% increase in website visitors from June to July.
 - Southeast Michigan drove the highest website traffic volumes and engagement, with Ann Arbor notably leading the area for engagements. Top five geographic locations:
 - Detroit – 25%
 - Grand Rapids – 7%
 - Ann Arbor – 6%
 - Royal Oak – 3%
 - Livonia – 2%
 - The fishing quiz (published early July) produced better results than last year’s quiz. In 2019, the quiz received 5,000 reads, compared with 19,000 this year.
 - AMC and HGTV were top networks among those serving our video via digital video-streaming platforms.
- **Amy Moore**, creative director for Güd Marketing, provided an overview of assets currently running as part of the campaign’s broad awareness strategy. Assets included two 30-second videos running on social media platforms and through digital video streaming, and seven billboards, as seen at dozens of sites across the state. The billboards convey both emotional messages tied to memories and experiences and factual/educational messages tied to the prosperity of the state.
- **Musser** and **Sara Williams**, media manager, and **Beth McKenna**, public relations manager for Güd Marketing, presented a comprehensive recommendation for the remainder of 2020, including paid, earned, and owned tactics. A broad awareness campaign will reemerge on November 9, after the election but prior to firearm deer season. This effort will focus on the “funding” message. A “micro campaign” effort would include content news stories, TV segments, digital display, and paid social media; all working in tandem to encourage users to learn more about the benefits of hunting and fishing (to Michigan’s economy, to wildlife, to management, and to people). Experiential opportunities include a photo contest, inclusion in Detroit’s Thanksgiving Day Parade, a virtual “By Land & By Lake” tour, and a library of classroom resources. To reach key influencers, the campaign will work with Crain’s Detroit Business to conduct a panel discussion focused on the benefits of hunting and fishing to Michigan. Finally, a dedicated effort to reach sportsmen and sportswomen will continue through the end of the year.

Shafer left the meeting at 11:02 a.m.

Public Comment

Chairman **Buggia** called for public comment at 12:25 p.m. **Pamela Carter** asked where she could find more information on the species that the MWC decides to help and the actions they take.

Buggia, Phillips, Roy, and Poet responded with clarification about the role of the MWC, the DNR, partner organizations, the legislature, and the Natural Resources Commission and who the decision makers are in these practices. The MWC is focused on the communications and education campaign aimed at sharing the importance of wildlife management, hunting, and fishing. The legislature, the Natural Resources Commission, and the DNR are charged with making decisions and determining rules for hunting and taking of game. The DNR and partners, like nonprofit organizations and volunteer groups, carry out the on-the-ground work of habitat improvements that protect and preserve our wildlife.

Chairman **Buggia** closed public comment at 12:32 p.m.

Lastly, **Chelsea Maupin**, research manager at G&D Marketing, recommended updates to the annual statewide survey, including a new partner in Responsive Management and a new methodology to continue tracking key measures while ensuring that the data is trusted by Michigan's sportsmen community. **Maupin** shared an additional primary research recommendation – online dairies – which will provide more in-depth and qualitative data to inform the campaign.

Roy, Stancato, and Poet requested a comprehensive report detailing information on the methodology selection in order to best archive the decision for all current and future council members.

Treasurer's Report

Treasurer **Phillips** submitted the written financial report for October 1, 2019 through March 31, 2020 (attached) and invited everyone to follow up with her if there were any questions.

New Business

Poet made a motion to approve the media plan. **Buggia** seconded the motion. All present approved.

Buggia provided an update on legislative communications and shared a request from Senator Bumstead for a meeting with the MWC and stakeholders in September. **Buggia** will coordinate this event.

Roy recognized the long-standing commitment made by former MWC member and chair, Carol Rose, and commended her efforts.

Next Meeting Date

The next scheduled MWC meeting is Monday, October 26, 2020, by Zoom.

Next Meeting Topics

- **Maupin** will present a "how we got here" research summary
- Update on Great American Outdoors Act and how that might impact messaging

Ongoing Level 2 Subcommittee Approvals Needed

- Content marketing materials
- Experiential and public relations planning
- Fall 2020 campaign materials

Adjournment

Phillips made the motion to adjourn, seconded by **Poet**, and the motion to adjourn was approved unanimously (7-0). The meeting was adjourned at 12:50 p.m.

APPROVED Date: _____

Nicholas Buggia, Chairperson
Michigan Wildlife Council

DRAFT

**MICHIGAN WILDLIFE COUNCIL
TREASURER'S REPORT
October 1, 2019 - June 30, 2020**

Prior fiscal year balance		\$907,012
Current fiscal year:		
Revenue		1,121,038
Expenditures		
Research/Marketing/Creative/Media Expenses	618,847	
Administrative Costs		
Travel	1,310	
Meetings & Supplies	675	
Total Administrative Costs	1,985	
Sportsmen Campaign	0	
Total Expenditures		620,832
Fiscal year balance		<u>\$500,206</u>
Fund balance		<u><u>\$1,407,218</u></u>

Fiscal Year 19/20

			FY 19 Encumbrance	FY 20 Budget	YTD	Remaining	YTD %
Expenditures							
Research/Marketing/Creative/Media Expenses							
54450 Media plan year 5	Carry Forward		772,253		618,847	153,405	80%
54451 Media plan year 6	Campaign Management			70,000		70,000	0%
54452 Media plan year 6	Media			936,000		936,000	0%
54453 Media plan year 6	Messaging & Implementation			448,000		448,000	0%
54454 Media plan year 6	Research			136,000		136,000	0%
Administrative Costs							
54451 Travel			0	5,000	1,310	3,690	26%
54451 Meetings & Supplies			0	5,000	675	4,325	13%
Total Administrative Costs			0	10,000	1,985	8,015	20%
54450 Sportsmen Campaign	Carry Forward		5,669	0	0	5,669	0%
Total Expenditures			777,922	1,600,000	620,832	1,757,090	26%