

Michigan Wildlife Council

OFFICIAL MINUTES

June 23, 2020

A meeting of the Michigan Wildlife Council (MWC) was held Tuesday, June 23, 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

Carol Rose (joined during the Here. For Generations. Campaign update)

Henry Stancato

Beth Gruden

Ed Roy (joined during the Here. For Generations. Campaign update)

Call to Order

Chairman **Buggia** called the meeting of the Michigan Wildlife Council (MWC) to order at 10:01 a.m., and instructions were given for the video call.

Approval of Agenda

Buggia reviewed the agenda and asked for discussion. There was no discussion. **Poet** made a motion that the agenda be approved as submitted. **Rose** seconded the motion. The agenda was approved 5-0.

Approval of April 27, 2020, Minutes

Buggia called for discussion on the April 27, 2020, minutes from the MWC meeting. There was no discussion. **Pedigo** made a motion that the minutes be approved as submitted. **Phillips** seconded the motion. The minutes were approved (5-0).

Here. For Generations. Campaign Updates

Ally Caldwell, account executive for GÜD Marketing, presented a report on the first half of the year (January 1 - June 7, 2020). **Caldwell** briefly revisited the newly implemented communications strategy, provided an overview of tactics employed, and detailed notable highlights from this period. Results included:

- The campaign successfully expanded its reach beyond the Detroit and Grand Rapids media markets.
- Key messages (hunting and fishing is good for management, Michigan, people, and wildlife) showed equal appeal among all target audiences. In other words, no one message rose to the top.
- Content featuring members of the target audiences performed the best.

- The campaign pause (beginning April 10) led to less overall engagement. This included a drop of 7,000 visitors to the website from March to April, down 90 percent from the same period in 2019.

Overall, the campaign garnered 17,736,847 impressions and 189,958 engagements (clicks to website, likes, shares, and video views) from January 1 to June 7, 2020.

Following the presentation there was discussion and questions.

Jill Holden, strategic planning director for GÜD Marketing, shared an update of current events and considerations for the campaign as it moves forward. This included the impact of COVID-19, importance of diversity, equity, and inclusion, and the impact of the political landscape as the 2020 election draws nearer.

Chelsea Maupin, GÜD Marketing research manager, provided an overview of key findings from the online bulletin boards conducted in March 2020. The results included response to campaign creative (digital, radio, TV, billboards) and response to multiple headline options. A full report will follow. **Maupin** recommended that campaign messaging:

- Connect with the feeling of renewed gratitude for the outdoors.
- Focus on fishing during the summer months.
- Increase focus on economic messages (e.g., jobs, revenue).
- Continue positive and educational tonality.

Holden revisited the existing communications strategies and outlined key considerations given the very new landscape. This included:

- Maintaining agility to make adjustments as needed to best reach audiences based upon changing media consumption.
- Redefining “experiences” – exploring opportunity of online events and educational opportunities.
- Building partnerships to best activate influencers.

Emmie Musser, market development director for GÜD Marketing, presented a recommended media plan for July 1 through December 31, 2020. A broad awareness campaign would focus on two time periods – July 1 to September 12 and Nov. 9 to December 12. The summer flight would include digital video, paid social, organic radio, and billboards. The fall campaign would include TV, digital video, and paid social; however, a formal recommendation would be made for this period in August. A targeted effort including content news stories, TV segments, digital display, and paid social would begin July 1 and continue through December 31. GÜD Marketing is considering many opportunities for experiential opportunities. A formal plan for these prospects to follow. Finally, a dedicated effort to reach sportsmen and sportswomen will begin on July 1. Paid efforts to reach legislators and other audiences will commence after the November election.

Discussion ensued about the increased use of the Michigan outdoors, particularly during the pandemic. **Phillips** stated that the DNR sales of fishing licenses are up 10 – 15 percent over last year, and **Poet** commented that they were seeing people buying kayaks and fishing gear in their stores and coming to northern Michigan to use them. Suggestions were made on how to use this renewed interest in the outdoors to the maximum benefit for the MWC.

Roy commended GÜd Marketing for receiving two pinnacle awards for the MWC campaign. The re-designed and re-implemented HereForMiOutdoors.org website received an award, and they also received an award for the Moose article submitted to the news.

Buggia called for a motion to approve the \$936,000 allocation for paid media. **Gruden** made the motion, and **Pedigo** seconded it. **Musser** stated that any details on the budget not already approved, will be reviewed at a later date. A roll call vote was taken and approved unanimously.

Treasurer's Report

Treasurer **Phillips** presented the financial report for October 1, 2019 through March 31, 2020 (attached). This report was the same one that was shared at the April 27, 2020, meeting. (The reports are run quarterly.) There will be a new treasurer's report for the August MWC meeting.

Public Comment

Chairman **Buggia** called for public comment. There was none.

New Business

Buggia asked the team to think of ways to engage with the Legislators at least quarterly.

Next Meeting Date

The next scheduled MWC meeting will be held Monday, August 24, 2020, in Traverse City or by Zoom, depending on circumstances.

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: August 17, 2020



Nicholas Buggia, Chairperson
Michigan Wildlife Council