

Michigan Wildlife Council

DRAFT MINUTES

May 14, 2021

A meeting of the Michigan Wildlife Council (MWC) was held Friday, May 14, 2021, by Zoom due to the current COVID-19 pandemic and the financial and administrative restrictions.

Present

Nick Buggia, Chair, MWC
Kristin Phillips, Treasurer, MWC/
Michigan Department of Natural Resources (DNR)
Matt Pedigo, MWC
Jason Garvon, MWC
T. Elliot Shafer, MWC
Henry Stancato, MWC
Ed Roy, MWC
Beth Gruden, MWC
Pam Vance, DNR

Jill Holden, GÜd Marketing
Joel Newport, GÜd Marketing
Chelsea Maupin, GÜd Marketing
Sara Williams, GÜd Marketing
Ally Caldwell, GÜd Marketing
Zachary Krieger, GÜd Marketing
Amy Moore, GÜd Marketing

Call to Order

Chairman **Nick Buggia** called the meeting of the MWC to order at 10:02 a.m. Everyone was welcomed to the meeting, and instructions were given for the video call.

Approval of Agenda

Chairman **Buggia** asked for discussion on the agenda. There was no discussion. **Beth Gruden** made a motion that the agenda be approved as submitted. **Ed Roy** seconded the motion. The agenda was approved unanimously (9-0).

Approval of February 26, 2021, Minutes

Buggia asked for discussion on the minutes. There was no discussion. **Kristin Phillips** moved that the February 26, 2021, minutes be approved as submitted. **Buggia** seconded the motion.

Sara Williams, media manager for GÜd Marketing, presented a report on the first quarter (January - March 2021). **Williams** briefly touched upon the strategy for this period and provided an overview of investments. The campaign gathered 20,988,726 impressions and 946,589 engagements (click to website, likes, shares, and video views) from January 1 through March 21, 2021. Audience-focused media and messaging propelled engagement that outperformed benchmarks in many categories – content readership, video view rates, social media engagements, and positive sentiment.

The article on Frank Ragnow (featuring his fish taco recipe) engaged 30,000 of 40,000 total viewers for the quarter. This article had the third-highest performance of all of the articles GÜd Marketing has featured on behalf of the council in the last one and a half years. The article drove 21 percent of the clicks on the website and had read time 342 percent times higher than the average.

The campaign used three niche and social influencers (first time engaging paid influencers). They posted genuine comments on Instagram and supported them thru paid promotion. The message and the strategy are very authentic feeling. GÜd Marketing has enlisted three more influencers for the upcoming campaign. These influencers really help reach niche audiences.

Micro-campaigns with four different message streams were delivered (funding, people, wildlife, and Michigan), and they all performed well.

Chelsea Maupin, research manager GÜD Marketing, shared the results of the 2020 annual statewide survey oversample of black residents living in Southeast Michigan. This oversampling was necessary for messaging and outreach planning for this key audience group. The annual statewide survey does not include enough black respondents to segment deeply. This oversample consisted of 200 respondents from the metro Detroit area codes of 248 and 313. It was a probability-based sampling, meaning that everyone had an equal chance of being interviewed.

Key takeaways of the Black Southeast Michigan residents:

- Know fewer hunters.
- Hold less favorable views of hunters and hunting.
- Are more skeptical that hunters follow the regulations/guidance and that those regulations are enforced.
- Are significantly more likely to support hunting to protect people from harm.
- Value and want to preserve lakes, rivers, and natural beauty more than the wildlife that live in those places.
- Believe it is very important to have healthy, disease-free wildlife; however, they are more likely to view that as a human benefit (e.g., diseases from animals) than through a deep connection/concern for the wildlife itself.

Roy questioned what one or two of the most important takeaways of the oversampling were? **Maupin** responded that the focus needs to be on the young adults and women (especially) in Southeast Michigan.

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Buggia dismissed the council for a break at 11:26 a.m. The meeting resumed at 11:33 a.m.

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Amy Moore, GÜD Marketing creative director, introduced the 2021 creative concept direction. The summer campaign will focus on building appreciation for fishing in Michigan by increasing understanding of all its benefits. The creative direction introduces “Annette Finnegan,” an angler who catches unsuspecting people with her fishing gear (safely) and shares the benefits of fishing directly with the audience. Creative testing found that this character-driven concept is informative, humorous, eye-catching, and cuts through to the hard-to-reach audiences.

Joel Newport, activation director for GÜD Marketing, shared an overview of upcoming campaign activities this summer, including broad awareness tactics, targeted tactics, and plans to highlight three key events: Free Fishing Weekend (June 12-13), Michigan Wildlife Conservation Month (July), and the “Grandest Tournament” (August).

Public Comment

Buggia opened the MWC meeting up for public comment at 12:15 p.m. There were no comments.

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Buggia dismissed the council for a break at 12:17 p.m. The meeting resumed at 12:30 p.m.

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Buggia turned the meeting over to **Phillips** for the Treasurer's Report.

Treasurer's Report

Treasurer **Phillips** stated that the MWC fund balance is just over \$600,000. Slightly more than \$1,000,000 has been spent on the campaign. Campaign funds have been unrolled into four-line items. The breakout can be found at the bottom of this report. There is a respectable amount of money in our encumbered account and our fund balance. License sales were higher last year and are trending higher again this year.

Approval of Legislative Report

Phillips noted that a revised version of the Semiannual Legislative Report had been sent out to Council members before the MWC meeting, and that updated metrics would be sent by GÜD Marketing immediately after the meeting was completed. **Buggia** made a motion to approve the Legislative Report pending the updated metrics, and **Roy** seconded the motion. The Legislative Report was approved unanimously (8-0).

New Business

Buggia mentioned that the Michigan United Conservation Clubs has an interest in the MWC campaign highlighting Sandhill Cranes as a conservation story.

Phillips noted that there has been no update on appointments made to the MWC at this time.

Adjournment

Buggia asked for a motion to adjourn. **Shafer** made the motion to adjourn, seconded by **Buggia**, and the motion to adjourn was approved unanimously (8-0). The MWC meeting was adjourned at 12:59 p.m.

Remaining Meetings in 2021

Aug. 20, 2021	Traverse City (Location TBD)
Oct. 22, 2021	Upper Peninsula (Location TBD)

Ongoing Level 2 Subcommittee Approvals Needed

Content marketing materials.
Public relation materials.
Spring 2021 campaign materials.

APPROVED Date: _____

Nicholas Buggia, Chairperson

**MICHIGAN WILDLIFE COUNCIL
TREASURER'S REPORT
October 1, 2020 – March 31, 2021**

Prior fiscal year balance **\$1,241,361**

Current Fiscal Year:
Revenue 467,299

Expenditures

Research/Marketing/Creative/Media Expenses 1,089,615

Administrative Costs

Travel 0

Meetings and Supplies 0

Total Administrative Costs 0

Total Expenditures **1,089,615**

Fiscal Year Balance **(\$622,316)**

Fund Balance **\$619,045**

Fiscal Year 20/21

Expenditures	FY 20	FY 21	YTD	Remaining	YTD %
	<u>Encumbrance</u>	<u>Budget</u>			
Research/Marketing/Creative/Media Expenses					
54451 Media Plan Year 6 Campaign Management	32,823	70,000	48,454	54,369	47%
54452 Media Plan Year 6 Media	563,540	936,000	720,607	778,932	48%
54453 Media Plan Year 6 Messaging & Implemental	312,395	448,000	203,728	557,167	27%
54454 Media Plan Year 6 Research	<u>126,515</u>	<u>136,000</u>	<u>116,827</u>	<u>145,688</u>	<u>45%</u>
Research/Marketing/Creative/Media Expenses	1,035,772	1,590,000	1,089,615	1,536,157	41%
Administrative Costs					
54451 Travel	0	5,000	0	5,000	0%
54451 Meetings & Supplies	<u>0</u>	<u>5,000</u>	<u>0</u>	<u>5,000</u>	<u>0%</u>
Total Administrative Costs	0	10,000	0	10,000	0%
Total Expenditures	1,035,772	1,600,000	1,089,615	1,546,157	41%