

Michigan Wildlife Council
Draft Minutes
March 6, 2023

The Michigan Wildlife Council (MWC) met at the Rose Lake Shooting Range, 1500 Peacock Road, East Lansing, Michigan.

Attendees

Nick Buggia, MWC Chairman	Lauren Abbott, Gd Marketing
Beth Gruden, MWC	Chelsea Maupin, Gd Marketing
Jason Garvon, MWC	Jill Holden, Gd Marketing
Brent Pike, MWC	Sarah Williams, Gd Marketing
Franklin Hayes, MWC	
Kristin Phillips, Michigan Department of Natural Resources (DNR)/MWC	
Jon Spieles, DNR	

Attended Virtually: Ed Roy, MWC; T. Elliot Shafer, MWC

Absent: Sarah Topp

Approval of Agenda and Minutes

Chairman Nick Buggia called the MWC meeting to order at 9:00 a.m. Introductions were made.

Buggia called for a motion to approve the agenda. **Beth Gruden** made a motion to approve, **Brent Pike** seconded, and the agenda was approved unanimously.

Chairman Buggia asked for discussion on the minutes from February 3, 2023, but there was none. **Pike** made a motion to accept the minutes as written, and **Gruden** seconded the motion; the minutes were approved unanimously.

Campaign Planning Discussion

Buggia commended Gd Marketing on their assistance in establishing the goals of the council. He opened the meeting to continue the discussion of Strategic Planning Campaign Goals and the measurement of success.

The Council agreed that the objective is to increase public understanding of benefits that hunting and fishing provide to Michigan wildlife.

- Message taking of fish and game necessary for wildlife conservation and preservation.
 - Explain what wildlife management is and how it helps all Michigan wildlife.
- Focus on what citizens love about Michigan that is funded by hunters and anglers.
 - Monies license fees provide to support wildlife.
 - Benefits of hunting and fishing to those that do not participate; crucial management tool to maintain a balanced and healthy wildlife population.
 - Hunting and fishing matters to future generations.
 - Target the hunting and fishing curious.
 - Point out volume of game donated for consumption.

Chairman Buggia dismissed the council for lunch at 11:32 a.m. He called the meeting back to order at 12:03 p.m.

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Campaign Planning Discussion (continued)

Buggia submitted a motion about the message from the MWC:

Güd Marketing's focus is to the extent practical for 2023-2024 on the wildlife management portion of the messaging, that hunting matters to citizens even if they do not participate in hunting and fishing. As a secondary message, they will show the experiences that hunting and fishing provide. Güd is to give recommendations on the audience and media following their research and data compilation.

Franklin Hayes moved to approve the motion and **Jason Garvon** seconded. The motion was approved unanimously.

Buggia opened the discussion of a Sportsman Campaign. Council members expressed a desire to be better partners with current anglers, hunters, and stakeholder groups. All agreed to increase their outreach in 2023, while also gaining knowledge for messaging in 2024. Güd Marketing will provide the council an email list of stakeholders and can provide PowerPoint, handouts, and basic materials to assist the council with their outreach presentations. All members were in agreement, no motion was necessary.

Güd Marketing Presentation

Chelsea Maupin, research manager for Güd Marketing, provided an overview of findings from the survey sent to council members ahead of the meeting to better understand goals and what is most important for the council to work toward. Highlights included:

- The No. 1-ranked goal among council members was "Hunting, fishing and the taking of game are necessary for the conservation, preservation, and management of this state's natural resources," followed by "The essential role that sportsmen and sportswomen play in furthering wildlife conservation."
- When asked what is most important for the council to work toward, a majority of the council members ranked "All Michiganders think highly of hunting and fishing even if they don't know key facts (funding, management, etc.)" the highest.
- It was noted that messaging within wildlife management will focus on how wildlife management needs to happen, Michigan needs it to maintain a balanced wildlife population; hunting and fishing are management tools and activities/experiences funded by hunting and fishing benefit future generations.

Following the council discussion, **Maupin** shared results from the 2022 creative recall survey. The survey showed that the 2022 campaign was an overall success in reaching the audience of focus. Key highlights included:

- 25% of Michiganders recall the 2022 public education campaign.
- Among people of color and those ages 25-44 in metro Detroit, 37% recalled the campaign.
- Taken as a whole, 83% said the ads gave compelling benefits for hunting and/or fishing and 78% noted that they learned something new from the ads.

Sara Williams, associate activation director for Güd Marketing, shared insights from the 2022 fall campaign. The campaign focused on elevating awareness of the benefits of hunting and education about the importance of hunting, even for those who don't hunt. The campaign

included tactics such as TV and digital video ads, articles with digital ads, social influencers, and a custom newspaper. Key insights included 16 million views of the message and nearly 1,800 new website visitors aged 18-54.

At the conclusion of the presentation, **Lauren Abbott**, account executive for GÜD Marketing, reviewed roles for the marketing subcommittee and newly established strategy subcommittee, as well as short-term and long-term timing for campaign planning. The March 22 council meeting was rescheduled to Monday, April 17, at 10:30 a.m. to allow GÜD Marketing more time to provide a communications plan based on campaign goals identified during the meeting.

Buggia, chair, Michigan Wildlife Council, requested to step away from his position on the marketing subcommittee and **Garvon**, council member, volunteered to fill the position.

Public Comment

Buggia paused the meeting for public comment at 1:30 p.m. There were no public comments.

New Business

Reviewed dates for council and subcommittees.

2023 Meetings

Monday, April 17	Clare
Friday, May 19	Hillsdale
Friday, August 18	Cadillac
Friday, October 27	St. Ignace

The GÜD presentation will be provided on BaseCamp and will furnish a corrected list of council meetings. **Spieles** will ask Pam Vance to provide council members updated meeting notices due to the date change.

Council agreed to discuss the budget at the next meeting.

Adjournment

Buggia motioned to adjourn, **Gruden** moved, and **Pike** seconded the motion. The motion to adjourn was approved unanimously. **Buggia** adjourned the meeting at 1:37 p.m.

APPROVED Date: _____

Nicholas Buggia, Chairman