

Michigan Wildlife Council
Minutes
February 3, 2023

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

Attendees

Nick Buggia, Michigan Wildlife Council Chairman
Beth Gruden, MWC
Jason Garvon, MWC
T. Elliot Shafer, MWC
Brent Pike, MWC
Kristin Phillips, Michigan Department of Natural Resources (DNR)/MWC
Jon Spieles, DNR

Lauren Abbott, Gd Marketing
Chelsea Maupin, Gd Marketing
Jill Holden, Gd Marketing

Attended Virtually: Ed Roy, MWC; Sarah Topp, MWC, Mark Duda, Responsive Management
Absent: Franklin Hayes, MWC

Approval of Agenda and Minutes

Chairman Nick Buggia called the MWC meeting to order at 10:30 a.m. Introductions were made.

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

Chairman Buggia asked for discussion on the minutes from November 4, 2022, but there were none. **Brent Pike** made a motion to accept the minutes as written, and **Phillips** seconded the motion. There was no discussion, and the minutes were approved by all.

Campaign Updates

Chelsea Maupin, research manager for Gd Marketing, provided an overview of research conducted in 2022 and introduced **Mark Duda** from Responsive Management, third-party research partner of Gd Marketing. This was the seventh statewide survey for the council, and the third conducted by phone.

Duda provided an overview of the methodologies for the statewide survey before presenting results. The survey was fielded in December 2022 and January 2023. Results from both surveys show that the MWC is making progress toward educating key audiences about the benefits of hunting and fishing in Michigan. Highlights include:

- Agreement on hunting being an important part of Michigan’s heritage and culture increased 4% statewide and 10% among metro Detroit residents.
- Knowledge of wildlife management funding decreased statewide and across all demographic groups.
- Overall support for hunting and fishing remains high and is higher than in several other states.

Following the presentation of survey results, **Maupin** shared key findings from council member interviews conducted in December 2022. Key opportunities included deeper involvement in upfront strategy collaboration, re-engaging conservation organizations, and continuing to reach

non-hunters and non-anglers with messaging while utilizing partner organizations to help communicate to sportsmen and sportswomen.

Maupin also provided initial recommendations and opportunities for more involvement from council members on the strategic approach for 2023.

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Chairman Buggia dismissed the council for lunch at 12:37 p.m. He called the meeting back to order at 1:21 p.m.

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Buggia addressed the current marketing subcommittee and proposed revisiting the roles and responsibilities of members to have less emphasis on detailed review of final materials and more emphasis on planning. **Phillips** asked about the time commitment of subcommittees. **Maupin** explained commitment would be bi-weekly between March and May 2023.

Phillips motioned that a strategy subcommittee be created. **Elliot Shafer** seconded, and the motion was approved unanimously. **Jason Garvon, Kristin Phillips, Nick Buggia, and Brent Pike** volunteered as members for the strategy subcommittee.

Public Comment

Buggia paused the meeting for public comment at 2:03 p.m. There were no public comments.

Garvon asked about the overall survey results and how council goals may need to be adjusted for 2023. **Maupin** mentioned the agenda for the February 23 meeting, which includes strategy based on 2022 research findings. **Jill Holden**, strategic planning director and partner for Gd Marketing, addressed timing implications of deciding on different goals for the council.

At the conclusion of the discussion and presentation, next steps were agreed upon to continue planning for the 2023 campaign while discussing strategy for a three-to-five-year plan for the council.

New Business

Elliot suggested we have the May meeting in Hillsdale. Brent seconded the motion, and it was approved unanimously to meet in Hillsdale on May 19, 2023.

NOTE: The presentation slides are posted to Basecamp.

Adjournment

Gruden motioned to adjourn, and **Pike** seconded. **Buggia** adjourned the meeting at 2:42 p.m.

APPROVED Date: March 6, 2023



Nicholas Buggia, Chairman

Dates for 2023 Meetings

- Thursday, March 6 Lansing
- Wednesday, April 17 Clare
- Friday, May 19 Hillsdale
- Friday, August 18 Cadillac
- Friday, October 27 St. Ignace

Ongoing Level 2 Subcommittee Approvals Needed

- Creative campaign materials
- Content marketing materials
- Public relations materials