

**Michigan Wildlife Council**  
**Minutes**  
May 19, 2023

The Michigan Wildlife Council (MWC) met at John A. Halter Shooting Sports Center, 4390 Bankers Road, Hillsdale, Michigan 49242.

**Attendees**

Nick Buggia, Chair, MWC	Lauren Abbott, GÜd Marketing
Beth Gruden, Vice-Chair, MWC	Amy Moore, GÜd Marketing
Jason Garvon, MWC	Brooke Gieber, GÜd Marketing
Brent Pike, MWC	Tim Dilts, GÜd Marketing
Ed Roy, MWC	Sarah Williams, GÜd Marketing
Kristin Phillips, Michigan Department of Natural Resources (DNR)/MWC	
Jon Spieles, DNR	

*Attended Virtually: Sarah Topp*

*Absent: Franklin Hayes, Elliot Shafer*

**Chairman Nick Buggia** called the MWC meeting to order at 10:45 a.m. Introductions were made. **Al Stewart** welcomed the MWC to Hillsdale College.

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

**Chairman Buggia** asked for discussion on the minutes from April 17, 2023, but there was none. **Garvon** made a motion to accept the minutes as written and **Pike** seconded; the minutes were approved unanimously.

**Lauren Abbott**, account manager for GÜd Marketing, provided an overview of the 2023 campaign strategy, placement strategy, and timing. The campaign starts in May, but the majority of tactics will be in-market from July through November 2023.

**Sara Williams**, associate activation director for GÜd Marketing, shared updates on tactics recommended to gain attention, deepen understanding, and create connections with the audience of focus. Updates included a sponsorship idea at Dequindre Cut to talk about the shared experience of being outdoors and how it connects to wildlife management, as well as earned media opportunities for Wildlife Conservation Month.

**Buggia** asked about opportunities to work with partners to tie in their current efforts across the state with the MWC campaign and wanted more information about using outdoor as a tactic. **Williams** shared that relying on partnerships more and in new ways is a key component of the media plan recommendations for 2023. In regard to outdoor, **Williams** noted that it is an important tactic to include in order to reach the audience from different communication channels, and therefore, to make an impact with the campaign's message.

Following updates regarding the campaign plan, **Tim Dilts**, GÜd Marketing owned media manager, shared insights on current followers and engagement on the MWC social media channels. **Dilts** also shared social media strategy recommendations to drive new audiences

to like and follow MWC social media pages, deepen understanding of wildlife management, and use trusted sources to create connections.

**Amy Moore**, Gd Marketing creative director, presented creative execution of the social media strategy, which includes content such as featuring wildlife that is relevant to our audiences (honeybees, rabbits, skunks, etc.) but also more complex topics like controlled burns. **Moore** highlighted the potential to use social content across different campaign tactics, such as content marketing.

**Pike** provided feedback on the social media creative, noting that the order of information and messaging is important to deepening understanding about wildlife management and people’s role in it. When sharing management efforts with potential pushback, **Pike** suggested highlighting the benefits first and then providing additional details.

**Moore** shared additional creative updates on billboards, web series episodes and scripts, and two scripts for streaming audio.

**Kristin Phillips** asked about the strategy behind the creative for outdoor and what action we were encouraging our audience to take from the headline, website, and logo. **Moore** answered by sharing that the intention is for people to see the same message multiple times to bring awareness to wildlife management and encourage them to visit the website or search for additional information after seeing the MWC logo. **Brooke Gieber** of Gd Marketing, noted that it takes about seven times of seeing the same thing to have it resonate in your memory.

Council members provided feedback on the streaming audio script “Oh, Deer” and discussed how hunters should be featured instead of the more general mention of “conservationists” due to our audience potentially not connecting hunters to being conservationists. Gd Marketing will revisit the audio scripts based on the council’s feedback and share revised options to the marketing subcommittee for review and approval.

Following discussion around creative updates, **Williams** shared the paid media investment by tactic, noting that 57% of the budget will be used for social media, video, and audio tactics. The proposed paid media investment was approved by the council.

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**Buggia** dismissed the council for lunch at 12:27 p.m. He called the meeting back to order at 1:20 p.m.

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***Public Comment***

**Buggia** paused the meeting at 2:00 p.m. for public comment. There was none.

***New Business***

***Treasurer’s Report***

The balance on September 30, 2022, was \$633,822. The Fiscal Year (FY) 2022 balance was encumbered (the state carries money forward). The MWC was awarded \$1,600,000 for FY

2023. Year-to-date the council has spent \$513,250 and has \$1,571,360 remaining. The **Treasurer's Report** was presented by **Treasurer Phillips**. **Buggia** opened the floor for discussion on the treasurer's report, however there was no discussion. **Garvon** made a motion to approve the report, and **Beth Gruden** seconded the motion; the treasurer's report was unanimously approved.

***Adjournment***

**Buggia** called for a motion to adjourn. **Garvon** moved, and **Gruden** seconded the motion. The motion to adjourn was approved unanimously. **Buggia** adjourned the meeting at 2:35 p.m.

APPROVED Date: October 27, 2023



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Nicholas Buggia, Chairman

**2023 Meetings**

Friday, August 18	Cadillac
Friday, October 27	St. Ignace

**Ongoing Level 2 Subcommittee Approvals Needed:**

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