

**Michigan Wildlife Council
Minutes**

December 13, 2024

The Michigan Wildlife Council (MWC) met at the Hal & Jean Glassen Shooting Education Center, 14500 Peacock Road, East Lansing, Michigan 48823

Attendees

Nick Buggia, Chair, MWC
Daniel Ulfig, MWC
Beth Gruden, MWC
Dawn Levey, MWC
Daniel Cooke, MWC
Jon Spieles, Department of Natural Resources (DNR)/MWC)

Fusion92

Julia Francke
Emily Hamer
Keith Hamilton
Greg Auer
Jayme Group
Jay Fetterman

Joined remotely: Kaylee Brown

Absent: Franklin Hayes and Brent Pike

Chairperson Nick Buggia called the meeting to order at 10:02 a.m.

Introductions were made by all present.

Beth Gruden made a motion to accept the minutes from the meeting on November 8, 2024.

Dan Ulfig seconded the motion, and they were unanimously approved.

Fusion92 introduced the company and provided some insight into why this contract was important to them personally and professionally. They provided several examples of their work for other clients.

Fusion92 (F92) presented their planning process and how it is infused with research – selecting an outcome, defining the audience, developing and testing creative, optimizing the product and then measure and refine.

F92 emphasized the need to look at syndicated studies, tap into existing data and analyze all existing MWC research, rely on subject-matter experts, utilize Experian and other databases, and utilize focus groups to determine next steps.

F92 identified the kinds of media our audience are using and the tactics they recommend to reach them. They also identified techniques they recommend to target the correct households. In all, F92 has identified 1.5 million households in southern Michigan as well as a secondary audience they are characterizing as outdoor enthusiasts that do not hunt or fish.

The age 18-44 audience is heavy digital users that do not view traditional television (cord cutters). This group streams music and are heavy video streamers (especially YouTube).

F92 will also use outdoor space to reach the outdoor enthusiast on the corridors driving North on I-75 between Waterford and Flint, on 131 between Grand Rapids and Big Rapids, and along US 127 north of Lansing among others.

The campaign proposed will reach our audience 6-8 times per month.

Chairman Buggia dismissed the group for lunch at 12:02 p.m. and called everyone back to order at 12:37 p.m.

Fusion92 presented creative and messaging concepts following these themes:

- 1) Keeping Michigan's wildlife legacy thriving.
- 2) Conservation of Michigan's wildlife isn't free.
- 3) License sales are the real support behind Michigan's wildlife.

Advertisement Concepts were presented and discussed:

- 1) **Protecting Michigan's Legacy** (quiet conservationists and the sounds of nature)
- 2) **Wild and Free Isn't Free.** Fusion92 will show anglers and wildlife.
- 3) **The Support is Real.** Unlike Michigan's mythical creatures (yeti, dogmen, and sea monsters), They will use light humor to interest the audience.

Buggia commented that the MWC are preservationists, not conservationists. That makes a big difference to the people paying for the advertisements. **Buggia** also commented that the MWC wants to be in at the ground level and have time to make changes and still get to the market. Fusion92 agreed 100 percent with that statement.

Chairman Buggia also commented that the MWC would like to stay with Mark Duda for research and Mike Avery for publication.

Treasurer's Report

Jon Spieles went over the treasurer's report with the council. **Spieles** made a motion to approve the report and **Levey** seconded it. The motion was approved unanimously.

There was a motion made by **Chair Buggia** and seconded by **Dan Ulfing** to assign a \$250K budget to Gd Marketing and a \$1.15 million budget to Fusion92 for the 2025 campaign year beginning January 1, 2025 and ending December 31, 2025. The motion passed unanimously.

Daniel Cooke made a motion to direct Fusion92 to complete focus group research on all three of the creative concepts presented to the council. **Dawn Levey** seconded the motion, and the motion passed unanimously.

Buggia made a motion to adjourn the meeting, **Ulfing** seconded it, and the motion was passed unanimously. The MWC meeting was adjourned at 1:46 p.m.

2025 Meetings

February 21 in Lansing at the Hal and Jean Glassen Center.

April 25 in Mattawan at the Wolf Lake State Fish Hatchery.