

MINUTES

Michigan Wildlife Council

August 6-7, 2014

Michigan Historical Center
Learning Center – 1st Floor
702 W. Kalamazoo Street, Lansing, MI 48909

The initial meeting of the Michigan Wildlife Council, a nine-member public body created by Public Act 246 of 2013 to develop and implement, in conjunction with a third-party marketing or advertising agency, a comprehensive media-based public information program to promote the essential role sportsmen and sportswomen play in furthering wildlife conservation and to inform the general public about hunting, fishing and the taking of game, began at 1:00 p.m. Wednesday, August 6, 2014, in the Learning Center located on the first floor of the Michigan Historical Center, 702 W. Kalamazoo Street, Lansing.

Present for the Michigan Wildlife Council

Merisa Campbell, Johannesburg
Keith Creagh, Lansing
James H. Hammill, Crystal Falls
Matthew R. Pedigo, Howell
Jeffery Poet, Clare
Carol Rose, Hillman
Henry Stancato, Detroit
Randy Stec, Caro
Alan N. Taylor, Rockford

Introductions

Department of Natural Resources Director **Keith Creagh** introduced **Brian Breslin**, manager of appointments for Governor **Rick Snyder**, and Michigan Representative **Jon Bumstead**, chairman of the House Committee on Appropriations for Natural Resources.

Creagh also introduced **Jim Dexter**, chief of the DNR Fisheries Division; **Ron Olson**, chief of the DNR Parks and Recreation Division; and **Kelly Siciliano Carter**, public outreach; engagement manger in the DNR Wildlife Division; and **Kristin Phillips**, chief of DNR Marketing and Outreach Division, as well as representatives from the Michigan United Conservation Clubs (MUCC), Ducks Unlimited and Michigan State University.

Creagh then turned the meeting over to **Jordan Burroughs** from Michigan State University Extension and the DNR who conducted an “icebreaker” exercise to aid in the introduction of the nine, newly appointed council members: **Merisa Campbell** of Johannesburg; **Keith Creagh** of Lansing; **James H. Hammill** of Crystal Falls; **Carol Moncrieff Rose** of Hillman; **Matthew R. Pedigo** of Howell; **Jeffery Poet** of Clare; **Alan N. Taylor** of Rockford; **Henry Stancato** of Detroit; and **Randy Stec** of Caro.

Overview and Expectations

Director **Creagh** gave an overview of the statutory duties and obligations of the council and asked each council member what his/her expectations were for the group. **Creagh** spoke about the business of the council and suggested members begin thinking about a timeframe.

Colorado Presentation

Tom Burke, current chair of the Colorado Wildlife Council; **Bob Radocy**, creator of the original “Colorado Model” of public education; and **Tom Leydon**, CEO at PILGRIM Advertising and Digital Marketing Agency, gave a perspective of the Colorado Wildlife Management Public Education Plan devised in 1998. The presenters explained that the purpose of the plan was to design a comprehensive media-based public information program to educate the general public about the benefits of wildlife, wildlife management and, ultimately, the positive role sportsmen play in the funding of professional management and protection of wildlife and its habitat. They talked about the Colorado Plan’s goals and objectives and funding for programs that were developed to inform the non-hunting, non-fishing public about the value of hunting and fishing. Suggestions were made for the focus of the Michigan Wildlife Council.

The meeting was recessed at 5 p.m. to be reconvened at 8:00 a.m. Thursday, August 7.

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The meeting of the Michigan Wildlife Council was reconvened at 8:10 a.m. Thursday, August 7, 2014, in the Learning Center located on the first floor of the Michigan Historical Center, 702 W. Kalamazoo Street, Lansing.

Present for Michigan Wildlife Council

- Merisa Campbell, Johannesburg
- Keith Creagh, Lansing
- James H. Hammill, Crystal Falls
- Matthew R. Pedigo, Howell
- Jeffery Poet, Clare
- Carol Rose, Hillman
- Henry Stancato, Detroit
- Randy Stec, Caro
- Alan N. Taylor, Rockford

Present for Department of Natural Resources

- Bill Moritz, Natural Resources deputy
- Kristin Phillips, chief of Marketing and Outreach Division
- Jordan Burroughs, MSU Extension and DNR Marketing and Outreach

Creagh opened the meeting with a brief recap of the prior day's events then introduced Natural Resources Deputy **Bill Moritz** who gave a presentation on keeping natural resources relevant.

Moritz talked about communicating to the people of Michigan the relevancy of angling, hunting, recreation, forestry and timber, and mining activities and how natural resources relate to the economy, jobs, and quality of life. **Moritz** also discussed the positive role anglers and hunters play in society, how conservation is funded, the challenges of retaining youth, and the goals of the DNR.

Creagh distributed an article written by William A. Demmer, president of the Boone and Crockett Club, entitled *The Economics of Hunter-Conservation*.

Introduction of Guest

Councilmember **Alan Taylor** introduced his guest, Steven Vander Ark, attorney and board member of the Nimrod Society.

Adoption of Bylaws

A discussion was held on the proposed bylaws, with members agreeing that the council shall be known as the Michigan Wildlife Council, and its fiscal year shall run from October 1 to September 30 of each year. Discussion was also held on the roles of, and relationship between, the council and the DNR.

The draft of the proposed bylaws presented by council member **Keith Creagh** did not include the offices of secretary or treasurer. Council member **Alan Taylor** suggested both offices would be beneficial to the council. Following further discussion, the council added the office of treasurer.

After a lengthy discussion and editing of the draft, council member **Carol Rose** made a motion that the proposed bylaws, as edited, be adopted subject to the review and concurrence of the Attorney General's office. **Alan Taylor** supported the motion. A vote was taken, and the motion passed unanimously. A copy of the approved bylaws is attached hereto.

Election of Officers

Council members decided that officers of the council shall be chairperson, vice chairperson and treasurer.

Jeff Poet made a motion that **Carol Rose** be elected chairperson. **Alan Taylor** supported the motion, and it passed unanimously.

Merisa Campbell made a motion that **Matt Pedigo** be elected vice chairperson. **Randy Stec** supported the motion, and it passed unanimously.

Alan Taylor made a motion that **Merisa Campbell** be elected treasurer. **Jeff Poet** supported the motion, and it passed unanimously.

Following the vote, newly elected officers of the Michigan Wildlife Council are:

Chairperson: **Carol Rose**
Vice Chairperson: **Matt Pedigo**
Treasurer: **Merisa Campbell**

Meeting Dates

It was agreed by the members that the council will meet on the following dates in 2014:

Wednesday, October 8, 9:00 a.m.-3:00 p.m. at the Historical Center in Lansing
Friday, November 7, 9:00 a.m.-3:00 at Jay's Sporting Goods in Clare

Subcommittee Appointments

Chairman **Rose** made the following subcommittee appointments:

Request for Proposal (RFP) Subcommittee

Carol Rose
Henry Stancato
Alan Taylor
Jim Hammill
Kristin Phillips of the DNR will hold an advisory position

Operational Plan Subcommittee

Matt Pedigo
Marisa Campbell
Randy Stec
Jordan Burroughs of the DNR will hold an advisory position

Public Comment

The following individuals offered public comments to the council:

Jim DeClerck of the Saginaw Field and Stream Conservation Club stated he has been asking for years for the economic impact of the DNR efforts. He suggested making sure that information is available for the general public. **DeClerck** also offered his assistance to the council.

Amy Trotter, resource policy manager with Michigan United Conservation Clubs (MUCC), said MUCC had worked very hard to get the funding to create the council and it is very committed to making it work. She also noted that the MUCC also needs to learn how to talk to the general public about the importance of natural resources.

Both Chairperson **Rose** and council member **Creagh** gave closing remarks.

Adjournment

A motion to adjourn was made by **Creagh**, seconded by **Pedigo** and passed unanimously. The meeting was adjourned at 1:08 p.m.

APPROVED: Date _____

Carol Rose, Chairperson
Michigan Wildlife Council