

August 8, 2014

To: Members of the Natural Resources Commission, Munising, MI

RE: Michigan Wildlife Council

Commissioners,

I am delighted to be here this afternoon and back in the beautiful Upper Peninsula. I am also honored and excited to be a part of the Michigan Wildlife Council.

The inaugural meeting of the Council took place in Lansing just last week. As most of you know, the Michigan Wildlife Council is the result of the passage of Act No. 246 which the Governor signed into law in December of 2013. The Council was created by the Legislature to oversee the expenditures of the Michigan Wildlife Management Public Education Fund which is to be funded by a \$1 surcharge on every Michigan hunting base license and fishing license.

The mission of the Council is to promote the essential role sportsmen and women play in furthering wildlife conservation and to educate the public on hunting and fishing and the taking of game.

To accomplish this task, the Council will be selecting a third-party marketing or advertising firm to assist in the development of a comprehensive media-based public information and education program which will focus on how hunting, fishing and the taking of game are:

- necessary for the conservation, preservation and management of our state's natural resources,
- are the primary source of funding for these efforts,
- contribute significantly to our state's economy,
- and are an integral part of our cultural heritage and should be protected.

The first meeting of the Council took place in Lansing just last week, where the 9 Council members had a chance to meet each other and begin this important mission. The Michigan Wildlife Council was modeled after the Colorado Wildlife Council which has set the benchmark with their "Hug-a-Hunter" campaign. We were fortunate to have representatives from the Colorado Wildlife Council attend our meeting and share their experiences and the evolution of their program. They were joined by several members of DNR staff who provided us with an overview of our mission and a wide range of useful data and information.

By the end of our two days together, the Council approved its By-Laws, elected officers, and established two sub-committees: one for the development of the Council's Operational Plan and the other for the development of the request for proposals for the marketing/advertising firm.

We have an aggressive schedule ahead. At our next full meeting of the Council scheduled for 9-3, Wednesday, October 8, in Lansing we expect to approve our Operational Plan. We'll meet again on Friday, November 7 at Jay's Sporting Goods' store in Clare, when we hope to finalize the Request for Proposals for subsequent release to potential vendors.

The Council looks forward to working together on this important task and developing a program that is unique to Michigan and its rich conservation heritage.

Carol Moncrieff Rose, Chair  
Michigan Wildlife Council