

CAROL MONCRIEFF ROSE
18555 Glacier Trail, Hillman, MI 49746

December 9, 2014

To: Members of the Natural Resources Commission
RE: Michigan Wildlife Council

Dear Commissioners,

I regret that I cannot be at your meeting on Thursday to personally give you this update on the activities of the Michigan Wildlife Council.

If you recall, the Michigan Wildlife Council (MWC) was created by the Legislature in Public Act 246 of 2013. The mandate of the MWC is to oversee the expenditures from the Michigan Wildlife Management Public Education Fund which is derived by the \$1 surcharge on all Michigan base hunting and fishing licenses. Our mission is to select and work with a third-party marketing/advertising firm to develop a comprehensive public information program to promote the essential role that sportsmen and women play in furthering wildlife conservation and to educate the public on the values and benefits associated with hunting, fishing and the taking of game.

Since our first meeting in August of 2014, much has been accomplished by the MWC. As required by the legislation, we've developed an Operational Plan to guide us through the coming year. This Operational Plan will be updated on an annual basis.

We've established an annual budget as a part of this Operational Plan. Per the legislation, the maximum appropriation for the Michigan Wildlife Management Public Education Fund is \$1.6M, annually. From this, we have budgeted 94% of the total appropriation is to be spent on the public education campaign, 5% for MDNR Administration of the expenditures from the fund (per the legislation), and 1% as a contingency fund. As of our most recent meeting on December 3, 2014, \$1,559,909 has been generated for the Michigan Wildlife Management Public Education Fund through the \$1 license surcharge.

At the December 3, 2014 meeting, the MWC approved the final draft of the Request for Proposals (RFP) for release by the Department of Technology, Management and Budget (DTMB) through the www.Buy4Michigan.com site. The RFP was released to bidders on December 8, with a January 19 deadline for proposals.

A Joint Evaluation Committee (JEC) consisting of four members of the MWC, the DTMB Buyer and the DNR Buyer will have the challenging task of reviewing and scoring what we hope will be the many proposals beginning in late January and continuing through the month of February. Finalists will be identified and invited to give oral presentations. By mid-March, the final bidder will have been identified and recommended to the State Administrative Board for their approval. By May 1, we will have a contract in place!

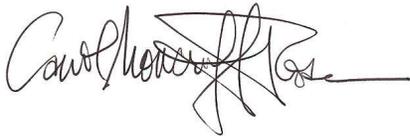
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Because of the extended period between the time our contractor is selected, the baseline research gathered and the public education campaign is developed and hits the airwaves (likely fall of 2015), we have what's been described as "a black hole" of interest to fill! Therefore, we've established a web site: www.michiganwildlifecouncil.org (and .com). During the winter months, members of the MWC will be developing and gathering content for the web site which is germane to our mandate, as well as providing information specific to activities of the MWC.

The next meeting of the full Michigan Wildlife Council is tentatively scheduled for March 11, 2015. Until then, we have much to look forward to and much to do to keep our stakeholders and the general public apprised of our progress in delivering the public information campaign we've been charged to do.

Please feel free to contact me or any other members of the Michigan Wildlife Council should you have any questions or comments. Until then, thank you all for what you do to further conservation of our state's natural resources. May you all have a joyful holiday season and the best of everything in the coming year.

Respectfully,
MICHIGAN WILDLIFE COUNCIL

A handwritten signature in black ink, appearing to read "Carol Moncrieff Rose", with a long horizontal line extending to the right.

Carol Moncrieff Rose
Chair