

CAROL MONCRIEFF ROSE
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January 15, 2015

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

Dear Commissioners,

Happy New Year to you all.

In an effort to keep the Natural Resources Commission informed on the activities of the newly-created Michigan Wildlife Council (MWC), I offer you the following update.

For the sake of your newest NRC member, Ms. Crumbaugh, I offer this background on the MWC. The Michigan Wildlife Council 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.

As indicated in the December MWC update to the NRC, the final draft of the Request for Proposals (RFP) was successfully released by the Department of Technology, Management and Budget (DTMB) through the www.Buy4Michigan.com site on December 8, 2014. The release of the RFP was a noteworthy milestone for the Michigan Wildlife Council. Proposals from bidders are due by 3:00 p.m. EST on Tuesday, January 20, 2015.

There has been considerable interest in the RFP shown by potential bidders since its release. Upon receipt of the proposals, the challenging task of selecting the best among them begins for the six members of the Joint Evaluation Committee. The final selection is expected to be made mid-March and submitted to the State Administrative Board for their review/approval by the end of March in advance of their (Admin. Bd.) April 2015 meeting. The anticipated contract start date is May 1, 2015.

Until the public education campaign reaches the airwaves (fall of 2015), the MWC will be working on populating its nascent website (www.michiganwildlifecouncil.org) with content consistent with our mission as described above, as well as keeping our stakeholders apprised of our progress. The next meeting of the full MWC is tentatively scheduled for March 11, 2015.

As always, please feel free to contact me or any other members of the Michigan Wildlife Council should you have any questions or comments.

Respectfully,
MICHIGAN WILDLIFE COUNCIL

A handwritten signature in black ink, appearing to read "Carol Moncrieff Rose", with a stylized flourish at the end.

Carol Moncrieff Rose
Chair