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18555 Glacier Trail, Hillman, MI 49746

February 11, 2015

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

Dear Commissioners,

In an continuing 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.

As indicated in the January MWC update to the NRC, the final draft of the Request for Proposals (RFP) was released for bids by the Department of Technology, Management and Budget (DTMB) on December 8, 2014. The purpose of the RFP is to identify the third-party marketing/advertising firm who will develop the MWC's 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. Ten proposals were received on Tuesday, January 20, 2015.

The Joint Evaluation Committee is actively reviewing these proposals now and will be meeting twice over the next four weeks to identify the successful bidder. This is a significant commitment of time from all of the members of the JEC which includes four representatives from the MWC, the DTMB buyer, the DNR buyer and a non-voting advisory member. *Barring unforeseen delays*, the final selection is expected to be made by mid-March. The recommendation will then be submitted to the State Administrative Board for their approval at their April 2015 meeting. The anticipated contract start date is May 1, 2015.

The next meeting of the full MWC is tentatively scheduled for March 9, 2015 in the meeting room of Greenstone Farm Credit Services' building located at 3515 West Road, East Lansing.

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



Carol Moncrieff Rose
Chair