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18555 Glacier Trail, Hillman, MI 49746

March 19, 2015

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

Dear Commissioners,

In a continuing effort to keep the Natural Resources Commission informed on the recent activities of the Michigan Wildlife Council (MWC), I offer you the following update.

As indicated in the February MWC update to the NRC, the members of the Joint Evaluation Committee (JEC) are actively engaged in the selection process to identify the best of the ten bidders who responded to our December 8, 2014 Request for Proposals. The purpose of the RFP was 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. Oral presentations by the finalists are now being completed into late March, and the final selection is expected to be made in early April. Based upon our current timeline, the final recommendation of the JEC will be submitted to the State Administrative Board for their approval at their late April meeting. The anticipated contract start date is now May 14, 2015.

As a new entity, much of our time thus far has been spent on establishing the "foundation" of the Michigan Wildlife Council - documents, protocol, responsibilities, inter-agency relationships, etc. At our March 9, 2015 meeting, the MWC updated and approved its Operational Plan for 2015 (as mandated by the enabling legislation), reviewed the draft of the MWC's semi-annual report to the Legislature (also required by legislative mandate), discussed the MWC web site and assorted other items. Once the final selection of third-party marketing/advertising firm is made, we will commence building on the foundation we've been working on since August of 2014. Then, the "fun" part will really begin!

Our next meeting is tentatively scheduled for May 28, 2015 and will be our kick-off meeting with the successful marketing/advertising firm. 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



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Chair

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