



RICK SNYDER  
GOVERNOR

STATE OF MICHIGAN  
DEPARTMENT OF NATURAL RESOURCES  
LANSING



KEITH CREAGH  
DIRECTOR

May 13, 2015

The Honorable Mike Green, Chair  
Senate Appropriations Subcommittee  
on Natural Resources  
805 Farnum Building  
P.O. Box 30036  
Lansing, Michigan 48909-7536

The Honorable Jon Bumstead, Chair  
House Appropriations Subcommittee  
on Natural Resources  
S-1289 House Office Building  
P.O. Box 30014  
Lansing, Michigan 48909-7514

Dear Senator Green and Representative Bumstead:

Pursuant to Section 43532b(18)(b), Public Act 246 of 2013, attached is the Department of Natural Resources (DNR) Michigan Wildlife Council's semi-annual report.

If you have questions regarding this report, please feel free to contact me.

Sincerely,

Sharon M. Schafer, Chief  
Finance and Operations  
517-284-5958

Attachment

cc: Senate Appropriations Subcommittee Members  
House Appropriations Subcommittee Members  
Mr. Josh Sefton, Senate Fiscal Agency  
Mr. Austin Scott, House Fiscal Agency  
Mr. John Roberts, State Budget Director, Department of Technology,  
Management and Budget (DTMB)  
Mr. Jacques McNeely, DTMB  
Ms. Jennifer Harrison, DTMB  
Ms. Carol Moncrieff Rose, Chair, Michigan Wildlife Council  
Director Keith Creagh, DNR  
Dr. William E. Moritz, Natural Resources Deputy, DNR  
Mr. Trevor VanDyke, Legislative Liaison and Policy Advisor, DNR  
Mr. Erik Eklund, DNR  
Ms. Jordan Burroughs, DNR  
Ms. Kristin Phillips, DNR

**MICHIGAN WILDLIFE COUNCIL**  
**SEMI-ANNUAL REPORT TO THE LEGISLATURE**  
**Approved by Michigan Wildlife Council on March 9, 2015**

On behalf of the Michigan Wildlife Council (MWC), we are pleased to provide our first Semi-Annual Report to the Legislature of the State of Michigan. We preface this report by first thanking the Legislature for its leadership in the passage of the Hunting and Fishing License Fee Restructuring Package (Public Act 108 of 2013) which made funding for the Council possible, as well as passage of the enabling legislation creating the Michigan Wildlife Council, Public Act 246, signed into law by the Governor in December of 2013, effective March 2014.

The mandate of the MWC is to expend the Michigan Wildlife Management Public Education Fund. This fund is derived by the \$1 surcharge on all Michigan base hunting and fishing licenses. The mission of the Council is to develop and implement, in conjunction with a third-party marketing or advertising agency, a comprehensive media-based public information program to promote the essential role that sportsmen and sportswomen play in furthering wildlife conservation and to educate the general public about hunting, fishing and trapping.

The Michigan Wildlife Council was modeled after the Colorado Wildlife Council and its public education campaign which serves as a worthy benchmark. We were fortunate to have representatives from the Colorado Wildlife Council attend our first MWC meeting and share their experiences and the evolution of their program.

The message the MWC is charged with disseminating couldn't be more timely or more important. Today, approximately 7% - 10% of the state's population engages in hunting, fishing or trapping. Other surveys suggest that a similar percentage of the State's population opposes such activities. Although it is hoped that this public information campaign will help change these views, its primary purpose is to educate and influence the remaining 80% of the state's population who are generally neutral on these outdoor traditions. The specific campaign objectives are stated as follows:

1. Increase public awareness and understanding of:
  - how the management, conservation and protection of our state's natural resources are funded;
  - the myriad ways hunter/angler dollars directly and indirectly benefit both game and non-game wildlife species and their respective habitats for the enjoyment of citizens of and visitors to the state of Michigan;
  - the significant contribution hunting, fishing and trapping represent to the state's economy;
  - the intangible contributions hunting and fishing traditions make to the quality of life for families and communities, and how they sustain the natural resource heritage which is an indelible part of Michigan's history.
  
2. Increase the non-hunting/fishing public's understanding of the benefits associated with hunting, fishing and trapping.

As stipulated by PA 246, the nine members serving on the Michigan Wildlife Council represent various stakeholder groups, demographics and skills. These include hunters and anglers, the agricultural and business communities, rural areas impacted by hunting and fishing activities, an individual with media/marketing background and the Director of the DNR or designated representative. All are appointed by the Governor with the advice and consent of the State Senate.

Since our first meeting in August of 2014 and as required by the legislation, officers have been elected, By-Laws have been adopted, and we have developed and approved an Operational Plan to guide us through the coming year. This Operational Plan has since been updated by the MWC at its March 2015 meeting.

As a part of this Operational Plan, we've established an annual budget. For our first year, the appropriation for the Michigan Wildlife Management Public Education Fund is \$1.6M. From this, 94% of the total appropriation has been budgeted for the public education campaign, up to 5% for MDNR administration of the expenditures from the fund (in accordance with the legislation), and 1% as a contingency fund. Subsequent annual budgets will be determined by the number of base hunting and fishing licenses and what is officially authorized by appropriation. As of March 31, 2015, \$1,610,902 has been generated for the Michigan Wildlife Management Public Education Fund through the \$1 license surcharge. The expenditures from the Michigan Wildlife Management Public Education Fund through March 31, 2015 are shown at the end of this report.

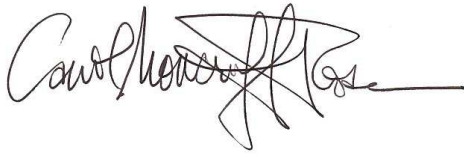
At the December 3, 2014 meeting, the MWC approved the final draft of the Request for Proposals (RFP) for release by the Department of Technology, Management and Budget (DTMB) through the [www.Buy4Michigan.com](http://www.Buy4Michigan.com) site. The RFP was released to bidders on December 8, 2014 and ten proposals were received by the January 20, 2015 deadline.

A Joint Evaluation Committee consisting of four members of the MWC, the DTMB Buyer and the DNR Buyer had the task of reviewing and evaluating the proposals. G&D Marketing of Lansing, MI was selected and recommended to the State Administrative Board for their approval at their meeting in early May; we expect to have a contract in place by early June.

While the successful marketing firm gathers the baseline research data and develops the campaign, the MWC will be using that time to keep the public and our stakeholders informed. To that end, the Michigan State House of Representatives' Natural Resources Committee and Appropriations Natural Resources Sub-Committee were given an overview of the MWC's brief history, its mission and its path ahead. Additionally, we will be developing and adding content germane to our mandate to our web site ([www.michiganwildlifecouncil.org](http://www.michiganwildlifecouncil.org)), as well as providing information specific to the activities of the MWC.

In closing, the Michigan Wildlife Council thanks you again for your support, your leadership and for this opportunity to report on our activities since August of 2014. We think we have a great story to tell of the importance of sportsmen and women in Michigan and are on the threshold of being able to do so.

Respectfully,  
MICHIGAN WILDLIFE COUNCIL



Carol Moncrieff Rose, Chair

In compliance with Section 324.43532b(18)(b) of PA 246 of 2013, the MWC is providing the following summary of Fiscal Year 2014-2015 expenditures for the Michigan wildlife management public education subaccount that was created within the game and fish protection account.

**Fiscal Year 2014-2015 expenditures for the Michigan Wildlife Council**

<b>Expenditure Description</b>	<b>Amount</b>
Contractual services, supplies and materials	\$5,000
Travel	\$1,100
<b>Total Expenditures</b>	<b>\$6,100</b>