

Michigan Underwater Salvage and Preserve Committee  
Wednesday, May 18, 2016  
Michigan Historical Center  
5<sup>th</sup> Floor, Board Room  
Lansing, Michigan 48915  
Meeting Minutes

**Committee Members – Present**

Ron Bloomfield – Public Member/Michigan Underwater Preserve Council (MUPC)  
Sandra Clark – Department of Natural Resources (DNR)/Michigan Historical Center  
Tom Graf – Department of Environmental Quality (DEQ)  
Dave Shaw – DNR/Law Enforcement Division (LED)

**Committee Members – Present Via Conference Call**

Robert Campau – Public Member/Michigan Realtors  
James Nowak – Public Member/  
Wayne Lusardi – DNR/Michigan Historical Center/Thunder Bay National Marine  
Sanctuary

**Staff**

Michelle Davis – DNR/Michigan Historical Center

**Members of the Public and Guests**

Kristin Phillips – DNR/Marketing and Outreach Division Chief  
Daniel Friedhoff – Straits of Mackinac Shipwreck Preserve

**Call to Order**

The meeting was called to order at 1:05 p.m. A quorum was present.

**Approval of Agenda**

No additions or changes were made to the agenda.

**Approval of Minutes**

Graf moved to approve the March 2, 2016, meeting minutes; the motion was seconded by Nowak, and was unanimously adopted.

**Marketing Discussion**

Kristin Phillips, DNR Marketing and Outreach Division Chief, explained the responsibilities of the Marketing and Outreach Division (MOD), which include: communicating information to DNR customers – hunting seasons, license regulations, etc.; promotion - encouraging people to get outside and enjoy the natural resources in Michigan; education efforts throughout the State – outreach programs with local school groups and tourist; and sales functions of the DNR – including hunting and fishing licenses and statewide campsite reservations. MOD is responsible for finding ways to help get people off the couch and outside to enjoy Michigan's natural resources. For those individuals already experiencing the outside, it is about finding ways to get them to experience a new outdoor activity.

Currently Michigan has 750,000 deer hunters, 1.2 million anglers, 1 million camp nights which are made by 50,000 people, 25 million campground visitors, and 1 million visitors at museums and welcome centers. Reaching out to these groups and also trying to connect with new customers is done in a variety of ways: DNR website, email system – individuals sign-up to receive topic-related emails, social media – Facebook, Twitter, Instagram; press releases, and media interviews. Each Division/Section within the DNR generally has a communication specialist that works with MOD staff to assist with marketing strategies.

Campau asked if there is currently a DNR marketing plan for wreck diving in the Great Lakes. Phillips has not seen one. Bloomfield mentioned that the Michigan Underwater Preserve Council (MUPC) was created in the 1980's and part of its realm was to work on marketing for such things as wreck diving in the Great Lakes. MUPC has the expertise to do so, but lacks funding and the necessary tools to accomplish much in this area.

Phillips mentioned that MOD's work is driven by its fund sources, mostly game and fish and park improvement. Learning to be creative is essential to move forward.

Shaw suggested using marketing to tie State Parks to the Preserves in order to draw additional people into those areas. One example may be using 30-second videos and connecting the Preserves to an overnight stay at a State campground. Phillips mentioned that if MUPC can provide 30-second video segments, that would be substantial content for MOD to begin using as a marketing tool. Campau mentioned that using roll-over maps and some of the stunning photography that already exists may be a phenomenal place to begin.

It may be beneficial to have all of the current MUPC website information moved to the State website. Bloomfield agreed to discuss this topic at the next MUPC meeting in November 2016.

Phillips distributed an example of a marketing plan and that she would be willing to have a workgroup session to help develop a marketing plan for this committee. Clark agreed that one of the upcoming meetings should involve developing a marketing plan and discuss what a marketing website might look like. It may need to be a longer meeting to allow adequate time for brainstorming. A larger group could then be invited to the following meeting.

## **Committee Reports**

### **Law Enforcement**

Shaw reported there are 17 Conservation Officer recruits graduating on June 3, 2016. They recently did a training session with the recruits that included on-water patrolling. Law enforcement officials are gearing up for the on-water season. Clark asked if there would be an opportunity for collaboration involving the training sessions and assistance with the buoy project. Shaw believes it would be a well-received opportunity from his position.

**New Permit Applications**

No new permits have been received.

**Old Business**

**Centralized Buoy Project**

Lusardi reported he received information from the Coast Guard stating that they are classifying the particular type of buoy needed for each location. The Coast Guard also notified Lusardi that lights are only required on type 2 buoys which will lower the cost per buoy. In the future, it may be helpful for the Law Enforcement Division to have a conversation with the Coast Guard to build a public safety case to assist with the buoy permits that were not issued.

Bloomfield stated that July 30-31, 2016, are the dates set aside to set the first new buoys in the West Michigan Preserve. Bloomfield asked Clark to talk with NOAA to discuss using one of their boats with a crane to assist with placement of the buoys. Another alternative may be contacting the Coast Guards to use one of their boats. It was discussed that the Parks and Recreation Division may have available funds to assist with purchasing and/or placing buoys in a preserve located near the shore of a state park. It will be essential to know which ones have the necessary permits. Lusardi will compile this information and provide it to Clark. Bloomfield and Lusardi will also provide Clark with photos for sharing on the web.

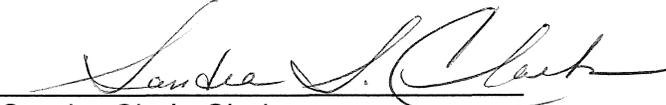
**New Business**

No new business was discussed.

**Member Updates**

Friedhoff noted that MUPC received its 501(c)3 approval in March.

Bloomfield moved to adjourn the meeting; the motion was seconded by Graf, and was unanimously approved.

  
Sandra Clark, Chairperson