



JENNIFER M. GRANHOLM
GOVERNOR

STATE OF MICHIGAN

DEPARTMENT OF NATURAL RESOURCES

LANSING



REBECCA A. HUMPHRIES
DIRECTOR

January 11, 2010

TO: Rebecca A. Humphries, Director

INFORMATION: Natural Resources Commission

SUBJECT: Pure Michigan Hunt – Successful Drawing License Discount
FOR INFORMATION ONLY

Authority:

The fees for hunting and fishing licenses may be discounted by the Department in accordance with Part 435 of PA 451 of 1994, Natural Resources and Environmental Protection Act, MCL 324.43521. The Department is authorized to discount licenses for marketing purposes to increase participation in hunting and fishing.

Discussion and Background:

The Pure Michigan Hunt (PMH) drawing was established via Wildlife Conservation Order Amendment 12 of 2009. Interested license buyers purchase a \$4 application, which enters them into a drawing that allows the purchase of all restricted and drawing-based licenses. When the PMH drawing was established by the Natural Resources Commission (NRC), the Department did not have broad authority to institute discounts for licenses. Previously discounts could not exceed 15% of the price of the license. Recent changes in the law provide the Department with the authority to discount licenses for the following purposes, without limit on the level:

- for the purposes of marketing to increase participation in hunting and fishing;
- to achieve a harvest or management objective for a given species.

It is proposed that successful applicants in the PMH drawing be issued a license for the antlerless deer, spring turkey, fall turkey, bear, and elk (Michigan resident only) open seasons for \$0.00.

NATURAL RESOURCES COMMISSION
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Recommendation:

This proposal is being submitted for information and consideration. This item appeared on the Department's January, 2010, calendar and may be eligible for approval on March 4, 2010.

Russ Mason, Ph.D., Chief
Wildlife Division

Kelley D. Smith, Ph.D., Chief
Fisheries Division

Ronald A. Olson, Chief
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Lynne M. Boyd, Chief
Forest, Mineral and Fire Management Division

David Freed, Chief
Office of Land and Facilities

Gary Hagler, Chief
Law Enforcement Division

Arminda S. Koch
Resource Management Deputy

I approve the staff recommendation.

Rebecca A. Humphries, Director

Date approved