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## MICHIGAN LAW ENFORCEMENT OFFICERS MEMORIAL MONUMENT FUND COMMISSION

Meeting Minutes of April 14, 2011 Meeting No. 51

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CALL TO ORDER: The meeting of the Michigan Law Enforcement Officers Memorial Monument Fund Commission was opened by Chair, Kathy Cole at 1:05 p.m. in the OPS Conference Room of the Mason Building.

Members present: Kathy Cole, Lin Emmert, John Szczubelek, Richard Darling, Diane Philpot, and Jim Niewiek

DTMB staff present: Kerri Droste, Karen Stone

Guest: Bruce Edward Walker

1. Approval of Meeting Minutes from January 13, 2011

Chair, Kathy Cole requested a motion to approve the meeting minutes of the January 13, 2011, meeting. Motion made by Diane Philpot to approve minutes and seconded by Lin Emmert. MOTION CARRIED.

2. Financial Update

Kerri distributed the updated financial report in Dane's absence. There were no major donations received or expenses paid this month.

3. Update and Status Report (Bruce Edward Walker)

Bruce is currently working on three different marketing strategies and has met with one PR Marketing Team. This particular meeting did not produce an immediate donation, but that doesn't mean a future donation would be out of the question.

Bruce stated he is currently working with a graphic designer for a PDF Mock-up of a full page ad for the Detroit Athletic Club, June issue. He indicated that the Commission would be very impressed with the final outcome. **Bruce will send the PDF to Kathy the week of April 25<sup>th</sup>.**

More discussion of ideas and possible opportunities to co-write letters, talk with manufacturers of police equipment, tasers, video equipment, etc. Bruce will research and explore these ideas to determine if there are any possible or potential benefactors willing to make monetary contributions or help our cause in other ways.

4. Update on Press Kits from Donovan and Smith and PSA push

Kathy Cole stated that she has not spoken with Donovan and Smith.

5. Keeping Facebook Page and Website Fresh

Lin and Kathy have run out of ideas on how to update the MLEOM website and Facebook page. Lin had a flyer for a **Bowl-A-Thon** sponsored by MFOP (they will split the proceeds from this event with the MLEOM). She wanted to post this on Facebook, but wasn't sure how to go about it. The flyer has been posted to the website.

Diane stated that MI-COPS has hired a professional to maintain their website and he will be providing classes and training once the data is transferred to their

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new server. This will allow for live feed and videos to be posted from a smart phone for immediate viewing.

Since Kathy and Diane are on the board of MI-COPS, they can attend these training sessions and Lin could come as a guest to learn the nuts and bolts of social networking technology.

John S. proposed selling tickets for a car raffle (if we could get a car donated) and then post the actual registration form to the Facebook page too.

6. Other

Kathy stated due to all of the upcoming conferences in June (Sheriff's June 12 & 13 and the Chiefs of Police, June 26 & 27), she needs to order more bags for the license plates for the summer and fall conferences as well. Motion made by Jim Niewiek to approve expenses for 1,000 bags, seconded by Lin Emmert. MOTION CARRIED.

Jim Niewiek suggested that perhaps there should be packets given to the vendors at these conferences with flyers, etc., asking for donations. Lin suggested a plastic binder with the emotional appeal of the video flag photo on the front. (Could Donovan and Smith assist with this request?)

Motion made by Kathy Cole for Richard Darling to check with his (Treasury) boss regarding the possibility of staying on the Commission after his retirement in July. Motion seconded by Lin Emmert, MOTION CARRIED.

There being no further items for Commission approval, Chair Kathy Cole suggested motion to adjourn meeting at 2:05 p.m., motion made by Diane Philpot and seconded by John Szczubelek. MOTION CARRIED.

**Next Meeting:** Thursday, May 12, 2011  
**Stevens T. Mason Building – OPS Conference Room**