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**MICHIGAN LAW ENFORCEMENT OFFICERS  
MEMORIAL MONUMENT FUND COMMISSION**

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Meeting Minutes of September 10, 2009

Meeting No. 39

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Kathy Cole, chair person, called the meeting to order at 1:10 p.m. in the OPS Conference Room, at the Mason Building, Lansing, Michigan

Members present: Kathy Cole, Lin Emmert, Richard Darling, Diane Philpot  
DMB staff present: Kerri Droste, Dane Hengesbach, Karen Stone

Guest Speakers: Carol Conn and Rebecca Bahar-Cook from Capitol Fundraising Associates.

Please note action Items are highlighted in yellow.

1. Presentation by Capitol Fundraising Associates –

Kathy welcomed Carol and Rebecca. A hard copy of their proposal was given to each Commission member for review, prior to the meeting. Carol and Rebecca reviewed the following proposal items: Background, Plan of Action, Corporate Fundraising, Defining the Partnership, Terms, Payment and Expenses. The Commission asked questions to Carol and Rebecca regarding items they felt needed clarification, such as grant funding: CFA *researches* grants, but the Commission would actually be responsible for the *writing* of the grants; CFA also clarified the difference between the 170(c)(1) tax deduction, vs. the 501 (c)(3), and discussed ideas for recruitment of people for the coalition, vendors and corporate outreach, strategies for donor outreach, police officer outreach, tax check-offs for the tax preparers, and ideas on how to grow and expand networks. CFA estimated they would require two hours max, once a week for 3 months and requested background on what the Commission has already done.

Much discussion followed amongst the Commission members as to how to proceed due to the high cost factors involved, the mileage reimbursement issues, and the limited amount of hands-on assistance provided by CFA. The general consensus was that the monthly costs were too high (\$4,000 per month) and substantially higher than the quote they gave last year (\$18,000 less) for the amount of outreach they could provide.

Kathy Cole also checked with Donovan & Company (marketing and consulting services) for their price to assist with mailing services: it was \$100.00- \$120.00 per hour. Kathy will also check into the price of billboards for advertising the MLEOM tax check-off boxes. Billboards are listed in the phone directory, under Advertising, Outdoor (page 8 of the yellow pages). [www.Adamsoutdoor.com](http://www.Adamsoutdoor.com) is listed, along with a few other local companies. It was suggested that perhaps the sign company might be willing to “donate or write-off the costs” of the billboard. Kerri will check with Purchasing regarding options to use outside marketing companies. Lin will draft verbiage such as “Remember Fallen Heroes”, and also work on the design graphic for a possible billboard ad.

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Both Kathy and Lin will draft union letters and will stay in touch via e-mail, sending ideas and suggestions back and forth to get the ball rolling prior to the next Commission meeting.

2. Approval of Meeting Minutes from June 11, 2009  
Lin moved for a motion to approve the minutes; Diane seconded. MOTION CARRIED.
3. Financial Update  
Dane distributed a copy of the Financial Report as of September 3, 2009, and summarized the financial activity for the Commission. Dane stated that \$230.00 was received in August through the tax check-off box with a total so far collected in the amount of \$60,866.00. Current fund balance stands at \$101,147.04, finally reaching their \$100,000 goal!
4. Update – Governors Appointments  
Kerri stated that she is no closer on this assignment. Her contact at the Governor's office, Eric Wilford has not responded to her four e-mails that she has sent. Kerri will contact Bob Burns, the DMB's legislative liaison, to have him assist with this request. She will update group at our next meeting.

Lin asked Kerri if she could post the meeting cancelation notices on the website under the "Public Meeting notices" section. Kerri agreed.

5. Fund Raising  
The Commission discussed printing labels for 2009 & 2010 tax returns with their logo and a reminder about the tax check-off box. These labels could be used on your Income Tax File and be distributed to all law enforcement and other donors as well. Kerri will check with purchasing to determine if this request must go through the RFP process. She will e-mail information to Kathy as soon as she knows, so we can proceed accordingly. **Update (9-14-09):** Kerri spoke with Purchasing for clarification regarding the use of a marketing/ mailing service company as well as billboard companies. The Commission has delegated authority where they can spend up to \$25,000. This means if the cost is under \$25,000, the Commission does **not** need a PO (purchase order) or an RFP (request for proposal).

The Commission would like input and assistance from John Szczubelek regarding legal advice on the difference between the 170(c)(1) tax deduction, vs. the 501 (c)(3), and if the Commission should pursue the change for the Fundraising Sub-committee that will be formed.

### FOP

The donation from the Grand Rapids Griffins Hockey team might be \$2.00 per ticket and may possibly pass a collections bucket. FOP will continue to work on the details.

Kathy stated that she would be attending the Sheriff's convention in October, in Lansing. No objections from the Commission.

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Lin requested more license plate covers. Motion by Diane to order another 2,000 covers, Lin seconded. MOTION CARRIED. They will notify Jim Niewiek to place the order.

6. Citizen Bank Update

Diane Philpot stated that her understanding was that they would meet again with the Commission after the first of the year. Citizens Bank was going to participate by posting a colored photo of the actual MLEOM coin, and sell them for \$20.00 each, then place the proceeds into a special account established solely for this purpose. Diane will follow-up with Citizens Bank prior to the end of the year.

7. Sign Addition Update

Kathy stated that one vendor indicated that he would not work with the State of Michigan, while the other sign company she had contacted, is no longer in business. Kathy will continue her work on obtaining quotes for the new sign.

Lin wrote new verbiage for the new sign and Kathy read the submission at the meeting. All agreed it was very professional.

8. Sign Lighting Update

Kerri stated that the initial cost would be \$800.00 not including the monthly utility fee. The Commission agreed that the sign currently is easily visible at night from the street lights, as well as the Vietnam memorial lighting, and that the majority of people will view during the daylight hours.

9. Coins Given to Sterling Heights P.D.

Diane presented Diane with a check in the amount of \$1,785.00 from Terry Laurencelle (Sterling Heights PD), from the sale of coins by Terry. He had 61 coins left, and will be returning them to Diane. At the request of the Commission, Karen sent a special thank you letter to Mr. Laurencelle on 9-11-09 for his gracious participation and support of this important cause. Kathy was copied on the draft of the letter and gave her approval.

10. Treasury Check-Off

The Commission agreed this is an urgent task to proceed with as quickly as possible. They will work on postcards for the tax preparers, which will include directions to the website. Diane will contact Richard Jones to obtain his input.

Commission and CFA discussed researching the possibility of buying police agencies contact lists, or inquire if the police agencies would do the mailings from the lists and bill the MLEOM Commission for the postage, or better yet, donate the postage for the cause. Kathy will follow up on these inquiries.

Richard will research the tax check-off forms used by Treasury. He will determine, HOW the various groups are listed, (it does not appear to be alphabetically), and determine why some check-offs are on the actual tax form itself, while the MLEOM is on a separate form that you have to seek out. Richard also indicated that he may have a list of 7,000 potential donors.

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11. Advertising on State of Michigan Vehicles

Kerri stated that she had discussed with Purchasing, this is NOT an option.

Meeting adjourned at 2:45 p.m.

**Next Meeting: Thursday, October 8<sup>th</sup>, @ 1:00 p.m. in the  
Stevens T. Mason Building – OPS Conference Room**