

Meeting Minutes of September 13, 2007

Meeting No. 27

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

Members present: Kathy Cole, Lin Emmert, Jim Niewiek, and Richard Darling

DMB staff present: Vivian Grinnell, Bob Hall, and Dane Hengesbach

1. Review of Meeting Minutes from August 9, 2007  
Motion made by Lin to accept minutes as written, seconded by Jim. MOTION CARRIED.
2. Financial Update  
Dane distributed the Financial Report, and stated that the first credit card donation had been made. He also stated that the next Financial Report will show reduced projected expenditures as FY2007 is nearly over. Lin stated she will be submitting a travel voucher for her mileage yet this month.
3. Donor Booklet  
Lin distributed the donor booklet for review, and explained that this booklet is intended to be customized and printed for individual donors that members intend to visit. One minor correction was noted under the budget Narrative/Justification section: change "within the State of Department of Management and Budget" to read "within the Michigan Department of Management and Budget." She drew attention to the Project Budget page regarding the Commitments to date section that had been added. Vida suggested that this section could be used to list major donations already received from other organizations and businesses. It was agreed to list the large donations received from MICOPS, the Stewart family, the FOP, and the Sgt. Paul Cole Golf Outing. This section can be updated as significant contributions are received. The Commission then reviewed the Letters of Support section and discussed what should be included as documentation. Kathy stated the booklet was great and thanked Lin and Vida for all their efforts.
4. Donor Brochure  
Kathy distributed copies of the brochure that Diane developed. The Commission reviewed and suggested some minor revisions and content changes. Members agreed that the brochure presents excellent information in an abbreviated and professional format. They agreed that the brochure will be a valuable marketing tool on several fronts. Jim stated he would like to use these brochures for his targeted donor group. Kathy stated that Diane had done a great job putting it together. Vivian will work on the suggested changes and forward to Print and Graphics for their review and feedback. Richard made the motion to finalize the brochures and have 500 printed by the next meeting; Lin seconded. MOTION CARRIED.
5. Fundraising

Vivian distributed the Tom Furtaw report, which was submitted by email because he was unable to attend today's meeting. Tom's report states he has met with key contacts regarding fundraising and is offering to draft an RFP. Vivian stated she had been referred to Capitol Fundraising Associates in Lansing in response to her inquiries regarding a fundraising consultant. The Commission will move forward on developing a RFP to hire a fundraising consultant, and discussed the importance of raising "seed" money to pay for the consultant's services. Tom's email also suggested the Commission develop a timeline with targets or goals. Following much discussion, the Commission agreed on the following as a first draft:

<u>Timeline</u>	<u>Goal</u>
October-November 2007	Kick-Off Event for a Capital Campaign
December 2007	\$100,000 raised in donations
January-March 2008	Fundraising Consultant Selected
January-June 2008	First \$1,000,000 raised in donations
June-December 2008	\$4.6 million raised in donations
Spring 2009	Groundbreaking Event
Fall 2009	Project Completion & Unveiling

Richard stated that the Michigan Trooper magazine published a three-page article on the MLEOM, written by Chris Luty. The article included photos of the architect's renderings, as well as the donation form.

Kathy suggested the Commission consider sending the brochures to members of both the House and Senate, with a cover letter asking for their support. Vivian stated that the mailing could be handled by DMB's Mail & Delivery Services.

4. Next Steps

- The Donor Booklet will be revised based on the changes discussed at today's meeting and be ready for publication.
- The Donor Brochure will be revised based on the changes discussed at today's meeting, and be finalized and printed by the Commission's October meeting.
- Jim Niewiek and Jim Salo will email their top 3 donors to Vivian prior to the October meeting.
- Jim Salo will make arrangements to have Image Makers attend the October 11th meeting.
- All members will begin pursuing "seed" money.

Meeting adjourned at 2:35 p.m.

**Next Meeting: Thursday, October 11th @ 1:00 p.m.  
Stevens T. Mason Building – OPS Conference Room**