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

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Meeting Minutes of October 8, 2009

Meeting No. 40

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Kathy Cole, chair person, called the meeting to order at 1:15 p.m. in the OPS Conference Room, at the Mason Building, Lansing, Michigan

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

DMB staff present: Kerri Droste, Dane Hengesbach, Karen Stone

Guest Speakers: Donovan and Smith Company - Lisa Smith, Katie Donovan; owners, and Julianne Philip, Media Strategist

Please note action Items are highlighted in yellow.

1. Presentation for Donovan and Smith Company –  
Kathy welcomed Lisa, Katie and Julianne, and indicated that she has met with Donovan & Smith (D & S) twice now. They provided each member of the Commission with a four page hand out explaining detailed strategies showing how they would proceed with the 2009 Tax Season Planning process. They also provided some background information on their company, shared some of their campaign history that included advertising photos, strategies for each event, organizing, the tools they have used in the past, media strategies, marketing ideas, and sponsorship packages.

D & S discussed some ideas for a potentially **great** emotional appeal and how to engage the audience via audio and visual campaigns. They would research the most sympathetic areas of the State and focus on these areas. Other suggestions included public service announcements (free campaign coverage) which would be very affordable, memorable and creative.

Much discussion followed amongst the Commission members regarding comparison of vendors/presentations they have seen so far. Even though D & S did take more time than suggested, they gave a very good presentation, they cost less, and they would actually do the work! This initial presentation highlighted raising \$100,000 for the tax check off list, but the Commission members were very impressed with their media presentation, and their background and knowledge of the various media markets. D & S stated that no material would be dated, they will identify sponsors and do the prep work, they have knowledge regarding cost comparisons on cable networks (lower costs), and would like the opportunity to work with the Commission.

Lin asked them if the 30-second video would be owned by the Commission or D & S, once it was completed. D & S stated it would be owned by the MLEOM. The residual value from recognition alone would be extremely valuable, and then they could build on this for future commitments with D & S. It was agreed by the Commission to move forward with Donovan & Smith Company. The fee for video to use as a PS announcement is \$46,000. Motion to approve a D & S three-

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month commitment was made by Lin, seconded by Diane Philpot, MOTION CARRIED.

2. Approval of Meeting Minutes from September 10, 2009  
Richard Darling moved for a motion to approve the minutes; Diane Philpot seconded. MOTION CARRIED.
3. Financial Update  
Dane distributed a copy of the Financial Report as of September 30, 2009, and summarized the financial activity for the Commission. Dane stated that \$140.00 was received in September through the tax check-off box with a total so far collected in the amount of \$61,006.00. Current fund balance stands at \$100,580.51, for (State) year end. Kathy gave Dane a check in the amount of \$2,046.00 from the Michigan Fraternal Order of Police – Allegan St., Lansing, MI Jim Niewiek will order another 2000 more license plate covers. Diane moved to approve this expense, Richard Darling seconded. MOTION CARRIED.
4. Update – Governors Appointments  
Kerri spoke with Bob Burns, DMB's legislative liaison. He will assist with the Governor's office appointments but has some other priorities at this time. Hopefully, within the next month, he will be able to assist with the appointment process.
5. RFP Process - Kerri  
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).
6. Citizen Bank Update  
Diane Philpot stated that Citizens Bank would like to meet after the first of the year. Diane will call them in December 2009 to set something up.
7. Sign Addition Update  
Kathy stated that she found two vendors willing to work with the Commission for a 48 X 96 sign with two 2 X 2 posts. She also spoke with Dan Stiles, (DMB) and he will have a price before the next meeting.  
Lin wrote new verbiage for the new sign and Kathy read the submission at the meeting. All agreed it was very professional and well done.
8. Treasury Check-Off  
Lin handed out a draft copy of the verbiage for the check off forms and for use in the police newsletters/publications. It was suggested adding the logo and website to the cards. The recommended changes were to (bold) the tax check-off sections, and use a capital letter on (spouse) after Diane's name. Lin will make these changes.

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9. Advertising Updates

- Billboard Advertising (Kathy)

The Billboard advertising proved to be extremely expensive. Production costs for one billboard ranged from \$1,000 - \$5,000. This is not an option.

10. Draft Union Letters – Kathy & Lin

Kathy and Lin will work together to distribute this letter.

11. Postcards

Per Diane, Richard Jones (the Mayor of Flatrock), sent an e-mail offering to assist with table tents and post cards.

12. Purchasing Contact Lists/Postage

Kathy talked with John Buczek and he said he would send the contact list information.

A postage account has been set up through DMB for the Commission, effective 11-1-09.

13. Tax Check-Off Forms – Alphabetical Listing - Richard

Refer to the *Income Tax Act of 1967* handout from Richard. The organizations should be listed in alphabetical order, via specific language relevant after November 1, 2007. Richard has worked with Treasury on getting them back in alphabetical order for the 2009/2010 tax season. Treasury position is that alpha order should be the way it is done. The Commission inquired if all the entities could be listed on one page, instead of two separate pages and processes.

John Szczubelek will check entities and statutes to see what he can find and create a convincing and persuasive argument to be resolved by the State Treasurer. He will create a formal opinion by the Attorney General's office inquiring why the deviation from the statute has occurred.

Kathy stated that the MSA, and Gene Wigglesworth, have committed to assist with putting license plate covers on vehicles in 17 different counties!

Meeting adjourned at 3:00 p.m.

**Next Meeting: Thursday, November 12<sup>th</sup>, @ 1:00 p.m. in the  
Stevens T. Mason Building – OPS Conference Room**