

Meeting Minutes of November 16, 2006

Meeting No. 18

The meeting was called to order at 1:10. p.m. in the OPS Conference Room of the Stevens T. Mason Building.

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

DMB staff present: Karen Deering, Dane Hengesbach

1. Review of Meeting Minutes from October 18, 2006 and Special Meeting October 27, 2006

Motion to approve regular minutes was made by Lin Emmert and seconded by Diane Philpot, MOTION CARRIED.

Motion to approve special meeting minutes was made by Lin Emmert and seconded by Diane Philpot, MOTION CARRIED

2. Commemorative Coin

Kathy presented a two-page, colored handout with the final approved photo of the official commemorative coin. It has the official MLEOM logo in color on the front with the words \*HONORING THOSE WHO HAVE GIVEN THEIR LIVES\* IN THE LINE OF DUTY\* on the front and on the back side is a photo of arms extended handing over the folded flag and hands embracing the flag with a gray background surrounded by the words \*DUTY \* HONOR \* COURAGE \* \*SERVING THE CITIZENS OF MICHIGAN \*

The third handout from Kathy represented the number of coins ordered (530), the price of each coin, and the total expenditure to the Commission. Much discussion followed to establish a fair and reasonable selling price for this coin. Lin made a motion to accept a **minimum** donation of \$15.00 for each coin sold, Diane Philpot seconded, MOTION CARRIED.

3. Financial Update

- Dane provided an updated financial report indicating a current fund balance of \$44,659.13. He reviewed page two of the financial report and asked if there were any questions or anticipated expenditures that were not accounted for.
- Dane also shared a sample of the new Donation Form that included all of the requested changes that the Commission had requested. With the exception of the State Seal, (which he couldn't locate electronically), the Commission liked the look of the form. Lin suggested that the actual logo looked somewhat distorted and Dane said he would see if he could fix that. Dane will make sure he includes the State seal and adds the MLEOM website before it gets posted on line.
- Diane Philpot made a motion to approve the Donation Form with agreed upon changes, Lin Emmert seconded, MOTION CARRIED.

4. Fundraising Update:

Kathy updated the Commission on Donovan & Smith, the marketing and media company she met with on October 23. She shared a copy of a memorandum

from Jilayne Phillips from Donovan & Smith which integrated their plan to generate press and assist the MLEOM to produce a possible video of survivors, children of survivors, police officer's families, etc. that would be approximately 10 minutes long, to show at various fundraisers. The cost of this video would be approximately \$5,000 and the Commission felt that there might possibly be some use for this media somewhere down the road. As far as providing assistance with increasing design entries and future potential services, the Commission decided they would come up with a Plan B (instead of using Donovan & Smith).

5. Next Steps

Since no entry fees, inquiries, e-mails, etc. for the design competition have been received to date, the Commission called Tom Kane into the meeting for advice on how to proceed. While the Commission considered mailing the design booklets to the colleges and universities that had already received the letter, (referencing the previous letter and including verbiage that said "if timing is an issue, please contact us regarding time constraints), it was decided the mailing would be redundant with the December deadline approaching.

Tom Kane contacted Laurie Tossava and had her pull a list from PIMS of all the architectural and engineering firms the State currently has contracts with, including their mailing addresses. Laurie delivered the list during the meeting and Lin will take it with her to create a database.

The Commission agreed that perhaps the best approach would be to wait until the deadline has past, and if no qualifying entries are received, the deadline will be extended. The corresponding dates will be changed in the design booklet to extend the deadline, and then mail the revised books to the 105 architectural and engineering firms.

Before next meeting: review data in booklet that may need to be updated or revised [for Plan B] and bring information with you to the meeting. Also, Kathy & Lin will draft a letter for the next round and prepare mailing labels from the new database that Lin created.

Karen distributed several copies of the design booklet from Print & Graphics. Diane Philpot took several to give to local Design and Architectural firms. Kathy said she would stop by Granger Construction and drop one off, and Lin took some for the Traverse City area. Karen and Tom decided to give a booklet to our student, Ryan.

The Commission decided that they would go to dinner immediately following the next meeting on December 21<sup>st</sup>. Restaurant to be determined at a later date.

---

Meeting Minutes of November 16, 2006

Meeting No. 18

Meeting adjourned at 2:15 p.m.

**Next Meeting: December 21, 2006 in the  
Stevens T. Mason Building – OPS Conference Room**