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

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Meeting Minutes of March 11, 2010

Meeting No. 42

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Lin Emmert, Acting Chair, called the meeting to order at 1:10 p.m. in the OPS Conference Room, at the Mason Building, Lansing, Michigan

Members present: Lin Emmert, Richard Darling, Jim Niewiek, John Szczubelek  
DMB staff present: Kerri Droste, Dane Hengesbach, Karen Stone

Guest: Lisa Smith, Vice President of Donovan & Smith

Please note action items are highlighted in yellow.

1. Approval of Meeting Minutes from January 14, 2009

The February meeting was canceled due to police conference conflicts. Lin Emmert made a motion to approve the minutes from the January 14 meeting (with changes), seconded by Jim Niewiek. Changes to include spelling of "chaplain" and approval of e-mail request from Kathy Cole to add 35 other stations to run PSA at a cost of \$1,000.00. MOTION CARRIED. Motion to approve modified minutes made by Jim Niewiek and seconded by Lin Emmert. MOTION CARRIED.

2. Financial Update

Dane distributed a copy of the Financial Report as of 2-28-10 and reviewed the financial activity for the Commission. Dane stated that February donations went down. The current fund balance totals \$106,460.92.

Lin announced that the direct mailing went out on 2-22-10 with TV ads also scheduled to run starting on this date. She indicated she experienced some problems accessing the e-store along with Karen and Kerri, so Kerri Droste agreed to contact Jim Orlando regarding the e-store site issues. With the direct mailing and TV adds running, it is vital the website and e-store are easily accessible for possible donations.

Lin will send a reminder to Diane Philpot to pick up the remaining 61 coins from Sterling Heights.

3. Donovan and Smith Company Status Update –

Lisa gave each member an 18-page handout that D&S created for the "2009 Tax Season Planning." She reviewed the highlights of the *Awareness and Call to Action plan* with the Commission members. She shared the posters, videos, and table tents that were created by D & S and distributed by the members to tax preparers. D & S also released two commercial videos airing exclusively NOW (during tax season) and the other to air after tax time. (Comcast market only).

Much discussion regarding Lisa's recommendation to post this video on the MLEOM website, and to create a You Tube viral campaign. Lin will have the webmaster, Jim Orlando contact Lisa Smith to obtain a lower resolution CD for posting on the website.

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Lisa also suggested that the Commission create a Fan Page to act as a social networking sight, and PR tactic. This would allow one individual of the Commission to talk once a week or so with individuals, give status updates and send condolences to Police Departments, families, etc. (Jackson officer JUST lost his life this week!) The Commission liaison would require a passion for the subject matter and would require *some* knowledge of the social networking sights (Face book, Twitter, etc.)

Motion made by Jim Niewiek to order \$100.00 worth of the commercial CD's to run on laptops at various meetings. Lin Emmert seconded, MOTION CARRIED.

**Lisa Smith will send these CD's to Kathy Cole.**

Lisa also suggested establishing a *work group* specifically for corporate fundraising efforts. We will need these higher level corporate sponsorships to raise the required funds for the memorial. John Buczek's name was mentioned by Lin Emmert as a good possibility. John is the Executive Director for FOP and would be a valuable resource for corporate donations as well as various foundations contact names.

4. Appointment Updates - Kerri

The Governor's *appointment office* has not gotten back with Kerri after numerous calls requesting a replacement for Jim Salo. **Kerri stated that her new strategy will include contacting our Legislative Liaison, Robert Burns, for his assistance in this matter.**

5. Citizens Bank Update

Kerri received an e-mail from Diane Philpot inquiring as to how to proceed with the Citizens Bank collaboration efforts. The Commission decided that the coins will be too hard to track and authorized **Diane Philpot to check into the logo decal (prices) for co-sponsorship with Citizens Bank.** Jim Niewiek made a motion for Diane to proceed to work with Citizens Bank to give MLEOM decals with all donations. Lin Emmert seconded, MOTION CARRIED.

John Szczubelek stated that "Speedway" often participates and gets involved in charitable donations, perhaps they would want to participate with this cause.

6. Update on Sign Addition - Kathy

Dan Stiles from P & G did not have the memorial photo that Jim needed for the sign, so Kathy Cole forwarded it to Jim Niewiek and Richard Darling via e-mail. Discussion regarding posting the new sign at an "angle" since the other one sits straight from the road. The Commission agreed that this would be a good idea and **Kerri will check to confirm that DMB has the resources to put the sign up. Jim is working on a better slogan for the sign, and requested that any suggestions be e-mailed directly to him.**

Lin stated that more brochures are needed and suggested they be ordered right away. Motion made by Jim Niewiek to order 1,000 more brochures and up to 2,000 brochures, depending on the price and what is the best value. Lin seconded motion, MOTION CARRIED. **Kerri will check on the price with P & G. The Commission also agreed that the tax deductible language needs to be**

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added to the brochure before the next printing, since it is not currently on the pamphlets.

7. Treasury Check-Off

➤ John Szczubelek will research the legal nuances and find out how to enhance the ability to attract corporate tax deductible contributions and maximize the benefits from corporate donations. He will review the IRS codes, rules and regulations to determine what is a qualified deduction on a 170(C)(1), vs. a 501(C)(3) charitable contribution. The Commission is currently a 170(C)(1). John has volunteered to craft the best language allowable. He will send this information to Lisa Smith with Donovan and Smith. John also stated that he talks with John Buczek and the new MCOLES chairperson regularly, so he will get on the agenda for their April 21<sup>st</sup> meeting.

Motion to adjourn made by Jim Niewiek, seconded by Lin Emmert. MOTION CARRIED

Meeting adjourned at 3:10 p.m.

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