



**ACME TOWNSHIP
SHORELINE PARK AND PRESERVATION FINANCE SUBCOMMITTEE
Wednesday, January 20, 2010, 4:30 p.m.
Acme Township Hall
6042 Acme Road, Williamsburg MI 49690**

Meeting called to Order at 4:35 p.m.

Members present: K. Guy (Chair), J. Aukerman, P. Brink, F. Gingras, P. Salathiel, J. Watts
Members excused: None
Staff present: M.Olds, GT Conservancy
N. Edwardson, Recording Secretary

1. Limited Public Comment: None

2. Approval of Minutes from January 13, 2009 meeting:

MOTION BY GINGRAS. SECONDED BY SALATHIEL TO APPROVE THE JANUARY 13, 2010, MEETING MINUTES WITH ONE CORREC TION. MOTION CARRIED UNANIMOUSLY.

Guy reviewed the meeting goals for today.

- Prospective donors/strategies
- To review the proposed Communications and Publicity Strategy
- To identify next steps and persons responsible

3. Prospects and Strategies

Committee members talked about potential prospects for donations to the Shoreline project.

4. Review of 01-18-10 proposed Communications and Publicity Strategy

Goals of the Communication and Publicity Plan

- Engage constituents across the Acme community, the Grand Traverse region, and the State of Michigan in the Shoreline project and invite them to become invested in its successful implementation
- Communicate deliverables and benchmarks of success at key points throughout the campaign
- Drive key milestones; serve to secure more support and funding for the campaign;enhance broad-based public awareness that will assist in creating a climate conducive to giving

Immediate Next Steps for Fundraising Committee – January 20, 2010

- Identify campaign spokesperson and backup
- Educate/train all volunteers on committee and elected and appointed officials in key campaign messages
- Revise case statement for support; distribute copies to spokesperson and champions; also available on web and at township and GTRLC offices for distribution

- Revise campaign flyer/brochure; distribute copies to spokesperson and champions; also available on web and at township and GRTLC offices for distribution
- Develop a schedule of communications/"publicity" activities and assign responsibility for specific tasks

MEETING ADJOURNED AT 5:30 p.m.