



**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.**