



ACME TOWNSHIP
SHORELINE PARK AND PRESERVATION FINANCE SUBCOMMITTEE
Wednesday, January 13, 2010, 3:00 p.m.
Acme Township Hall
6042 Acme Road, Williamsburg MI 49690

Meeting called to Order at 3:15 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
S. Vreeland, Township Manager
N. Edwardson, Recording Secretary

Guy reviewed the goals for the committee. 1. To provide background information for new committee members, 2. To discuss the proposed fund development/communications draft plan and 3. To identify next steps and persons responsible.

Olds reported on year end giving. The Conservancy received close to \$30,000.00 in gifts. Olds reported that \$493,922.00 is the total remaining Phase I private fundraising needed by June 1st. Olds reviewed the first quarter goals (January-March)

- Solidify positioning and branding for Township; integrate this with Acme Shoreline project case statement
- “Spokesperson” training and education regarding positioning, project integration and partnerships.
- Update and thank existing major donors
- Build and nurture relationships to secure additional major gifts/pledges for Shoreline initiative
- Raise public awareness through strategic earned media
- Plan publicity-related events and positioning outreach that will occur throughout the year

Committee members reviewed a handout regarding Gift Table and Financials that Olds had prepared. It represented 41 large gifts ranging from \$150,000.00 to \$1000.00 with total prospects of 132 relationships with donors. We will continue adding names to the gift table at the next meeting. Olds reviewed the Foundation gifts of \$170,000.00 received so far. Rotary Charities Grant of \$100,000.00 is still pending. Other foundations/~~donors~~ suggested were Schmuckal and Veliquette.

The next scheduled meeting is Wednesday, January 20, 2010, at 4:30 p.m.

MEETING ADJOURNED AT 4:30 p.m.