# EAST LANSING AGENDA

Downtown Management Board Meeting

11:00 AM - Wednesday, June 10, 2020
Zoom Meeting, 1-888-788-0099 Meeting ID: 848 6860 6277

## 1. OPENING

1.1. Roll Call

1.2. Approval of the Agenda

1.3. Approval of May 27, 2020 Meeting Minutes
   - May 27 Meeting Minutes

1.4. May Treasurer’s Report
   - DMB May Treasurer’s Report

1.5. Consideration of Limiting Public Comment to 2 Minutes Per Individual
   - Agenda Item Report - Pdf

## 2. PUBLIC COMMENT PERIOD

## 3. NEW BUSINESS

3.1. Request for Funding Dedicated to Support Outdoor Events and Activities Encouraging Patrons to Visit Downtown East Lansing
   - Agenda Item Report - Pdf

## 4. ADJOURNMENT
DMB Special Board Meeting Minutes-May 27, 2020

The Meeting Opened at 1:07 p.m.

Present: Cory Quinn, Audrey Yonkus, Mike Krueger, Chanelle Crouch, Justin Hewson, Ray Walsh, Tom Muth, James Croom

Absent: Jessy Gregg

1. OPENING
   1.1. Roll Call: At the taking of the Roll, Gregg was absent.
   1.2. Approval of Agenda: Crouch motioned to approve the agenda as written, Hewson seconded the motion. Vote: All yeas, motion carried unanimously.
   1.3. April Treasurer’s Report: Schlusler-Schmitt shared that there were no expenditures besides Direct Work Salaries and Benefits. She also noted that due to COVID-19, two events had been cancelled that the DMB provided sponsorship funds to. As a result, the DMB had received $1,100 in returned sponsorship funds. The DMB received a $600 return from the MSU Science Festival and $500 return from the East Lansing Jazz Festival Sponsorship. Schlusler noted that due to COVID-19, the DMB was not planning to host two Spring fundraising events. The events included the Taste & Shop Downtown East Lansing event, and the Spring Cocktail Soiree. As a result, staff had projected that nearly $2,000 of estimated revenue would be lost prior to the end of the fiscal year. Schlusler recommended that the DMB send out a fundraising letter to support the DMB, providing businesses and lending institutions incentives such as recognition at Summer and Spring events. Schmitt presented a draft fundraising letter for the board’s review. Or, Schlusler noted that the DMB did have enough money in its fund balance account to cover the shortfall and balance the budget. Board members discussed the fact that if fundraising was undertaken, money would not be directed to a specific event or to support businesses. Instead, it would simply offset the DMB budget. Some board members suggested that the fund balance should be utilized, so that funders were able to support the downtown businesses directly. Croom motioned to use the fund balance to cover the shortfall of this year budget; Hewson seconded the motion. Vote: All yeas, motion carried unanimously.
   1.4. Approval of the Minutes from April 16: Crouch motioned to approve the minutes as written; Muth seconded the motion. Vote: All yeas, motion carried unanimously.
   1.5. Consideration of Limiting Public Comment to 2 Minutes Per Individual: Schlusler explained the consideration of limiting public comment to 2 minutes per individual. Croom motioned to approve; Yonkus seconded. Vote: All yeas, motion carried unanimously.

2. PUBLIC COMMENT
   2.1. None.

3. NEW BUSINESS
   3.1. Consideration of Submission of MEDC Match on Main Grant Application: Schlusler explained to board members that the MEDC had launched a Match on Main Grant
Program, allowing organizations such as the Downtown Management Board to apply for funds, through partnerships with downtown businesses. Schlusler noted that all DMB businesses were provided the opportunity to partner with the DMB, by completing the Appendix C materials created and required by the MEDC. Schlusler noted that a press release and email correspondence was sent out on Friday, May 22 and another on Monday, May 26 making businesses aware of the partnership opportunity. The deadline for submission of materials was Tuesday, May 27 at 10:00 a.m. Schlusler noted that 12 businesses filled out the applications by the deadline, and three filled it out after the deadline. Schlusler stated that it was the board’s decision on whether to submit 12 of 15 applications to the MEDC, per the process approved earlier. Krueger asked if the deadline for submission was set by the MEDC or Staff. Schlusler indicated it was set by staff.

At this time, Yonkus noted that she had submitted a partnership and requested to be recused from the discussion. Walsh indicated the same. Krueger motioned to recuse Yonkus and Walsh from the vote; Croom seconded the motion. Vote: All yeas, motion carried unanimously. Krueger motioned to approve the applications of all 15 businesses for the grant, with a total requested amount of $3,333 per business; Croom seconded the motion. Vote: All yeas, motion carried unanimously.

4. **STAFF REPORTS**
   4.1. Special Assessment Roll 75, DMB Project: Schlusler shared that the Special Assessment was approved on May 26 by City Council. The Special Assessment will take effect on July 1 until June 30, 2021. The total assessment will be $44,407.

5. **WRITTEN COMMUNICATIONS**
   5.1. Letter to DDA from DMB Requesting Creation of Business Grant Program: Schlusler reported that at the request of the DMB for the DDA to support businesses financially, the DDA had launched a Business Relief Grant Program. 57 businesses were awarded $2,500 in grant funds. She noted a second grant cycle was scheduled to launch within one weeks’ time, providing an additional opportunity for businesses to receive grant funds.

6. **ADJOURN**
   6.1. Crouch motioned to adjourn at 1:39 p.m.; Hewson seconded the motion. Vote: All yeas, motion carried unanimously.
## DMB MONTHLY ACTIVITY ACTUAL YEAR TO DATE

<table>
<thead>
<tr>
<th>Revenues:</th>
<th>FY2019 YEAR END</th>
<th>FY 2020 AMENDED BUDGET</th>
<th>MONTHLY ACTIVITY</th>
<th>ACTUAL YEAR TO DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment - Real Property</td>
<td>$40,324.00</td>
<td>$40,325.00</td>
<td>$0.00</td>
<td>$40,324.00</td>
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<tr>
<td>Charges for Services</td>
<td>$3,143.82</td>
<td>$2,000.00</td>
<td>$0.00</td>
<td>$0.00</td>
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<tr>
<td>Contributions and Donations</td>
<td>$1,800.00</td>
<td>$4,500.00</td>
<td>$0.00</td>
<td>$700.00</td>
</tr>
<tr>
<td>Misc. Advertising Revenues</td>
<td>$22,500.00</td>
<td>$11,000.00</td>
<td>$0.00</td>
<td>$11,000.00</td>
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<tr>
<td>Interest Revenues</td>
<td>$0.00</td>
<td>$5,000.00</td>
<td>$0.00</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Reappropriated Fund Balance</td>
<td>$234.84</td>
<td>$200.00</td>
<td>$0.00</td>
<td>$191.41</td>
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<tr>
<td>Reappropriated Equity Encumbrance</td>
<td>$5,876.82</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$73,879.48</strong></td>
<td><strong>$63,025.00</strong></td>
<td><strong>$0.00</strong></td>
<td><strong>$57,215.41</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenditures:</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Work Order Salaries</td>
<td>$15,750.00</td>
<td>$15,750.00</td>
<td>$1,312.50</td>
<td>$14,437.50</td>
</tr>
<tr>
<td>Office Supplies</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Misc. Operating Expenses</td>
<td>$36.45</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Contract Services</td>
<td>$12,771.85</td>
<td>$15,750.00</td>
<td>$0.00</td>
<td>$14,929.62</td>
</tr>
<tr>
<td>Dues and Memberships</td>
<td>$250.00</td>
<td>$250.00</td>
<td>$0.00</td>
<td>$250.00</td>
</tr>
<tr>
<td>Equipment Charge/Repair</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$83.91</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Permits, License Fees, Assessments</td>
<td>$397.50</td>
<td>$400.00</td>
<td>$0.00</td>
<td>$320.50</td>
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<tr>
<td>Computer Rental</td>
<td>$1,500.00</td>
<td>$1,750.00</td>
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<td>$1,375.00</td>
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<tr>
<td>Other Internal Charges</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Misc. Operating Supplies</td>
<td>$0.00</td>
<td>$150.00</td>
<td>$0.00</td>
<td>$121.94</td>
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<tr>
<td><strong>Total Expenditures</strong></td>
<td><strong>$73,879.48</strong></td>
<td><strong>$63,025.00</strong></td>
<td><strong>$1,875.00</strong></td>
<td><strong>$57,172.62</strong></td>
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</tbody>
</table>

| Fund Balance                     | $2,060.00        | $1,911.71 Estimated to Be Taken From Fund Balance |

### Contract Services/Marketing Budget

#### Direct Advertising Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Budget</th>
<th>Monthly Activity</th>
<th>Actual Year To Date</th>
<th>Pending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Friday</td>
<td>$1,500.00</td>
<td>$0.00</td>
<td>$1,112.95</td>
<td>$0.00</td>
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<tr>
<td>Winter Glow Sponsorship</td>
<td>$2,000.00</td>
<td>$0.00</td>
<td>$2,000.00</td>
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<tr>
<td>Summer Concert Series Premiere Sponsor</td>
<td>$2,000.00</td>
<td>$0.00</td>
<td>$2,000.00</td>
<td>$0.00</td>
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<tr>
<td>Jazz Festival</td>
<td>$600.00</td>
<td>$0.00</td>
<td>$500.00</td>
<td>$0.00</td>
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<tr>
<td>MSU Science Festival Sponsor</td>
<td>$600.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
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<tr>
<td><strong>Total Direct Advertising/Events Subtotal:</strong></td>
<td>$6,600.00</td>
<td>$0.00</td>
<td>$5,812.95</td>
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#### Marketing Miscellaneous

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Budget</th>
<th>Monthly Activity</th>
<th>Actual Year To Date</th>
<th>Pending</th>
</tr>
</thead>
<tbody>
<tr>
<td>DMB Event Support/Digital Media Campaign</td>
<td>$9,975.00</td>
<td>$0.00</td>
<td>$8,533.72</td>
<td>$0.00</td>
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<td>2019-2020 Visitor's Guide/Wayfinding</td>
<td>$3,800.00</td>
<td>$0.00</td>
<td>$4,542.00</td>
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<tr>
<td>Promotions-Tote Bags/Be A Tourist</td>
<td>$2,950.00</td>
<td>$0.00</td>
<td>$2,036.89</td>
<td>$0.00</td>
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<tr>
<td><strong>Marketing Miscellaneous Subtotal:</strong></td>
<td>$16,725.00</td>
<td>$0.00</td>
<td>$15,112.61</td>
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<tr>
<td><strong>Total Direct Advertising/Marketing Misc. Budget:</strong></td>
<td>$23,325.00</td>
<td>$0.00</td>
<td>$20,925.56</td>
<td>$0.00</td>
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</table>

### Contract Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Budget</th>
<th>Monthly Activity</th>
<th>Actual Year To Date</th>
<th>Pending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday Decorations-Shine Lighting</td>
<td>$8,100.00</td>
<td>$0.00</td>
<td>$6,654.62</td>
<td>$0.00</td>
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<tr>
<td>Musicians/Vendor Contracts</td>
<td>$7,600.00</td>
<td>$0.00</td>
<td>$8,275.00</td>
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<tr>
<td><strong>Contract Services Budget</strong></td>
<td>$15,700.00</td>
<td>$0.00</td>
<td>$14,929.62</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

### Permits, License Fees, Assessments

<table>
<thead>
<tr>
<th>Category</th>
<th>Budget</th>
<th>Monthly Activity</th>
<th>Actual Year To Date</th>
<th>Pending</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASCAP, BMI, etc.</td>
<td>$400.00</td>
<td>$0.00</td>
<td>$320.50</td>
<td>$78.50</td>
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</tbody>
</table>
## DMB FINANCIAL REPORT

**May 2020 Expenditure Detail**

### PENDING REVENUES:
- School of Rock Great Pumpkin Walk Sponsorship $100.00

### EXPENDITURES:
- **Direct Work Order Salaries**
  - May $1,250.00
- **Direct Work Order Benefits**
  - May $437.50
- **Computer Rental**
  - May $125.00
Downtown Management Board
AGENDA ITEM REPORT

To: Downtown Management Board
Subject: Consideration of Limiting Public Comment to 2 Minutes Per Individual
Meeting: Special Meeting of Downtown Management Board-June 10
Department: Planning, Building, and Development
Staff Contact: Amy Schlusler-Schmitt,

BACKGROUND INFORMATION:

Due to the COVID-19 pandemic, the Downtown Management Board is holding its board meeting via the video conferencing platform Zoom. In correspondence with MCL 15.263(1), it is the recommendation of the City Attorney's Office that all City affiliated boards and commissions holding virtual meetings adopt a rule limiting public comment to 2 minutes per individual.

The recommended motion for consideration is "In order to maintain the order of an online public meeting, I move to adopt a rule pursuant to MCL 15.263(1) limiting public comment to two minutes per individual"
To: Downtown Management Board  
Subject: Request for Funding Dedicated to Support Outdoor Events and Activities Encouraging Patrons to Visit Downtown East Lansing  
Meeting: Special Meeting of Downtown Management Board-June 10  
Department: Planning, Building, and Development  
Staff Contact: Amy Schlusler-Schmitt,

BACKGROUND INFORMATION:

In response to Governor Whitmer lifting the Stay At Home Order, restaurants, retail, and service providers located within the Downtown Management Board district are beginning to open their doors.

At this time, the Downtown Management Board is being asked to consider a funding request to the East Lansing Downtown Development Authority in the total amount of $10,000 to support events, activities, and marketing opportunities that encourage visitors to patronize Downtown East Lansing now that the COVID-19 pandemic has subsided.

The new promotion could be titled “Nights in Downtown East Lansing” and encompass an eight-week campaign as follows:

1) Manage Weekly, Live Entertainment in Ann Street Plaza during the months of July and August to encourage patronage of the downtown; 2) Request a Use of Public Right of Way that Allows Downtown East Lansing Businesses to Place Goods, Products, or Promotions Directly Outside of Their Place of Business; and 3) Promote the Summer Nights in Downtown East Lansing event through marketing or public relations initiatives. A more detailed description of each proposed activity can be found below:

Live Entertainment- Weekly entertainment could be booked on a week-day (perhaps Tuesday or Wednesday) and be family-friendly in nature. For example, magic shows, puppet shows, book readings, etc. could be booked while facilitating social distance requirements. The goal of this activity it to attract families into the downtown during the dinner hour, enjoy live entertainment, and patronize restaurants and retail locations.

Request Use of Right of Way-The Downtown Management Board could rent 50, 6 ft. banquet tables for a time period of 8 weeks and offer them to businesses for use for free on a first come, first serve basis for free. The intent is for businesses to place items outside for sale or promotion, inspiring an atmosphere of community engagement.
Marketing/Promotion-The Downtown Management Board and Downtown Development Authority could spend funds on marketing of the event, through the purchase of social media ads, signage, etc. In addition, the Downtown Management Board has received a quotation from public relations firm Piper & Gold that could be fitted to meet the needs of promotion for either this event, or, specific support to downtown businesses by creating social media ads, creating business toolkits, and messaging that encourages persons to support Downtown East Lansing businesses during this time.

Enclosed please find informational materials as they relate to the request for $10,000

1) Spreadsheet providing budgeted prices for each activity
2) Project Proposal from Piper & Gold

Staff looks forward to discussing this request during the June 10, 2020 Special Downtown Management Board Meeting.

ATTACHMENTS:
Summer Nights in East Lansing Quotations
Downtown EL Reopening Supports Proposal
Summer Nights in Downtown East Lansing Proposal

Activity 1: Programming in Ann Street Plaza
Timeline: July 6-August 24 (8 Weeks of Programming)
Mid Week (Tuesdays or Wednesdays)-Family Oriented Programming
Total Cost: $5,000

Activity 2: Request for Use of Right of Way to Support Businesses
Timeline: July 6-August 24
Rental of Tables & Quick Covers for Businesses to Place Outside Their Locations
50 Tables-8 Weeks $17.00 per table; 50 Tables-$1,700 ($850 per month)
Slip Covers-8 Weeks $3.00 per slip cover; 50 covers-$300 ($150 per month)
Total Cost-$2,000

Activity 3 Marketing & Promotion of Summer Night in East Lansing
Support of Businesses through Public Relations Initiatives/Social Media-$3,000
Total Cost: $3,000

Other Budget Considerations:
Activity 1 Funded at $7,000 (funding for more programming)
Activity 2 Funded at $2,000
Activity 3 Funded at $1,000 (no public relations partnership/social media and print media buy)
POTENTIAL PROJECT SCOPES:

It’s heartbreaking, devastating, strange, uncomfortable times.

When we heard nearly 2,000 businesses applied for the region’s 60 Michigan Small Business Relief Fund grants, our hearts broke. But we KNOW we can help.

This proposal outlines how Piper & Gold can support the City of East Lansing Downtown Management Board, or Downtown East Lansing, in providing social media services to help drive traffic to Downtown East Lansing, safely and sensitively, whenever it’s safe and legal to do so again.

We believe in social media and campaigns. And as we’ve emphasized before, we think there’s real potential to help the businesses help themselves, because we believe in the collective power of Downtown EL’s businesses coming together. Here’s how we think we can help.

SCOPE OF WORK

DEVELOPMENT AND IMPLEMENTATION OF A FOUR WEEK SOCIAL MEDIA CAMPAIGN:

Whether four, six or eight weeks, the development of a campaign concept and content strategy will require the bulk of the work, making scaling up the implementation relatively cost effective.

THE DELIVERABLES:

- Development of two to three social media campaign concepts, emphasizing safety, shopping local and other topically relevant messaging at the time of launch.
- Development of content and graphics for four weeks.
- Scheduling, engagement and monitoring of social media channels for four weeks.
- Development and management of any boosted posts or ads.
- Any necessary meetings, administrative calls or conference calls as a result of the process.

CAMPAIGN DEVELOPMENT AND FOUR WEEKS OF CONTENT AND MANAGEMENT: $7,800

- ADDITIONAL TWO WEEKS OF CONTENT AND MANAGEMENT (SIX TOTAL): $2,400
- ADDITIONAL TWO WEEKS OF CONTENT AND MANAGEMENT (EIGHT TOTAL): $2,400
- PAID ADVERTISING BUDGET RECOMMENDATION: $1,000-1,500 per week

ADDITIONAL SUPPORTIVE SERVICES FOR BUSINESSES:
There are a number of additional supportive services for businesses as they reopen and recover from the devastation economic and social impacts of COVID-19. A series of services could be developed and provided for businesses based on wants and needs.

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webinars</td>
<td>Delivery of a 45 to 60 minute live webinar with a recording available for viewing. Webinars will include a presentation of information, Q&amp;A with participants and a resource document with supplemental information on the topic.</td>
<td>$800 per webinar</td>
</tr>
<tr>
<td>Topics could include:</td>
<td>• Reengaging your customer base.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Telling your unique business story to build connection and support.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Social media in a post-COVID world.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Communicating customer and employee safety in the press and social media.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• New tools and innovations for communicating in the age of coronavirus.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Building relationships in the e-commerce world.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Communications strategies for service businesses.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Leveraging video to simulate in-person experiences.</td>
<td></td>
</tr>
<tr>
<td>Branded Canva templates and suite:</td>
<td>Development of a Downtown East Lansing branded suite of Canva templates businesses can use to personalize for social media, flyers and posters, newsletters and elsewhere.</td>
<td>$1,000</td>
</tr>
<tr>
<td>Development of toolkits and guides for businesses in critical re-opening areas.</td>
<td>Topics could include:</td>
<td>$1,250 per guide</td>
</tr>
<tr>
<td></td>
<td>• Telling your unique business story to build connection and reengage your customer base.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Communicating in a post-COVID world: How to be sensitive to circumstances in the press, social media and direct marketing.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Communicating customer and employee safety in the press, social media and direct marketing.</td>
<td></td>
</tr>
</tbody>
</table>
### New tools and innovations for communicating in the age of coronavirus.

**Customizable press release templates:** Many businesses will have shared benchmarks to communicate to the public via media. A series of five common templates will allow businesses to quickly update media and the community of their plans.

**Topics could include:**
- Different phases of re-openings.
- Reactions to executive orders.
- Crisis reaction to a positive employee or customer coronavirus case.
- Sale or special digital event or offering.
- Launch of services connected to COVID-19 or new products or services.

$1,500 for all five templates

Piper & Gold has a project minimum of $3,000. We find this is necessary for us to truly be able to provide the level of service and value to our clients that we (and they) expect. For this project, we’d be happy to tackle any of the different elements of business support services, with a project minimum totaling at least $3,000.

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### ABOUT US

We believe words have power. The power to change a family, a community, or just one person’s life. And we use those words to make our community – and the world – a better place. At P&G, we’re committed to using our skills for good and to help nonprofits, government agencies and small businesses make a difference. Our boutique-sized team services our clients virtually and from our office in Lansing’s REO Town.

Piper & Gold LLC is a woman-owned business registered in the state of Michigan. P&G holds a Disadvantaged Business Enterprise Certification and was recognized by the Michigan Small Business Development Center as a 2017 Best Small Business, one of only 12 recognized of the more than 6,000 businesses the center serves statewide.

**KATE SNYDER, APR: PRINCIPAL STRATEGIST & OWNER**

kate@piperandgold.com

Kate Snyder focuses her head and heart on creating communication that makes our world better for everyone. She is dedicated to uplifting women in business, she’s a passionate advocate for the arts, and she makes it her mission to ensure those without a microphone are heard loud and clear.

Kate is a savvy PR practitioner and veteran strategist who inspires and empowers her clients to connect with their audiences and customers in new, dynamic ways.
She writes and speaks about working with government, nonprofits and businesses to be more conscious of their messages, build valuable relationships, and always – ALWAYS – focus on how their efforts connect to their strategic goals and purpose. Kate has built an award-winning business committed to doing big work in a small community, and her extensive PR expertise and passion will motivate you to do the same. She believes in the power of stories to help her clients move their audiences to action. Yes, even government agencies can tell stories. And they should.

Kate is tapped to speak at conferences around the country on the importance of strategy in social media, building community relations programs and delivering media relations with a customer service attitude. Kate takes community service seriously, lending her time, talent and treasure to the Impression 5 Science Center and Wharton Center for the Performing Arts, among others.

Kate earned a master’s degree in integrated marketing and communications and a bachelor’s degree in interdisciplinary humanities. (Her mom is freakishly proud of the latter even though no one really understands what it is.) She pays it forward by teaching public relations at Michigan State University and several other institutions.

Kate is a proud Disneyphile, an unabashed musical theater geek and professional caller-of-bullshit. She’s at her best under a deadline or in front of a crowd – two things that make mere mortals quake.

She’s a resident of #LoveLansing, where she shares her home with her lumberjack husband and their precocious, stylish child.

**Results:**
- Leading P&G team to more than 50 local, regional and national communications awards, including Hermes Creative Awards for the launch of Impression 5’s dynamic FLOW exhibit, a Scary Mommy editorial challenging legislators to protect the adoption tax credit and the Michigan Public Health Institute’s strategic communications plan, as well as for P&G’s own internal promotions work.
- Recognized by the Michigan Small Business Development Center as a Best Small Business, one of only a dozen recognized out of more than 6,000 statewide.
- Helping the Impression 5 Science Center reinvent its message and voice, shifting focus from exhibits and programs to spotlighting its unique ability to help children keep their sense of wonder.
- Conducting a massive undertaking not unlike herding cats. Led and developed the award-winning public feedback process for Shaping the Avenue, an immense initiative covering an 8.5-mile stretch of the region’s key corridor. Compiled input from five municipal partners, dozens of community stakeholders and hundreds of engaged citizens to help redesign the buildings, land use and movement of vehicles along this vital route.

**LISA ASSENMACHER: CREATIVE STRATEGIST**

lisa@piperandgold.com

As the creative strategist for Piper & Gold, Lisa work with clients to interconnect messages in a visual way, helping them resonate with their audiences. With more than 10 years of experience in working with nonprofits, small businesses and large corporations, Lisa specializes in the ability to combine strategic and pragmatic design to create beautiful – and effective — results.

**Results:**
- Lisa spent nearly 10 years working with the Michigan Department of Transportation working to digitize and standardize the state mapping system to be consistent and user-friendly for the public.
• As the board chair for the Saginaw Oakland Corridor Association, Lisa lead the transition to become an independent nonprofit. While fundraising, she managed volunteers and maintained existing programming while working to develop a strategic plan and long-term sustainability.
• As the Community Economic Development of Michigan’s (CEDAM) Communication and Training Specialist, Lisa created a unified brand for the organization and strategic communications, and training programs that helped leverage their members’ work and tell their stories. After crafting a communications plan based on an overall audit of existing content and needs, she increased the organization’s followers on social media by an average of 135 percent, engagement in digital newsletters by 5 percent and she eliminated print waste while saving money through careful planning and efficient design combined with digital solutions. Lisa also developed curriculum to assist member organizations with marketing and brand development. She has presented to various communities as well as within a workshop setting.

CASSIE COTTON: ASSOCIATE STRATEGIST
cassie@piperandgold.com

Cassie Cotton is fueled by mission-driven work and coffee. As Associate Strategist for Piper & Gold Public Relations, she blends her communications expertise with her passion for building relationships to help P&G’s clients make authentic connections with their audiences.

Cassie is an expert project manager with a futuristic mindset, and she’s at her best when she is working to solve complex problems with creative solutions.

She previously served as the marketing brand manager for Michigan State University’s Residence Education and Housing Services, leading the strategic initiatives promoting campus life. She holds a B.A. in public relations and business with an art minor from Coe College in Cedar Rapids, Iowa, and is working toward her master’s in strategic communication at Michigan State.

Cassie is driven to help students and young professionals find their purpose — something she discovered while mentoring a team of student brand ambassadors at MSU.

When she’s not plotting strategy, Cassie can be found traveling and eating all the food with her adventurous-yet-chill husband, Charles. They live in Lansing with their two dogs, Ray and Ella, and their cat, Louis.

Results:
• Managed as many as 20 marketing campaigns at once for MSU’s Residence Education and Housing Services, serving more than 16,000 students and their families.
• Single-handedly created and implemented a Certified Nursing Assistance program at Eaton County Health and Rehabilitation Services, taking more than 85 uncertified applicants and training and mentoring them into nursing assistants within a five-month period.
• Developed a comprehensive recruitment plan for K-12 schools focusing on increasing enrollment and retention for the district.

We support our team:
We proudly offer a robust benefits package to our employees including 100 percent paid vision and dental, domestic partner benefits, unlimited vacation and 10-week paid parental leave for any new parent including birth, surrogacy and adoption. We’re incredibly proud of how we treat our employees and we think it shows in the quality of talent we attract and retain.

**OUR BREAD & BUTTER**

**STRATEGY AND PLANNING**
From focus groups to communications plans, we ensure our clients have a solid strategy and foundation to keep communications tactics focused on goals and ROI. We work with each client to identify target audiences and appropriate measurable objectives, as well as build out additional needed plans such as crisis communications and social media strategies.

**MEDIA RELATIONS**
Research from Nielsen shows 61 percent of North American audiences say they “trust completely” or “trust somewhat” editorial content such as newspaper articles, making it among the most trusted forms of outreach. Media relations can expose an organization to new audiences, keep it top-of-mind with its target audiences and serve as a third-party validation while answering questions. Our team uses the top tools and techniques to build meaningful media relationships that result in exposure and opportunities for our clients.

**DIGITAL MEDIA**
Whether it’s building social media pages and profiles or connecting with bloggers, we focus on ensuring the tactics are in line with solid strategies and are directly contributing to the communications goals. With that focus in place, digital media can be a powerful tool to build relationships and start conversations with an organization’s audiences.

**WRITING**
Writers see the world differently, and we see writing differently. We know words have power, and we have an arsenal of writing tools at our disposal to help educate, inform and change minds. From op-eds to white papers, features to creative copy, we tackle each writing project with one goal in mind – what is the most important thing we want people to walk away remembering?

**VISUAL STORYTELLING**
The ability to tell our stories visually to engage and connect with audiences is now a must for PR. We pair images with our words to draw people in and create the emotional connections that will truly help an organization’s key messages to resonate and stick.

**COMMUNITY RELATIONS AND GRASSROOTS ADVOCACY**
We pride ourselves on helping identify and facilitate partnerships and opportunities that lead to mutually beneficial outcomes for our clients. We start by exploring existing relationships, building grassroots lists and setting clear goals and expectations to ensure partners are informed and engaged, ultimately transforming them into advocates for our clients’ and their brands.

**ACHIEVEMENTS IN MARKETING AND PUBLIC RELATIONS**
We don’t mean to brag, but … let’s be honest – it’s hard to talk about being good at what we do. And, even though it’s awkward to talk about it, we’ve got to. We are good at what we do. Since 2015, we are the proud recipients of more than 50
local, regional and national communications awards, including Hermes Creative Awards, Public Relations Society of America PACE Awards, American Advertising Federation ADDY Awards and Association of Marketing Communication Professionals MARCOM Awards.

Here are some of our recent accomplishments:

2018
CMRPSA PACE Awards
- Pinnacle Award: Tracking your CATA bus? There’s an app for that - Marketing Consumer Products and Services Campaign
- Award of Excellence: Michigan Apple Committee Traditions 2017 Social Media – Social Marketing Campaign
- Award of Excellence: Lansing SAVE Focus Groups – Research

Hermes Creative Awards
- 2018 Platinum Winner: Michigan Apple Committee Traditions 2017 Social Media – Social Marketing Campaign
- 2018 Platinum Winner: Capital Area Michigan Works! – Strategic Plan, Strategic Programs
- 2018 Gold Winner: Impression 5 Science Center – FLOW Grand Opening Media Event, Pro Bono
- 2018 Gold Winner: Choice Network #NAM2017 – Electronic, social and interactive media campaign
- 2018 Gold Winner: Scary Mommy Editorial – Media relations, online placement
- 2018 Gold Winner: Blog – Social media and blog writing
- Honorable Mention Winner: REMC Classroom Makers – Print media, integrated marketing campaign
- Honorable Mention Winner: Capital Area Michigan Works! – Strategic Communication Plan
- Honorable Mention Winner: Capital Area Michigan Works! – Print media, publications annual report

American Advertising Federation ADDY Awards
- Silver Award: IRRC Rebrand
- Silver Award: P&G: The arts matter – Ad Industry Self-Promotion Print Advertising
- Silver Award: Michigan Apples: Part of your story – Social Media Campaign
- Silver Award: 2017 Renegade Theatre Festival – Integrated Brand Identity Campaign
- Silver Award: Michigan Apples: Part of your story – Illustration
- Silver Award: Ingham County Land Bank: RENT a home – Posters/Art Direction

WHAT YOU CAN EXPECT FROM US

We pride ourselves on being excellent at what we do, and ensuring our clients experience exceptional customer service while getting results.

As a partner with P&G, here’s what you can expect from us:
- A dedicated senior strategist who is both your primary do-er, responsible as your day-to-day point of contact who keeps everything in order and moving forward and who will provide overarching strategic recommendations and use her talents to craft messaging, participate in regular priority meetings and be a strategic voice in brainstorming, among other things.
o Access to the full Piper & Gold team to support our communications efforts together. Your senior strategist will coordinate the team’s involvement to keep it easy for you, but still give access to the team’s creativity, innovative ideas and meaningful solutions.

o Quality work you can trust. We strive for fab in everything we do, and actively work to meet that high standard in our projects. We know a simple typo can undermine credibility and tarnish a brand and we pride ourselves on quality, creative work. We have a robust internal process with tools and checks to help our work shine on your behalf.

o A sophisticated and efficient operations process. At P&G, one of our #Truths is “There’s always room to improve.” We believe in smart planning and even smarter implementation. That’s why we use organizational tech tools like Basecamp, Dropbox and Slack to keep us on task and accountable for all project plans and deadlines. Our review process makes use of these tools so multiple sets of eyes – including yours, of course – get a chance to review and provide feedback, ensuring the best quality in our deliverables. We’ll work together with your team to determine the best use of these tools for your team to ensure a smooth and worry-free process for you.

o A responsive team delivering the best in customer service, providing project updates, answering your questions and staying connected to your team. We want you to love working with us, and we want to love working with you.

o Regular meetings and calls to review priorities, tactical status updates and check-ins for both teams. We want to be part of your team and flexible to your needs as new challenges present themselves or updates are needed. We find these regular and consistent touchpoints are a must.

o Clear measurement and accountability. We’re big proponents of evaluating our strategies, making note of successes and altering what isn’t working. Providing reports and analytics will keep your team updated while holding our team accountable in achieving CS Partners’ goals. Our check-in meetings serve as great opportunities to review our efforts and collaborate on next steps.

Nothing makes us prouder than a happy client. In a recent email, one client had this to say, and it just made us beam:

“Our staff will do whatever it takes to produce top notch work, putting their clients before themselves often. The employees deeply care about their work and they care about their client’s satisfaction. You’d be hard pressed to find another company with as much drive and motivation as the Piper & Gold team. They have helped us outline clear, measurable and achievable PR and communications goals for our organization. They have helped to guide us through five years of progress which has naturally evolved and they have been great at helping to navigate and react to change and achievement. They’ve been successful in helping us improve our community engagement efforts and educating the community about our organization as a necessary resource. They've assisted in fund development strategies, grant writing and networking - all aside from basic public relations support. I've worked with a few other local industry competitors at previous places of employment and Piper & Gold are second to none.”