



GRAND VALLEY METROPOLITAN COUNCIL

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CEDAR SPRINGS COOPERSVILLE • COURTLAND TOWNSHIP • EAST GRAND RAPIDS • GAINES TOWNSHIP • GEORGETOWN TOWNSHIP • GRAND RAPIDS • GRAND RAPIDS TOWNSHIP • GRANDVILLE
GREENVILLE • HASTINGS • HUDSONVILLE • IONIA • JAMESTOWN TOWNSHIP • KENT COUNTY • KENTWOOD • LOWELL • LOWELL TOWNSHIP • MIDDLEVILLE • OTTAWA COUNTY
PLAINFIELD TOWNSHIP • ROCKFORD • SAND LAKE • TALLMADGE TOWNSHIP • WALKER • WAYLAND • WYOMING

GVMC BOARD MEETING

December 6, 2018

8:30 a.m.

City of Wyoming Offices
1155 28th St. SW

1. Welcome
2. Quorum Call
3. Approval of Minutes – Attached
4. Oath of Office – Sandy Stelma, Village of Caledonia; Rachel Gokey, Village of Sand Lake
5. Communications Proposal – Attached
 - Approval of Contract
6. Transportation Activities Update – Abed Itani
7. January Board Meeting
8. Adjourn

GRAND VALLEY METRO COUNCIL

Board Meeting

October 4, 2018

8:30 a.m.

Kent County Commission Chambers

MINUTES

1. Call to Order

Mike DeVries called the meeting to order at 8:30 a.m.

Members Present:

Nora Balgoyen	At-Large Member
Ken Bergwerff	Jamestown Township
Wayman Britt	Kent County
Mike Burns	City of Lowell
Tom Butcher	GVSU
Deb Diepenhorst	Cannon Township
Mike DeVries	Grand Rapids Township
David Dewey	Village of Sand Lake
Brian Donovan	City of East Grand Rapids
Joshua Eggleston	City of Wayland
Kevin Green	Algoma Township
Carol Hennessey	Kent County
Mark Huizenga	City of Walker
Diane Jones	Kent County
Steve Kepley	City of Kentwood
Brenda McNabb-Stange	City of Hastings
John Niemela	City of Belding
Jack Poll	City of Wyoming
Megan Sall	City of Wyoming
Al Vanderberg	Ottawa County
Cameron VanWyngarden	Plainfield Township
Mark Washington	City of Grand Rapids
Patrick Waterman	City of Hudsonville
Lynne Wells	City of Grand Rapids
Duane Weeks	Village of Middleville

Members Absent:

Rick Baker	At-Large
Rob Beahan	Cascade Township
Thad Beard	City of Rockford
Robyn Britton	Nelson Township
Dan Carlton	Georgetown Township
Rob DeWard	Gaines Township
Jason Eppler	City of Ionia
Adam Elenbaas	Allendale Township
George Haga	Ada Township
Jerry Hale	Lowell Township
Brian Harrison	Caledonia Township
Jim Holtvluwer	Ottawa County
Tom Hooker	Byron Township
John Hoppough	City of Greenville
Mike Krygier	Courtland Township
Greg Madura	Alpine Township
Steve Maas	City of Grandville
Karen McCarthy	At-Large
Jonathan Seyferth	City of Coopersville
Julius Suchy	Village of Sparta
Mike Verhulst	City of Grand Rapids
Mike Womack	City of Cedar Springs
Open	Tallmadge Township
Open	At-Large Member

Others Present:

John Weiss	Grand Valley Metro Council
Gayle McCrath	Grand Valley Metro Council
Abed Itani	Grand Valley Metro Council
Wendy Ogilvie	Grand Valley Metro Council
Eileen Boekestein	Grand Valley Metro Council
Jason Moore	Grand Valley Metro Council
Mark Rambo	City of Kentwood
Chris Brown	GVMC
Holly Johnson	The Frey Foundation
Leslee Rohs	The Frey Foundation

2. Minutes

MOTION – To Approve the September GVMC Board Minutes. MOVE – Poll. SUPPORT – Jones. MOTION CARRIED.

3. Public Comment

None

4. Oath of Office – Mark Washington, City of Grand Rapids

Grand Rapids Mayor Rosalyn Bliss reported she would be stepping down from the GVMC Board and the City of Grand Rapids has appointed new City Manager Mark Washington to replace her on the Board.

Mike DeVries thanked Mayor Bliss for her participation and support of the Metro Council. He welcomed Mark Washington and administered the Oath of Office.

Mark Washington addressed the Council and stated he was happy to be a part of the Board and looked forward to working with everyone.

5. Frey Foundation Housing Innovation Call for Ideas

Holly Johnson and Leslee Rohs of the Frey Foundation presented to the Council on the Frey Foundation’s Housing Innovation Initiative.

An award of up to \$150,000 will be granted to an agency or partnership submitting an innovative, actionable plan, concept or collaboration to effectively reduce the number of ALICE families spending more than 30 percent of their monthly income on housing. Submissions will be accepted from September 21 – October 29 and will be evaluated by an external, multi-sector advisory panel coordinated by GVMC.

6. Environmental Education

Eileen Boekestein of Education Specialist for GVMC Environment Programs updated the Council on GVMC education initiatives.

In the past year, GVMC’s Environmental Education Program has grown substantially. Through strong community partnerships, GVMC and the Lower Grand River Organization of Watersheds (LGROW) have engaged thousands of students and families in learning about and acting to protect, the Lower Grand River Watershed. This reach is possible due to collaboration with cities, counties, villages and townships as well as schools, environmental organizations and funding organizations.

2017-2018 Activities and Accomplishments

- Stormwater Education with MS4 Communities: 175 Students
- Stream Cleanups: 50+ Students
- Green Infrastructure Projects: 250 + Students
- Water Quality Monitoring: 275 Students

- Agricultural Education: 385 Students
- Community Events: 2,000 Students
- Grand Rapids Whitewater Summer Program: 9 Students
- STREAM Girls: 72 girls and counting
- Groundswell / GVSU Partnership: 5,000 + students annually plus involvement in 4 professional development workshops for teachers and development of 3 Grand River themed lesson plans for classrooms.

7. Michigan Infrastructure Council

John Weiss reported that as a result of the work that was done in the Infrastructure Asset Management Pilot program, the State of Michigan has created the Michigan Infrastructure Council, of which he has been appointed Chair. As part of that initiative, the Water Asset Management Council was also created. Members of that Council include Cameron Van Wyngarden of Plainfield Township and Doug LaFave of the City of East Grand Rapids.

8. Legislative Dinner October 25 at Boulder Creek

Gayle McCrath reported GVMC will hold a Legislative Dinner at Boulder Creek on October 25 at 6:00 p.m. GVMC members as well as the members of their Boards / Councils / Commissions are invited. The dinner is generously sponsored by ITC.

9. November Board Meeting Cancellation

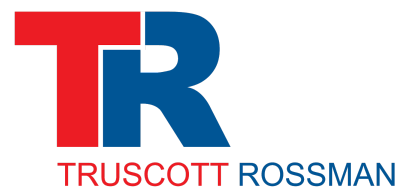
MOTION – To Cancel the November GVMC Board Meeting. MOVE – Vanderberg. SUPPORT – Jones. MOTION CARRIED.

10. Adjourn 9:45 a.m.

GRAND VALLEY METROPOLITAN COUNCIL

Request for Proposal Submission

May 4, 2018



SITUATION ANALYSIS

Grand Valley Metropolitan Council (GVMC) is a regional planning organization comprised of 38-member communities throughout West Michigan. It provides collaboration, coordination, and planning services for its members. GVMC works to bring federal and state funding to the region for public projects involving transportation, infrastructure, storm water and water quality. As part of their membership, GVMC communities obtain funding and planning services that equal many times their annual fees. Some member communities have realized a return on investment of 1,200-1,500 percent over the past five years. Since 2012, GVMC has obtained more than \$560 million in state and federal funding for its member communities, including \$175 million in 2017 in transportation funding alone. This data clearly demonstrates the impact GVMC has had for its members and the region.

While GVMC's value to its members is clear, the organization's success stories have not always been clearly communicated to the public, the GVMC member municipalities or relevant elected and appointed officials. By strengthening its communications practices, GVMC can improve public and stakeholder awareness of its accomplishments.

As a bipartisan, statewide strategic communications firm with offices in Grand Rapids, Lansing and Detroit, Truscott Rossman has the experience and connectivity in our home markets to meet the communications needs of GVMC. John Truscott, Kelly Rossman-McKinney and now Ron Fournier lead a talented team of communications specialists committed to delivering the right message, to the right audience, at the right time. Our firm represents dozens of statewide and regional clients. Some of our most relevant client work to GVMC includes providing communications services to the Michigan PFAS Action Response Team, the Michigan League of Conservation Voters, Experience Grand Rapids, Grand Rapids Whitewater, the City of Grand Rapids Vital Streets initiative and the West Michigan Shoreline Regional Development Commission's Port of Muskegon initiative. Our breadth of experience and geographic reach give our clients the best opportunity for communications success.

In early 2018, Truscott Rossman created a strategic communications plan for GVMC. Our plan identified three primary communications strategies for GVMC;

- Enhance public awareness and understanding of GVMC's work
- Strengthen communication among new and existing GVMC member communities
- Establish regular communication with relevant state and federal officials about the work performed by GVMC

Our firm now stands ready to assist you in carrying out these strategies and achieving your communications goals.

Thank you for allowing us to submit our company information as part of the Request for Proposal process. We welcome the opportunity to answer your questions regarding this proposal and working with you in the future.

BACKGROUND

Truscott Rossman was formed in January 2011 when Michigan's top two communications firms teamed up to create the leading bipartisan strategic communications agency in the state. Our award-winning team of strategists, media and community relations specialists, digital media experts, and communicators provide a perfect blend of communications strategy and cutting-edge client service.

Truscott Rossman has maintained its high standard of excellence by applying a consistent approach for each of our clients: we help clients develop the right messages and share them with the right audiences at exactly the right time using innovative and effective communications strategies and tactics.

Our founders Kelly Rossman-McKinney and John Truscott have more than 50 years of communications strategy and media relations experience between them. They've been ranked Michigan's No. 1 and No. 2 most effective public relations professionals in every MIRS/EPIC- MRA survey of Capitol insiders that has been conducted – in 2004, 2007, 2009, 2011, 2013, 2015, and 2017. While Rossman-McKinney is retiring at the end of May, Truscott Rossman has added Ron Fournier as its new president. Fournier is the former publisher and editor of Crain's Detroit Business. Before returning to his native home of Detroit, he spent a majority of his career as an award-winning journalist in Washington, DC as a columnist for the Atlantic, editor-in-chief of the National Journal and Washington Bureau Chief for the Associated Press.

EXPERTISE

Truscott Rossman's team includes former journalists with an eye for a good story, strategists who love nothing more than planning an award-winning campaign and digital media experts who stay on top of the latest communications tools and tactics.

1. Strategic Communications
2. Crisis Communications/Issue Management
3. Media Relations
4. Corporate and Consumer Communications
5. Digital Media
6. Public Affairs
7. Community Relations
8. Grassroots and Ballot Initiatives

INDUSTRIES SERVED

Truscott Rossman serves a wide variety of clients in an array of industries. While the audience and goals may change across sectors, all organizations require integrated, strategic communications that provide a maximum return on investment (ROI).

1. Public Affairs
2. Nonprofit/Community Ventures
3. Automotive
4. Healthcare
5. Commercial Real Estate
6. Energy/Utilities
7. Technology
8. Tourism
9. Legal
10. Transportation

OUR APPROACH

Truscott Rossman sets itself apart with our strategic planning and process. We approach every communications challenge strategically and deliberately using a proven formula outlined in the following pages.

This process has already been applied to the communications plan we produced for GVMC and is the foundation we would use on each specific project to ensure we're achieving the desired outcome. From the start, we will work closely with the GVMC leadership to ensure the goals set in the communications plan are ready to be implemented. From there, we will develop and implement effective messaging and tactics, measure results, and adjust our work as necessary to ensure key metrics are being met.

8-STEP APPROACH

The strategic communications plan delivered in February outlines our 8-step process as applied to GVMC. The following information provides greater detail of this, and can be used as an example of how we will approach our work with GVMC.

1. Situation Analysis

The first step in our process is a discovery interview with our client that includes an initial review of all existing communications strengths, weaknesses, opportunities and threats, including working with them to identify any necessary research to inform our strategies. This process has already been started through our initial discussions but will continue in more depth should we move forward.

2. Identify Goals & Objectives

We collaboratively define concrete goals and objectives, charting a clear path to success. Before launching any public relations effort, we set clearly defined and measurable results whenever possible to ensure both our team and the client's team are united in what must be achieved.

3. Research

Research is the cornerstone of any strategic communications plan. The insights gained can have invaluable impacts on the messages used, the audiences targeted and the tactics that are employed. The types of research undertaken vary based on the goals and budget for each client. Oftentimes research will include qualitative and quantitative measures such as focus groups and opinion polls.

4. Target Audiences

We apply research to define who the key audiences are that must be reached to achieve the goals and objectives. We break down the key audiences as specifically as possible to ensure that our tactics effectively reach the intended stakeholders.

5. Messaging

Utilizing research and the situation analysis, we craft key and secondary messages to best motivate target audiences to take specific actions. The overall message hierarchy, consisting of key and secondary messages, proof points, and calls to action, forms the foundation upon which all future communications and collateral materials are based.

6. Messengers

We identify who are the most credible individuals who can carry our client's messages forward. We also determine which messengers are most likely to appeal to each audience. If needed, we can provide training and coaching to ensure each messenger is able to effectively deliver the messages via media interviews, public speaking events, video testimonials or any other communication methods.

7. Select Communications Tools and Tactics

We work with our clients to determine what communications tools, tactics and strategies can best deliver the messages and proof points to the key audiences. The exact tools and tactics are ultimately based upon the collaborative, goal-driven strategic plan, as well as the timeline and budget. Tactics often include a combination of proactive and reactive media relations (print, radio and TV), social media, public speaking engagements and paid advertising.

8. Evaluation

We will define mechanisms that can be put in place to measure whether goals and objectives are being achieved. As a part of our process, we constantly pay close attention to results because we know everything we do must produce the greatest ROI possible. If objectives are not being met, communications strategies and tactics are revised to maximize our client's success.

EDUCATION, EXPERIENCE AND BIOGRAPHIES OF CORE TEAM AND STAFF

Truscott Rossman has identified a core team to work with GVMC. The team, listed below, is based on matching areas of expertise with your needs. As other needs arise, you will have access to all members of the Truscott Rossman staff.

Strategic Counsel as of June 1:



John Truscott, CEO and Principal

John Truscott is one of the foremost strategic communications experts in Michigan. When you need to develop a message, assemble a strategy, generate publicity or make a new connection, nobody does it better. Having served the governor of Michigan and worked on the Senate and House staff, he possesses a depth of knowledge and breadth of experience few can match. For more than a decade, John served as Director of Communications and Press Secretary to Michigan Gov. John Engler. When he began his work in the Engler administration, John was the youngest press secretary in the country and became the longest serving press secretary for any governor. John has led communication strategy for multiple campaigns for statewide office, including the DeVos for Governor and Hoekstra for Governor campaigns, and took part in the Bush/Cheney transition office. John is the former chairman of the Lansing Regional Chamber of Commerce and is a member of the Sparrow Hospital Foundation Board of Directors. He serves on the Board of Directors of the Economic Club of Grand Rapids and was a member of the Regional Air Alliance of West Michigan. He is the past statewide chair of Ele's Place.



Ron Fournier, President

Ron Fournier is the former publisher and editor of Crain's Detroit Business and now serves as president at Truscott Rossman. A Detroit native, he began his family and career in Arkansas, covering then-governor Bill Clinton before moving to Washington in 1993, where he covered the White House and national politics for The Associated Press during the administrations of Clinton, George W. Bush, and Barack Obama. A former columnist for the Atlantic, editor-in-chief for the National Journal, and Washington Bureau Chief for The AP, Fournier also served as a 2005 fellow at the Harvard Institute of Politics, where he co-wrote the New York Times best-seller "Applebee's America." For several years, he served on the Harvard IOP Board of Advisors. Before returning to Detroit in the fall of 2016, Fournier published a parenting memoir, "Love That Boy: What Two Presidents, Eight Road Trips, and My Son Taught Me About a Parent's Expectations." It debuted No. 10 on Amazon.com and was a New York

Times best-seller. Fournier holds the Society of Professional Journalists' Sigma Delta Chi Award for coverage of the 2000 presidential election, and he is a four-time winner of the prestigious White House Correspondents' Association Merriman Smith Memorial Award.

NOTE: Co-founder and current CEO Kelly Rossman-McKinney is retiring May 31.

Account Leads:



Tim Dye, Vice President - West Michigan

Tim heads Truscott Rossman's Grand Rapids office, guiding our regional business development efforts and providing strategic communications support for clients. A veteran TV newsman, Tim brings a wealth of marketing and communications experience to Truscott Rossman. Likewise, his vast knowledge of the news business provides a cutting edge to the firm's widely recognized media relations expertise. Tim came to Truscott Rossman from Detroit's WXYZ-TV, where he served as news director. Prior to that, he spent 12 years as the founding news director of WXMI-TV, the FOX station in Grand Rapids. He has also worked in news management at WOOD-TV in Grand Rapids and WNEM-TV in Saginaw, his native city. Tim has a bachelor's degree in journalism and broadcasting from Central Michigan University. He is a member of the Public Relations Society of America, the West Michigan Public Relations Society of America, the Rotary Club of Grand Rapids, The Economic Club of Grand Rapids, the Grand Rapids Area Chamber of Commerce, Michigan West Coast Chamber of Commerce and the Heart of West Michigan United Way's Marketing Advisory Committee.



Allie Walker, Senior Account Executive

Allie joined Truscott Rossman after spending more than seven years in Washington, D.C., where she coordinated strategic communication strategies on Capitol Hill and in the private sector. During her time on Capitol Hill, Allie served in a dual role as the Press Secretary for Congressman Dave Camp (R-Midland) and the Deputy Press Secretary for the powerful House Ways and Means Committee. There, she developed and implemented communications strategies supporting congressional legislation and initiatives, ranging from protecting the Great Lakes to health care and tax reform. Following Congressman Camp's retirement, Allie oversaw communications for Honda North America Inc.'s government relations office. While at Honda, Allie developed content and messages related to transportation, environment and trade policy, workforce development and investment. Allie coordinated the production of an annual brochure and launch of a new interactive online map highlighting Honda's U.S. presence. She also was charged with coordinating communications efforts related to the Takata airbag recall hearings on Capitol Hill. Allie holds a Master of Arts degree in communication from The Johns Hopkins University and a Bachelor of Arts degree in English and French from Albion College.

Support:



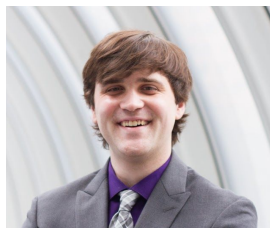
Sara Wurfel, Vice President of Public Affairs

As press secretary and spokeswoman for Michigan Gov. Rick Snyder since he took office in 2011, Sara worked extensively on issues ranging from Detroit's bankruptcy to the state's healthcare reform of Healthy Michigan and the deal to get a new bridge to Canada. She joined Truscott Rossman in Nov. 2015, bringing her broad knowledge of public policy, government, coalition and relationship building, and extensive connections among state, national and international media. Prior to joining the Snyder administration, the Upper Peninsula native spent six years in Oregon, where she served as director of communications for AARP Oregon. Sara also previously managed public affairs for Providence St. Vincent Medical Center in Portland, Ore., and worked as an on-loan public information officer for disaster response during hurricanes Katrina and Rita. Sara served as the communications director for one of state's Cabinet departments under Governors John Engler and Jennifer Granholm. Prior to that, she did communications work for a mid-Michigan member of Congress and the Michigan House of Representatives. She has served on the Board of Directors of the Public Relations Society of America and as a member of numerous community and professional organizations. Sara holds a national APR (Accreditation in Public Relations), earned her undergraduate degree in journalism from MSU and her master's degree in strategic communications from the University of Oregon.



Amy LeFebre, Senior Account Executive

Throughout two decades in corporate, nonprofit and agency PR, Amy has developed and implemented comprehensive community relations programs, provided communications support for advancement campaigns, and delivered strategic media relations and issues management counsel for clients in biomedical research, education, local government, health and human services, arts and culture, economic development and tourism. Amy joined Truscott Rossman in 2014 from Hanon McKendry, where she served as director of corporate communications and public relations. Previously, Amy was senior consultant for Wondergem Consulting where she served as executive speechwriter and provided strategic communications and PR support to clients in the public, nonprofit and private sectors. She began her career in PR at Amway and moved from there to National Easter Seals in Chicago where she was director of corporate marketing, managing \$1 million-plus sponsor relationships. Amy has a B.A. in English with a concentration in communications & journalism and minor in political science from Calvin College. She served on the 2017 State Games of America LOC, is president-elect of the West MI Public Relations Society of America and was named the regional chapter's 2017 PR Pro of the Year.



Chad Cyrowski, Director of Digital Media

As Truscott Rossman's digital communications expert, Chad ensures our clients are ahead of their competitors in using the latest tools and technologies to reach their target audiences. Building on his unique skill set and creativity in working with each client, Chad has successfully planned and implemented digital strategies for a wide range of industries. His expertise includes web design, web development and implementation, social media strategy, and digital advertising strategy. Prior to joining the TR team, Chad planned and implemented full-featured, hard-hitting digital media campaigns while serving as the director of digital media for the Michigan AFL-CIO, Mark Schauer for Governor, and Progress Michigan. Chad is a Michigan State University graduate with a B.A. in political science-pre law. He was born and raised in Michigan and has had a lifelong interest in politics, business and technology.



Keagan Coop, Graphic Designer

After spending time honing her craft in Oregon, Keagan Coop has officially moved back to Michigan and has returned to Truscott Rossman as the team's new graphic designer. She previously spent time as the company's graphic design intern in 2015, where she worked on accounts including Detroit Public Schools, Van Andel Flikkema, Make Opportunity Affordable and Motor City Match. Keagan is based out of the Detroit office, but extends her design skills and assistance across all three offices: Grand Rapids, Lansing and Detroit. Keagan holds a Bachelor's degree from Michigan State University in advertising with a concentration in creative studies. Her well-rounded graphic design background includes experience in the following industries: commercial real estate, newspaper publications, higher education and hospitality business.



Wendy Lerner, Project Manager

As Truscott Rossman's project manager, Wendy works tirelessly building coalitions and grassroots campaigns for our clients. Her specialties include the development of client strategy and implementation through event planning, media outreach and ally recruitment, and coalition management. Wendy is well known in the halls of Michigan's capitol for her tenacious ability to mobilize support for client initiatives. She understands that the best way to grab a legislator's ear is through their constituents, and her ability to build strategic relationships makes her an asset to have on your team. Prior to joining Truscott Rossman, served as chief of staff for Rep. Tim Melton. Previously, she was a legislative assistant to Senate Democratic Leaders Robert Emerson and Mike Prusi and to Speaker of the House Andy Dillon. Wendy and her husband, Cory, live in Bath with their two children.

Additional Truscott Rossman Staff



Josh Hovey, Senior Vice President

Josh Hovey came to Truscott Rossman from the city of Lansing mayor's office, where he managed constituent communications, created community outreach strategies and developed environmental and economic policy initiatives for Lansing Mayor Virg Bernero's administration. As a nationally accredited public relations counselor (APR), Josh provides original thinking and creative problem-solving to get the best results for our clients. He works with clients throughout all stages of the communications process and specializes in media relations, message development, strategic planning, community relations and corporate social responsibility. Josh has a breadth of experience working with clients on the national, state and local levels. His projects range from grassroots public awareness and issue campaigns to brand awareness and corporate community relations campaigns and statewide coalition management. He serves on several local boards of directors in the city of Lansing, including the Lansing Planning Commission, the Lansing Board of Zoning Appeals, the Lansing Chamber of Commerce PAC Board, and the Capital Area United Way Board of Directors. Josh graduated from Michigan State University with honors, earning a bachelor's in sociology.



Shaun Wilson, Senior Vice President

Shaun Wilson heads Truscott Rossman's Detroit office and serves a growing client list including DTE Energy, the Detroit Medical Center and the City of Detroit. Prior to joining the firm, Shaun was vice president, director of client and community relations, for PNC. Previously he was vice president, marketing manager for National City Bank in Southeast Michigan. He also was managing partner of Wilson PR, a joint-venture strategic public relations and marketing firm representing top Detroit-area companies and organizations including The Bing Group, Global Automotive Alliance, Piston Group, Detroit Branch NAACP and Siemens VDO Automotive. Before launching Wilson PR, he held the position of vice president at John Bailey & Associates and was responsible for managing some of the firm's automotive and technology clients, as well as marketing and media relations counsel for EDS, Automotive Multimedia Interactive Collaboration (AMI-C) and GlobalView Technologies. He is a state-appointed board member of the Michigan Economic Development Corp. Strategic Fund, and is a trustee/board member for Detroit Public Television, the Music Hall Center for the Performing Arts, Detroit Parent Network, Voices for Michigan's Children, Mariner's Inn, Cranbrook Institute of Science, and the Sphinx Organization. He has a bachelor's degree in public relations from Wayne State University.



Barb Holland, Senior Account Executive

Prior to joining the Truscott Rossman team, she served as Director of Communication and Business Development for Memorial Healthcare in Owosso. Her passion lies in serving the needs of her communication clients and helping them meet their strategic communication goals. Barb is also dedicated to sharing her knowledge with the next generation of community leaders. She is employed as an adjunct instructor in the Business division at the Baker College Owosso campus teaching courses related to marketing, business, sales, customer service and professional management behavior. Holland earned her Master of Business Administration degree through the Baker College Center for Online Graduate Studies in 2005 with a Healthcare Administration focus. She served as a Leadership Shiawassee Facilitator for two years in collaboration with the Shiawassee Regional Chamber of Commerce. She is a member of Rotary and has served as a Rotary Secretary. Barb is committed to building meaningful relationships with clients serving their needs related to communications strategy, issue management and community relationship building as well as media and branding communications. She is a seasoned communicator with experience in developing multi-faceted media campaigns including traditional and online media formats.



Rob Brown, Account Executive

Rob Brown joined Truscott Rossman full time in October after impressing our team with his work ethic and keen sense for communications strategy during his year-long internship with the firm's Lansing office. In his time with Truscott Rossman, Rob has played a key role in several high profile communications projects. He helped coordinate activities for a 400-member coalition, which represented more than a million members and employees throughout Southeast Michigan. He also was an integral part of the team that helped pass Michigan's landmark 2016 energy reform legislation. Rob continues to support Truscott Rossman with research, writing, media relations and coalition management. Prior to joining Truscott Rossman Rob interned in the House of Representatives for the 17th District where he worked on energy, agriculture, taxation and constituent relations. His responsibilities also included interviewing, hiring and training the incoming interns for the district. Rob received his B.A. from Michigan State University where he majored in Political Science – World Politics with a focus on Comparative Political Systems and Political Economics. During the course of his studies he also attended school at Regent's University London and the University of Edinburgh with coursework tailored to examine the differences in Western Democracies and the effects of war in shaping today's European political landscape.



Dan Herrick, Account Executive

Dan comes to Truscott Rossman with a depth of writing and social media skills that are put to use for a wide variety of clients. Prior to joining Truscott Rossman, Dan worked for the American Park Network, the leading publisher of visitor guides to national parks and public lands. While at APN, he was the lead writer for one of APN's 28 annual guides. Dan also spent three years writing for the Index, Kalamazoo College's student-run newspaper, and served two years as the paper's sports editor. In addition to writing and editing articles for his page, he also cultivated the page's first unique social media accounts. Dan graduated from Kalamazoo College as a double major in economics and English (writing emphasis). He received honors for his senior thesis "Professional Amateurs: An Exploration of the Pay-for-Play Dilemma Surrounding NCAA Division I Athletics."

MEETING EXPECTATIONS

The success of any communications initiative is rooted in open and constant exchange of information. Therefore, the Truscott Rossman staff will regularly engage key GVMC leaders to ensure we are delivering the communications support needed to achieve your goals.

We would start by establishing an interactive communications process with GVMC consisting of weekly calls or emails and monthly in-person meetings to share updates on the status of various projects, address changes in priorities, discuss new initiatives or any other developments requiring communications support.

We would then start implementing the strategies and tactics recommended in your recently approved strategic communications plan. Those strategies included establishing stronger relationships with local media, which will assist GVMC in boosting public awareness about its work; developing collateral materials and messaging for distribution to current GVMC member community leaders and strengthening awareness of your work, through timely communications, with key state and federal officials. From there, we would work to highlight the transportation, infrastructure and water quality programs, showcase the regional collaboration taking part involving GVMC members, and position GVMC as a credible regional voice on important state initiatives such as the 21st Century Asset Management Pilot and your role with the West Michigan Prosperity Alliance-Region 4 Prosperity Alliance. We would do this through earned media and public speaking opportunities to ensure your leadership is positioned in front of the right audiences.

The experience of our staff and our company's presence in Grand Rapids, Lansing and Detroit makes us the perfect team to elevate the awareness of GVMC's work across the state.

RELEVANT PROJECT EXPERIENCE / CASE STUDIES

GVMC – Watershed Grant

As a pro bono project intended to benefit several organizations, Truscott Rossman worked with GVMC to distribute information about how the organization had secured nearly \$8 million in federal funding for projects related to the Grand River watershed. U.S. Senator Debbie Stabenow announced the grant in December 2016, just before the holidays. Unfortunately, very little media coverage occurred. In January 2017, Truscott Rossman offered GVMC assistance in distributing revised and customized media relations materials about the grant. We edited the grant news release and distributed it to targeted media outlets and journalists who cover the environment. That effort resulted in several newspaper, digital and broadcast stories being published or broadcast about the grant and the role GVMC played in securing the funding.



Grand River restoration project receives \$4M from feds
January 6, 2017 | By Charislie Dewey | 0 Comments



A calm Grand River runs through downtown Grand Rapids. Courtesy Experience Grand Rapids

The Grand River Revitalization and Rapids Restoration Project has received a \$4-million boost from the federal government.

The funds are part of an \$8-million grant to the Grand Valley Metropolitan Council, or GVMC, in partnership with Grand Rapids Whitewater, or GRWW.

GVMC received the funding through the U.S. Department of Agriculture's Regional Conservation Partnership Program, or RCPP.

The federal funds for the Lower Grand River Watershed Habitat Restoration – Farmland Conservation Project come through the 2014 Farm Bill's RCPP, authored by U.S. Senator Debbie Stabenow.



Additional river restoration funds approved by DDA; Movies in the Park gets upgrade

POSTED 5:02 AM JANUARY 23, 2017 BY FOX 17 NEWS; UPDATED AT 10:40PM JANUARY 23, 2017

GRAND RAPIDS, Mich. – The Grand Rapids Downtown Development Authority has unanimously approved \$100,000 for the river restoration project.

The grassroots non-profit "Grand Rapids Whitewater" has been spearheading the effort to restore the Grand River through downtown for a decade now.

The whole project, which includes restoring the city's namesake rapids, is expected to cost more than \$30 million. Last week, the project received roughly \$5 million of an \$8 million grant awarded to the Grand Valley Metro Council for river restoration and run off control. That grant came from the 2013 federal Farm Act. However, this new federal funding has a 5-year window to start construction in the river.



Anglers in the Grand River going for salmon - 9/16/15

Port of Muskegon

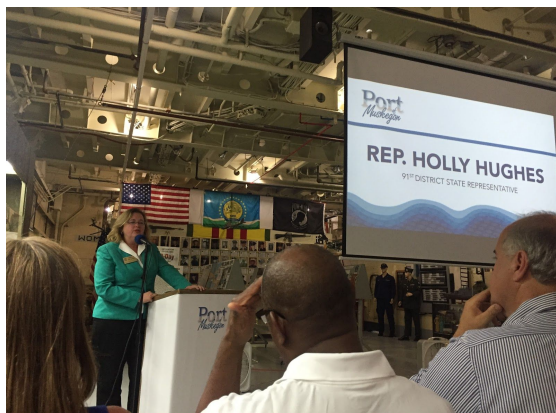



The West Michigan Shoreline Regional Development Commission (WMSRDC) scheduled Port Day for July 26, 2016 to be a celebration of the Port of Muskegon and to educate stakeholders and future supporters about the benefits a vibrant port would bring to the region. With topline goals established, Truscott Rossman was brought in to guide the event by developing strategic messaging and coordination that ensured the right message was delivered to the right people.

We worked with WMSRDC and Muskegon County to identify strategies and messaging. Truscott Rossman then identified speakers and scripted the presentation to ensure each messenger built on the comments of the preceding speaker. Each speaker reinforced the key message behind the event: A vibrant Port of Muskegon is critical to a fully-functional Muskegon logistics hub. Each speaker added their own personal perspective of the impact of the port, making their remarks authentic and meaningful in a customized way.

Attendees were able to see everything the Port of Muskegon has to offer by looking at the collateral materials, which highlighted the four dock areas. They also enjoyed a view of the lake from the top of the event venue, a docked WWII LST ship, and were encouraged to take a boat cruise on Muskegon Lake following the program.

The event exceeded its goal of 100 attendees with a final count of 157 attendees, which included business owners, elected officials and economic development agency representatives. Additionally, the event was covered in regional news stories in MLive, WZZM and MiBiz.








PORT DAY

THANKS FOR YOUR SUPPORT!

DID YOU KNOW?

 <p>MUSKEGON LAKE IS THE LARGEST NATURAL DEEP-WATER PORT IN WEST MICHIGAN. The Muskegon Lake navigation channel is maintained at a depth of 29 feet.</p>	 <p>PORTS RESULT IN ECONOMIC DEVELOPMENT. A vibrant Port of Muskegon can result in 1,700 jobs and more than \$280 million in annual economic activity.</p>	 <p>A MULTIMODAL PORT. The Port of Muskegon connects with three types of transportation: Rail, interstates and highways, and air.</p>
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Michigan PFAS Action Response Team

Truscott Rossman is currently providing communications support for the Michigan PFAS Action Response Team (MPART), a multi-department taskforce created by Gov. Rick Snyder to address environmental contamination issues in Michigan related to Perfluoroalkyl and polyfluoroalkyl substances (PFAS).

Truscott Rossman works closely with state department public information officers, particularly MDEQ and MDHHS, on all communications related to their department's role in supporting MPART. One of our key roles is helping each department craft messaging explaining how the state is holding responsible parties accountable for PFAS contamination and the actions that are being taken to protect the public's health. We also provide media relations support for MPART director Carol Isaacs and are currently working with the governor's communications team to redesign the current MPART website to better organize the wealth of information on the site and make it more user friendly.

Michigan Citizens for Strong and Safe Communities (2014 Statewide Ballot Initiative)



Truscott Rossman provided strategic communications and media relations for Michigan Citizens for Strong and Safe Communities, a statewide coalition supporting passage of Proposal 1 on the August 2014 statewide primary ballot. The proposal aimed to phase out the Personal Property Tax on industrial and commercial personal property.

Truscott Rossman was responsible for all aspects of strategic communications for the campaign. First and foremost, this consisted of building a coalition of supporters that included GVMC Executive Director, John Weiss, Ottawa County Administrator, Al Vanderberg, former Grand Rapids Mayor, George Heartwell, former Holland Mayor, Kurt Dykstra and several state agencies and associations related to education, law enforcement and municipal services. Additionally, Truscott Rossman's work included developing and implementing clear, concise and consistent key messaging and collateral materials. The statewide earned media strategy included developing, populating and implementing a series of 20 news events across Michigan over a period of four months. Truscott Rossman scheduled, prepared and attended more than a dozen newspaper editorial board meetings, conducted numerous radio interviews, and organized the writing of guest columns, viewpoints and hundreds of letters to the editor.

Our firm was also responsible for the campaign's digital media effort, which included design and launch of the StrongAndSafeCommunities.com website, Facebook and Twitter accounts, YouTube channel and an email newsletter campaign.

When the campaign started in early April, public awareness of the issue was at 39 percent with 43 percent of the electorate opposing the measure. At the conclusion of the primary election, the measure passed by 69 percent to 31 percent!



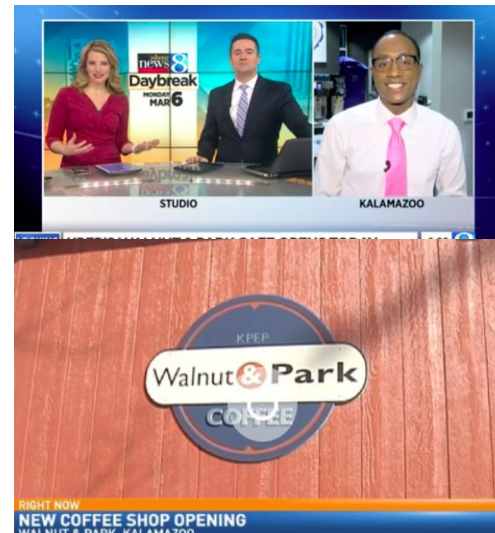
KPEP



KPEP operates six residential community corrections facilities in western Michigan. It contracts with the Federal Bureau of Prisons, the Michigan Department of Corrections and local county court systems to provide alternative incarceration options for offenders. KPEP is committed to helping the offenders in their facilities improve their odds of success. They require a high level of personal discipline from the offenders and they teach them life skills such as resume preparation and how to handle a job interview.

Recently KPEP established a hospitality and culinary arts certification program at one of its Kalamazoo facilities. Offenders who complete the certification are then allowed to work as paid staff members at KPEP's newly opened Walnut & Park Cafe. This innovative job training and employment project sets a tangible path to success for those seeking a second chance in life. Truscott Rossman worked with KPEP to host two opening events for the cafe. The first was a VIP event for stakeholders and people interested in the rehabilitative programs operated by KPEP. The second was a public grand opening on March 6, 2017. We secured pre-opening media coverage and opening day coverage from six local news outlets including two TV stations and the MLive newspaper group.

KPEP's program and supporting media coverage was so well received that Gov. Rick Snyder chose to sign new criminal justice reforms measures at the cafe on March 30, 2017. The Governor was joined by the Michigan Senate Majority Leader, the Michigan House Speaker and many other lawmakers and stakeholders as well as KPEP President and CEO, Bill DeBoer, for the signing event.



DTE Energy Foundation – Nature Conservancy Grant

DTE Energy[®]



In September 2017, DTE Energy Foundation asked Truscott Rossman to assist in announcing a \$1 million Nature Conservancy grant to support dune restoration on Lake Michigan, wetlands preservation in Southeast Michigan and green infrastructure in Detroit. To maximize media coverage and the public's awareness of the announcement, DTE Energy Foundation worked with Truscott Rossman to put together a media relations pitching strategy, with the primary goal of securing coverage in the West Michigan media market.

Capitalizing on the beauty of Lake Michigan and local media relationships, Truscott Rossman was able to secure embargoed interviews with two TV stations in different locations: WZZM-TV in Grand Rapids and TV 9&10 News in Traverse City. Additionally, we coordinated print and radio interviews in both markets before and after the announcement. To prepare for the media coverage, Truscott Rossman worked with the Foundation and The Nature Conservancy to ensure the messaging highlighted the partnership between the two organizations, and continued work to preserve the sand dunes and the Lake Michigan shoreline.

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