



**Gladwin County Board of Commissioners
Special Board Minutes, January 20, 2023**

Open Seat, District 1, (Sherman, Butman, Clement, and Secord Twps.)
Ron Taylor, District 2, Vice-Chair (Sage, Gladwin Twp. and Gladwin City P1)
Tami O'Donnell District 3, (Bentley, Billings, Bourret, Grim & Hay)
Karen Moore, District 4, Chairperson (Buckeye, Beaverton City & Tobacco)
Rick Grove, District 5, (Grout, Gladwin City P2, Beaverton Twp.)

The Gladwin County Board of Commissioners met for a Special Board Meeting, on January 20, 2023. The meeting was called to order at 1:00 p.m. by Chairperson Moore. The Pledge of Allegiance was said, roll was called. Commissioner Grove was absent, all other commissioners were present.

County Administrator Justin briefly explained the financial background of the county and the need for a Law Enforcement Millage.

Finance

1. Presentation from Martin Waymire

Josh Hovey, Partner, APR, introduced himself to the Board, briefly reiterated his understanding of the county's circumstances, and reviewed the firm's background. Mr. Hovey shared the firm's significant experience in public relations, public policy, and ballot initiatives, as well as the firm's RACE (Research, Action Plan, Communicate, Evaluate) approach to effective advertising. The budget was estimated at \$44,900 for an informative (only) campaign and could be scaled up or down based on need.

2. Presentation from Grassroots Midwest

Tim Holland, Director of Legislative Affairs, briefly reviewed the conversation he had with County Administrator Justin regarding the county's desire to run a law enforcement millage. He touched on the use of ARPA funds, and not advocating for a "Yes" vote, but only informing voters of the facts. The other option would be a Ballot Committee which would not use public funds. A ballot committee would have to fund raise to finance a "Yes" vote campaign.

-Rick Grove arrived at 2:19

Mr. Holland feels these two options need to be weighed prior to presenting a plan. Either campaign would cost approx. \$17,000 - \$20,000, plus a monthly retainer of \$3,000/mo.

Additional conversation was had on the options.

Public Comment - None

A motion was made by Commissioner Taylor to adjourn, seconded by Commissioner Grove; meeting adjourned at 3:24

Handwritten signature of Karrie Hulme in blue ink.

Karrie Hulme, County Clerk

Handwritten signature of Karen Moore in black ink.

Karen Moore, Chairperson