



**CITY OF GROSSE POINTE WOODS**  
**20025 Mack Plaza Drive**  
**Grosse Pointe Woods, Michigan 48236-2397**

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**NOTICE OF MEETING  
AND  
AGENDA**

**COMMITTEE-OF-THE-WHOLE**

Mayor Robert E. Novitke has called a meeting of the City Council, meeting as a Committee-of-the-Whole, for **Monday, May 12, 2014, at 7:30 p.m.** The meeting will be held in the Conference Room of the Municipal Building, 20025 Mack Plaza, Grosse Pointe Woods, MI 48236 and is accessible through the Municipal Court doors. In accordance with Public Act 267, the meeting is open to the public and the agenda items are as follows:

1. Call to Order
2. Roll Call
3. Acceptance of Agenda
4. Road Improvement Program Bonding      A. Public Relations Committee Minutes 05/05/14  
Proposition
5. New Business/Public Comment
6. Adjournment

Alfred Fincham  
City Administrator

IN ACCORDANCE WITH PUBLIC ACT 267 (OPEN MEETINGS ACT)  
POSTED AND COPIES GIVEN TO NEWSPAPERS

The City of Grosse Pointe Woods will provide necessary, reasonable auxiliary aids and services, such as signers for the hearing impaired, or audio tapes of printed materials being considered at the meeting to individuals with disabilities. All such requests must be made at least five days prior to a meeting. Individuals with disabilities requiring auxiliary aids or services should contact the City of Grosse Pointe Woods by writing or call the City Clerk's office, 20025 Mack Plaza, Grosse Pointe Woods, MI 48236 (313) 343-2440, Telecommunications Device for the Deaf (TDD) 313 343-9249, or e-mail the City Clerk at [cityclk@gpwmi.us](mailto:cityclk@gpwmi.us).

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PUBLIC RELATIONS COMMITTEE  
05-05-14

MINUTES OF THE MEETING OF THE PUBLIC RELATIONS COMMITTEE OF THE CITY OF GROSSE POINTE WOODS HELD ON MONDAY, MAY 5, 2014, IN THE CONFERENCE ROOM OF THE MUNICIPAL BUILDING, 20025 MACK AVENUE. GROSSE POINTE WOODS, MICHIGAN.

PRESENT: Chair Vicki Granger  
Members: Mayor Robert E. Novitke, Council Member Kevin Ketels

ABSENT: None

ALSO PRESENT: City Administrator Fincham  
Treasurer/Comptroller Irby  
City Clerk Hathaway  
Director of Public Services Ahee  
Assistant Director of Public Services Kowalski  
City Engineer Lockwood

Also in attendance was Council Member Shetler.

The meeting was called to order by Chair Granger at 7:45 p.m.

Motion by Ketels, seconded by Novitke, that all items on tonight's agenda be received, placed on file, and taken in order of appearance.

Motion carried by the following vote:

Yes: Granger, Ketels, Novitke  
No: None  
Absent: None

Motion by Ketels, seconded by Novitke, that the meeting minutes from January 28, 2013, be approved.

Motion carried by the following vote:

Yes: Granger, Ketels, Novitke  
No: None  
Absent: None

Discussion ensued regarding the **Road Improvement Program Bonding Proposition**. The Committee reviewed the City Administrator's memo and attachments dated May 2, 2014.

The Mayor stated the Committee-of-the-Whole Meeting scheduled for next Monday, May 12<sup>th</sup>, is for the purpose of obtaining a buy-in from City Council on disseminating facts regarding the proposition. He suggested Jan Treuter wordsmith a 1-2 page communication. The document should emphasize Grosse Pointe Woods being a destination place with a need for good infrastructure. The document will require the City Attorney's approval based upon a fact-based document.

Information regarding the change in taxable value was then discussed. The Treasurer/Comptroller stated \$739,000 is the cost for DPW staff that is allocated to roads for both local and major streets. Prior to 2009, \$1,500,000 was allocated per year for road repairs, which funding has subsequently declined. Everyone needs to be prepared to answer the question, "Why does the City need this money?" and to explain the difference between assessed value and taxable value (SEV ½ of the true cash value), or market value.

The City Attorney will need to determine if distributing information can legally be done in the form of a flyer, can it be put on the website, can residents form groups, run copies and disseminate, is it okay to put information in the *Update*. Need to be prepared to answer the question, "What happens if the bond proposal doesn't pass?"

Administration is to work with Ms. Treuter to prepare a 1-2 page facts sheet, preferably 1 page. It is also necessary to prepare a facts sheet for Council and Administration containing details to be used for informational purposes to answer more technical questions when they arise.

Discussion ensued regarding communication vehicles. Suggestions included the *Update*, website, blog, facts sheet, and route information to groups such as Our Woods, Our Future. Discussion included posting the Roads Inventory with adjusted language. There was a consensus to include in the 1-2 pager a reference to a hot-link leading to the Roads Inventory and 1-2 pager (using [www/gpwwmi.us/roadsinventory](http://www/gpwwmi.us/roadsinventory)). Administration is to provide the Public

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Relations Committee with a draft document prior to sending to the Committee-of-the-Whole. Discussion that there be two emails sent, one prior to Absent Voter ballots being issued in June, and the second in late July; and, the City Administrator meeting with the editor of the Grosse Pointe News. Discussion ensued regarding sending letters to the editor from Grosse Pointe News and Grosse Pointe Times, as well as holding an administrative presentation to the community, however there was no consensus as to how to proceed.

Under New Business/Public Comment, the following item was discussed:

- There was Committee consensus that proclamations be removed from the City's website after posting for two weeks.

Motion by Ketels, seconded by Novitke, that tonight's meeting minutes be immediately certified.

Motion carried by the following vote:

Yes: Granger, Ketels, Novitke  
No: None  
Absent: None

Motion by Novitke, seconded by Ketels, that tonight's meeting be adjourned at 9:00 p.m. PASSED UNANIMOUSLY.

Respectfully submitted,

Lisa Kay Hathaway  
City Clerk