



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

(313) 343-2440
Fax (313) 343-2785

NOTICE OF MEETING

COMMISSIONS:		COMMITTEES:		BOARDS:	
Beautification Advisory		Building Authority		Board of Canvassers	
Citizens' Recreation		Compensation & Evaluation		Board of Review	
Community Tree		Construction		Construction Board of Appeals	
Historical		Finance		Downspout Board of Appeals	
Local Officers Compensation		Fireworks		Pension	
Planning		Mack Ave Business Study			
Senior Citizens'		Public Relations	x		

PUBLIC INVITED: IN ACCORDANCE WITH PUBLIC ACT 267 OF 1976 (OPEN MEETINGS ACT), ALL MEMBERS OF THE GROUP SELECTED ABOVE, AS WELL AS THE GENERAL PUBLIC, ARE INVITED TO ATTEND THE FOLLOWING MEETING ON **MONDAY, JULY 16, 2012, AT 8:00 P.M.** IN THE **CONFERENCE ROOM AT CITY HALL, 20025 MACK, GROSSE POINTE WOODS.**

AGENDA OF MEETING

1. Call to order
2. Roll Call
3. Acceptance of Agenda
4. Approval of minutes: 04/02/12
5. Information for Ballot Proposals
6. New Business
7. Adjournment

CC:
Granger
Novitke
Ketels

Fincham
Hathaway
Ahee

Treuter
File
(8) Posting

Submitted by: Vicki Granger

Office Held: Chair

Telephone: 313 343-2440

PUBLIC RELATIONS COMMITTEE
04-02-12

MINUTES OF THE MEETING OF THE PUBLIC RELATIONS COMMITTEE OF THE CITY OF GROSSE POINTE WOODS HELD ON MONDAY, APRIL 2, 2012, 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

The meeting was called to order by Chair Granger at 8:42 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

The first item discussed was regarding **Grosse Pointe North – Banners**. The City Administrator provided an overview regarding the request from the parent's club to install three permanent banners. Concerns voiced included lines of site issues, noise, trees, DTE pole restrictions/permissions, safety issues, and residential concerns. The City Administrator stated additional information is needed, and administration is awaiting a response from DTE regarding requirements. The Mayor stated this request should come from Grosse Pointe North rather than the parent's club, Grosse Pointe North should be soliciting resident comments, and he is concerned about safety. This item should be addressed at a future Committee-of-the-Whole. There is a need to identify the down-sides such as tree trimming, etc. The Chair is concerned about setting precedence on the right of way.

Motion by Novitke, seconded by Ketels, regarding Banners – Grosse Pointe North, that this item be referred to the Committee-of-the-Whole.

Motion carried by the following vote:

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

Motion by Ketels, seconded by Novitke, that Grosse Pointe North Banners be removed from the agenda.

Motion carried by the following vote:

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

The next item discussed was regarding **DTE Upgrades**. The City Administrator provided an update overview. DTE reported the Vernier project was completed, and administration was looking for direction regarding the letter to the residents; form, mailing to residents, and where to publish. The City Administrator distributed a draft letter to the residents. The Mayor requested the Committee reconsider mailing to every resident because the information is outdated and has been published in newspaper articles, and it is costly to mail to all residents. Member Ketels suggested sending letters to only the people affected. There was brief discussion regarding publishing the letter on a dedicated website page (link), cable, press release, and providing a referral phone number.

Motion by Novitke, seconded by Ketels, that DTE Upgrades be removed from the agenda.

Motion carried by the following vote:

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

The next item discussed was regarding the **Website – Commission mission, information, events**. The Chair provided an overview and asked members whether the following items should be listed on the City's website: Commission mission statement; Commission Members; list of approved upcoming events; and flyers. Administration was directed to collect mission statements for Committee's review. There was a consensus that Jan will be assigned the responsibility of listing the approved Commission events on the website. This item is to remain on the agenda.

The next item discussed was **Website – Appointed officials headshots**. There was a consensus of the Committee to place only the City Administrator's photo on the website.

Motion by Novitke, seconded by Ketels, to remove the previous item from the agenda.

Motion carried by the following vote:

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

Email service update was then discussed. The Parks and Recreation Supervisor is using an email service to notify residents about park pass renewals. Concerns included cost and who has access. The City Administrator provided an overview regarding the Park Supervisor's use of MailChimp, a free service for less than 2,000 subscribers. A recent use showed a positive result for the upcoming Easter Egg Hunt and Daddy Daughter Dance. Other Department Heads can use the same account with no limit on email blasts sent, but rather is based on the number of subscribers. The Chair asked who is responsible for approving the emails and suggested dividing various department groups to hit varying demographics (segment to different groups.) She suggested using Janette Treuter as the communications coordinator to reduce the number of emails and eliminate duplications. She is also concerned about the security of lists. The Constant Contact program provides list selection options.

The Mayor discussed cost. Jan is part-time and has time restrictions. He acknowledged a need to communicate events but was concerned about cost. There was Committee consensus that there is a need to get the word out about the email service. The City Administrator was asked to determine how much more time it would take for Jan to perform this work. This item is to remain on the agenda.

Fact sheet regarding City finances. The Treasurer/Comptroller provided an overview regarding all the positive financial attributes the City has attained, such as: Receiving the Government Finance Officer Association's Excellence in Financial Reporting Award, which should be received within six weeks, stating we are the longest standing City in the Nation to hold this award; all contracts have been settled for both union and non-union; and implementing effective cost containment measures. She discussed factors affecting the City's budget such as decline in taxable values and fuel costs. The Mayor stated that the fact sheet must be easily understandable and to include Headlee and taxable value.

Administration is looking for direction on what items should be included in the list. The Chair asked administration to include Departments of Public Works and Public Safety vehicle depreciation. The Treasurer/Comptroller provided an overview regarding Advanced Life Support millage. The Mayor stated the fact sheet may need to include construction costs (per mile for re-construction and asphalt, etc.) and the need for a timeline. The Chair suggested including FAQ's. There was a consensus of the Committee to prepare the fact sheet within one month and to readdress it either April 16, 2012, following the Council meeting or April 30, 2012.

PUBLIC RELATIONS COMMITTEE
04-02-12

The following individual's comments were heard regarding the millage proposal:

George McMullen, 1382 Hollywood
Gloria Gomah, 862 S. Brys
Jim Schultz, 20045 Holiday
Kathy Barr, 991 N. Oxford

There was a consensus of the Committee that this item remain on the agenda.

New Business:

- The Mayor discussed notoriety being given to celebrate the City's 34th year to Tree City USA, and requested it be published in the *Update*.
- The City Administrator briefly discussed Grosse Pointe Public School's plan to consider a curb cut along Cook Road at Monteith School. Petitions have been filed regarding traffic and safety and there will be costs incurred to remove utilities.

Motion by Ketels, seconded by Novitke, to adjourn tonight's meeting at 10:16 p.m.
PASSED UNANIMOUSLY.

Respectfully submitted,

Lisa Kay Hathaway
City Clerk