



## CITY OF GROSSE POINTE WOODS

**20025 Mack Plaza Drive  
Grosse Pointe Woods, Michigan 48236-2397**

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### **NOTICE OF MEETING**

<b>COMMISSIONS:</b>	<b>COMMITTEES:</b>	<b>BOARDS:</b>
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	<b>x</b>

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, JANUARY 28, 2013, 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 - Dec. 17, 2012
5. New Resident Packet
6. New Business
7. Adjournment

#### **CC:**

Granger  
Novitke  
Ketels  
Fincham

Hathaway  
Ahee  
Treuter  
Irby

File  
(8) Posting

**Submitted by: Vicki Granger**

**Office Held: Chair**

**Telephone: 313 343-2440**

PUBLIC RELATIONS COMMITTEE  
12-17-12

MINUTES OF THE MEETING OF THE PUBLIC RELATIONS COMMITTEE OF THE CITY OF GROSSE POINTE WOODS HELD ON MONDAY, DECEMBER 17, 2012, IN THE CONFERENCE ROOM OF THE MUNICIPAL BUILDING, 20025 MACK AVENUE, GROSSE POINTE WOODS, MICHIGAN.

PRESENT: Chair Granger  
Mayor Novitke, Council Member Ketels

ABSENT: None

ALSO PRESENT: City Administrator Fincham  
City Clerk Hathaway  
Director of Public Services Ahee

Also in attendance was Council Member Shetler.

The meeting was called to order by Chair Granger at 8:32 p.m.

Motion by Novitke, seconded by Ketels, 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 Novitke, seconded by Ketels, that the Minutes from the December 3, 2012, meeting be approved as submitted.

Motion carried by the following vote:

Yes: Granger, Ketels, Novitke

No: None

Absent: None

First on the agenda was ***UPDATE: PDF copies of the Update through December 13, 2012.*** The Chair provided an overview regarding changes to the February issue of the *Update*. The Chair invited members to contact her with any additional revisions.

The next item addressed was **Website: status of proposed changes**. The City Administrator provided an overview of changes made to the website since the last meeting:

- "Proposed" was removed from the budget;
- Following a test it was found Google searches are being directed to the City's current site;
- All Department Heads were reminded to review the website on a monthly basis;
- The Public Service Announcement tab encouraging voters to vote has been removed;
- The Schools of Choice resolution has been deleted;
- The date provided for Hazardous Waste Day was removed.

The Mayor stated that the scrolling message section needs to be consistently updated.

The next item on the agenda was **Public Annual Financial Report**. A verbal report was provided by the City Administrator. He stated a PAFR report is being developed. Once complete, the PAFR is to be reviewed by Finance Committee then referred to the Public Relations Committee.

The next item was regarding **Communications Coordinator hours**. A verbal report was provided by Director Ahee. Part-time is limited to 1,200 (\$22,800), and 1,170 (\$22,230) have been accrued, and no benefits. She has sufficient time remaining to accept more work responsibility. It was suggested that she produce City Press Releases, such as tonight's garbage contract, and the availability of the CAFR on the City's web site. The City Attorney will need to determine whether press releases can be reviewed via email by the Committee, and that they need to be prepared both proactive and post-event. The next meeting will be in January with Jan Treuter and Gary Capps in attendance.

New Business:

- Discussion ensued regarding creating a 10-15 page budget presentation, high-level overview similar to millage presentation, to be presented prior to a final vote on the budget at the City Council Meeting. This item was referred to the Committee-of-the-Whole.
- The City Administrator discussed the need for Biographical Sketch Applications to serve on commissions. The Chair discussed placing it on the web, in the *Update*, on cable, to send a Press Release, and place a box on the website. The Mayor was concerned about overuse of Press Releases diminishing the impact of the publication.

PUBLIC RELATIONS COMMITTEE  
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Motion by Ketels, seconded by Novitke, the meeting was adjourned at 9:01 p.m.  
PASSED UNANIMOUSLY.

Respectfully submitted,

Lisa Kay Hathaway  
City Clerk