



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, DECEMBER 17, 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 Dec. 3, 2012 PR Committee minutes
5. Update: PDF copies of the Update thru Dec. 13.
6. Website: Status of proposed changes - verbal report on status from Fincham.
7. Public Annual Financial Report - verbal report on status from Irby.
8. Communications Coordinator hours - verbal report from Ahee
9. New Business
10. Adjournment

CC:

Granger
Novitke
Ketels
Fincham

Hathaway
Ahee
Treuter
Irby

File
(8) Posting

Submitted by: Vicki Granger

Office Held: Chair

Telephone: 313 343-2440

MINUTES OF THE MEETING OF THE PUBLIC RELATIONS COMMITTEE OF THE CITY OF GROSSE POINTE WOODS HELD ON MONDAY, DECEMBER 3, 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: Council Member Shetler
Director of Public Services Ahee
Deputy City Clerk Ryska

The meeting was called to order by Chair Granger at 8:13 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

First on the agenda was **UPDATE: next issue, timeline, articles**. The Chair asked for recommendations on items and/or ideas to be included in the next edition. The first proof will be ready December 10, 2012. The Committee agreed that the UPDATE should include an article about the City's Certificate of Achievement for Excellence in Financial Reporting, a graph from the Clerk's Office with voter turnout over the past few elections, and possibly a short piece on the overall budget process. The Chair also recommended that QR Codes be used in the UPDATE to send people to the City's website, assuring the Committee that there would be no charge to create the codes. The Chair will meet with Jan Treuter, Communications Coordinator, to incorporate these items.

The next item addressed was **Website: items to remove, re-organize**. The Chair began discussion indicating that there are a number of outdated items currently on the website, to name a few: the election public service announcement, on the elections page; the resolution regarding schools of choice, near the bottom of the home page;

and the hazardous waste announcement, in the news feed. The Committee then discussed moving around some information on the website to streamline and make it more user friendly, such as displaying a "slide show" that incorporates weekly news and moving many of the links, less frequently used information on the center of the home page, to the side. The Committee requested that the Comprehensive Annual Financial Report (CAFR) be added to the website in PDF format.

Hearing no objection from the Committee, Patrick Gossman, a public attendee, recommended the Committee look into a Content Management System when revamping the website. He will provide the Chair with information prior to the next Public Relations meeting on December 17, 2012.

Additionally, the Committee discussed the different vehicles that the City could use to get more information out to the public, namely: thru the website, NIXLE, the UPDATE, emails, and press releases. The Committee recognized that updating and maintaining the website and further utilize the other vehicles would take a considerable amount of time. Director of Public Services Ahee will provide the Committee with an approximate number of additional hours and total cost that the Communications Coordinator would require to fulfill these duties.

The next item on the agenda was **Sample Financial Report**. The Chair opened discussion of the Popular Annual Financial Report Award, which is awarded to communities that prepare a high quality report making financial information easier to read and more accessible to residents. In essence, it is a summary of the CAFR (or audit) and can include other items, for instance, a glossary of funds or a list of the City's accomplishments. The Chair recommended that the City develop this type of report; distribute it annually in the UPDATE and put it on the website.

The Committee noted that this would need to go through the Finance Committee and the City Council prior to distribution. Considering time constraints, it is unlikely to meet the deadline for the January UPDATE. Additionally, there was concern over the cost of distribution. The Chair will give sample Financial Reports to Treasurer/Comptroller Irby about the content of such a report and request that the Finance Chair place this item on a Finance Agenda for discussion.

Motion by Ketels, seconded by Novitke, the meeting was adjourned at 9:08 p.m.
PASSED UNANIMOUSLY.