

# Grand Valley Metropolitan Council

## Public Information & Education Subcommittee

Friday, January 16, 2004  
8:00 AM  
Grand Valley Metro Council  
40 Pearl NW, Suite 410  
Grand Rapids, MI

### MINUTES

#### 1. Call to Order and Attendance

The PIE Committee was called to order by Bowman at 8:15 AM.

##### Members Present:

|                     |                              |
|---------------------|------------------------------|
| Caryl Sue Abendroth | Citizen                      |
| Jim Buck            | City of Grandville           |
| Rick Chapla         | Right Place Program          |
| Thomas McWhertor    | Calvin College               |
| Bonnie Shupe        | Cannon Township              |
| Carol Townsend      | MSU Center for Urban Affairs |

##### Members Absent:

|                  |                           |
|------------------|---------------------------|
| Judy Barnes      | Home Builders Association |
| Beverly Drake    | ACSET Council             |
| Lori Larsen      | Citizen                   |
| Dave Van Antwerp | Creative Partners         |

##### Others Present:

|                   |                                |
|-------------------|--------------------------------|
| Priscilla Babcock | Grand Valley Metro Council     |
| Andy Bowman       | Grand Valley Metro Council     |
| Chris Dingman     | Grand Valley Metro Council     |
| Rick Sullivan     | Center for Environmental Study |

#### 2. Approval of Minutes

The minutes for December 19, 2003 were accepted.

#### 3. Staff Updates:

##### Blueprint Survey

Bowman stated that he and Nesterenko were looking into doing a comparison of cities/values of the people for the next survey. Buck noted that it was said that we will never be a "Portland" and that we should quit trying to compare ourselves to them. Chapla stated that we don't want to take on too much and that we should find out more about our area. McWhertor commented that we still don't have an education piece from previous surveys yet and questioned whether we were utilizing these surveys for what they were intended. Carol suggested that we look into what motivates people to support/not support initiatives. She stated that there would be a better use of information by comparing locally vs. comparing ourselves with "Portland". Dingman pointed out that there were too many factors to factor in when comparing different cities.

#### 4. Work Session: Growing Communities Conference

Bowman noted that John Norquist has agreed to be the keynote speaker for the conference. Dingman stated that he is trying to contact Rodney Slater and Gloria Jeff for the transportation portion, and is waiting to hear back. Dingman voiced that Slater might cost too much for our budget. Bowman remarked that Jeff might be able to cover all three session, speaking on both state and federal issues, if we can't get Slater.

Dingman added that Jeff would also be good at a roundtable. Bowman noted that he is looking into booking either Volk or Zimmerman for the land use breakouts.

Shupe commented that there needs to be a balance between city and rural breakouts. Bowman noted that he would look into booking Ed McMahon or Soji Adelaja to cover the rural side of things. Buck questioned whether we want WMSA representation for a breakout? Bowman questioned whether they had anything that related to the theme of the conference. It was stated that they might have something on the value of place/tourism.

Bowman informed those present that they were still working with Brian of REGIS on GIS speakers. Shupe suggested having a GIS speaker talking on how communities use GIS. Frank Wash was suggested, and it was also suggested to pair him up with Cindy Heinbeck to get both takes. Bowman noted that he also is looking into getting a GIS speaker that will talk on the bigger picture of GIS – how big is too big? Townsend suggested maybe having a breakout explaining why people would want to use GIS.

McWhertor noted that we should have the speakers confirmed by February's meeting.

## 5. Other Items of Business

### City of Grand Rapids Stormwater Information and Education Project – Rick Sullivan

- CES is working with the City of Grand Rapids
- Approximately a three year project – Put on hold for a 4<sup>th</sup> year because of budget issues
- Budget: \$90,000
- Purpose: Raising awareness about stormwater issues and impacts on W. Michigan environments.
- Focus: Working with MS4s (Municipal Separate Stormwater Sewer System) with stage two communities. Will conduct workshops with MS4 communities.
- To date:
  - Exhibit and brochure
  - 24 public service “water Spots” for local radio stations
  - Talks to neighborhood associations
  - Worked with WZZM-TV to run video public service announcements
- Three parts to current proposal:
  - Four new radio spots and two television commercials designed to connect to the DEQ's statewide effort on stormwater education
  - Stormwater brochure adapted to web-friendly format that can be downloaded.
  - Development and production of “give-aways” carrying the stormwater protection message.
  - Development of a package that would enhance the natural science curricula already in use in area elementary schools.
- A comprehensive evaluation component will be built into the project
- Looking for support from other groups. Does GVMC want to get involved for public rollout? Stypula stated that he would discuss this with the Chairman and staff of GVMC.
- Bowman stated that this would be good to raise at the conference.

## 6. Future Agenda Items/Next Meeting Date:

The PIE subcommittee meets on the 3<sup>rd</sup> Friday of every month at the Grand Valley Metro Council at 8:00 AM. The next PIE meeting is scheduled for Friday, February 20, 2004.

## 7. Adjournment:

McWhertor adjourned the committee meeting at 9:20 AM.