

# Grand Valley Metropolitan Council

## Public Information & Education Subcommittee

Friday, June 18, 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 8:02 AM.

##### Members Present:

Judy Barnes	Home Builders Association
Jim Buck	City of Grandville
Rick Chapla	Right Place Program
Kendra Wills	MSU Extension

##### Members Absent:

Caryl Sue Abendroth	Citizen
Beverly Drake	ACSET Council
Thomas McWhertor	Calvin College
Bonnie Shupe	Cannon Township
Rick Sullivan	Center for Environmental Study
Carol Townsend	MSU Center for Urban Affairs
Dave Van Antwerp	Creative Partners

##### Others Present:

Brian Anderson	MSU Extension - Intern
Priscilla Babcock	Grand Valley Metro Council
Andy Bowman	Grand Valley Metro Council
Chris Dingman	Grand Valley Metro Council
Jay Hoekstra	Grand Valley Metro Council
Don Stypula	Grand Valley Metro Council

#### 2. Approval of Minutes

The minutes for April 16, 2004 & May 14, 2004 were accepted.

#### 3. Staff Updates:

None

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

##### A. Budget Summary

- Bowman distributed and reviewed the budget summary for the conference.
  - Still waiting for speaker fee amounts
  - Sponsorships down
  - Expenses stable although the Frederik Meijer Gardens fee went up \$1000 from last year
  - Registrations about the same from previous years. Had 216 paying attendees.
  - Tentative final number (\$5,601.38)
  - Tossing around the idea of going every other year
  - Hard to tell if revenues were down because of lost of interest or because of the economy.
- Stypula stated that he thinks the conference is too good to not have every year. He stated that now that he knows the conference he will go out looking for sponsors.

- Buck commented that he was struck by the number of people that he did not know and the number of younger people attending.
- It was decided to continue with the conference next year and to stay with Frederik Meijer Gardens.
- Dingman suggested dropping the afternoon sessions from 4 breakouts to 2 breakouts. He also recommended raising the registration fee to make up for extra expenses and lower sponsorships.
- Chapla stated that the PIE Committee needs to focus in on sponsors more.
- Bowman suggested also looking for sponsors that offer sponsorships or sponsor for individual sessions.
- Chapla declared that we need to focus on youth/student involvement, fund development, and program content.

## **B. Evaluation Results**

- Speaker Reviews
  - 1) John Norquist Book Review – excellent – good rating.
  - 2) Randy Johnson – good rating
  - 3) Steve Wilson – excellent rating
  - 4) Laurie Volk – excellent – Good rating
  - 5) Brian Berdanier – low turnout – good rating
  - 6) New Urbanist Panel – good – excellent rating
  - 7) James Eppink – excellent – good rating
  - 8) Greg Lindsey – excellent rating
  - 9) Lou Lambert – low turnout – good rating
- Other Reviews
  - 1) Food – good rating.
    - Need more options such as vegetarian dish.
    - Need better dessert
    - Too cold
  - 2) Facilities – excellent rating
    - Great venue
    - Rooms too cold
    - Music in halls distracting
    - Need better signage
  - 3) Staff – excellent rating
  - 4) Audio-Visual – excellent rating
    - Big improvement over last year.
    - Can't hear
  - 5) Conference format – good – excellent rating
    - Add more sessions
  - 6) Topics – good rating
    - More regional perspectives
  - 7) Printed materials – good rating – some excellent some fair
    - Provide folders for handouts
    - Spotty, but some excellent
  - 8) Exhibits – good rating
    - Would like to see more
    - Need more handouts
    - Not staffed
  - 9) Keynote – excellent rating
    - Very humorous
    - Good message
    - Excellent speaker
- Open-ended Questions
  - 1) What did you like most about the conference?
    - Keynote speaker
    - Length of sessions
    - Location
    - Good format
    - Network opportunities

- Good, focused topics - not too general
- 2) What did you like least about the conference?
- Facility needs better signage for rooms - would be helpful to have information in the program
  - Two of the programs were given only once
  - Could be longer
  - Striking lack of diversity...racial/ethnic/low income.
  - Sessions seemed a little long
  - Would like PowerPoints of Awards
  - Too short afternoon content
  - Allow more time after presentations before last session - time to speak with peers.
- 3) What topic(s) would interest you most at our next GC Conference?
- Asset management,
  - GIS in Storm Utility
  - How are local financial institutions reacting to TND.
  - Transit options
  - Benefits of biking and walking to our cities and its residents
  - "green" design
  - Transportation planning collaboration amongst government.
  - Case studies in transportation planning.
  - Traditional neighborhood
  - New Urbanism projects in West Michigan
  - Focus on low income housing and how we can work to develop and improve conditions around the country
  - What is being done regarding the field of historic preservation
  - Sustainable design
  - Design criteria and specifics of working items/systems/choices.
  - Short presentations by sponsors/displays. 30 seconds - 1 min. each
  - Examples of collaborative planning that have actually led to effective outcomes.
  - Local success stories.
  - Legislative update - state/fed related to transportation, downtown development, landuse, etc.
  - Local initiatives to create better market solutions to decline sprawl.
  - Issue debate
  - Urban/rural perspectives. How to plan for all residents.
  - Developing local/regional economics

**Ideas for next Year**

- LEED
- Historic Preservation
- Form based code
- Greenways/pathways
- Open space preservation
- Downtowns
- Influence of school siting
- "Green" theme

**5. Other Items of Business**

None

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

The PIE Committee meets on the 3<sup>rd</sup> Friday of every month at the Grand Valley Metro Council at 8:00AM. The next PIE meeting is scheduled for Friday, July 16, 2004.

**7. Adjournment:**

Bowman adjourned the committee meeting at about 9:35 AM.