

Grand Valley Metropolitan Council

Public Information & Education Subcommittee

Friday, September 17, 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 McWhertor at 8:10 AM.

Members Present:

Caryl Sue Abendroth	Citizen
Judy Barnes	Home Builders Association
Jim Buck	City of Grandville
Rick Chapla	Right Place Program
Thomas McWhertor	Calvin College
Bonnie Shupe	Cannon Township
Kendra Wills	MSU Extension

Members Absent:

Beverly Drake	ACSET Council
Rick Sullivan	Center for Environmental Study
Carol Townsend	MSU Center for Urban Affairs
Dave Van Antwerp	Creative Partners

Others Present:

Priscilla Martin	Grand Valley Metro Council
Andy Bowman	Grand Valley Metro Council
Jay Hoekstra	Grand Valley Metro Council
Don Stypula	Grand Valley Metro Council

2. Approval of Minutes

The minutes for August 20, 2004 will be revised with Abendroth's suggestions and resubmitted at the next PIE meeting.

3. Staff Updates:

A. CRC Study

Stypula noted that the Citizen Research Council (CRC) is looking for funding in this area to conduct a study on municipal finance – sharing of public services and consolidation of governments (not looking at school districts). The Mott Foundation is the primary funder for the Detroit area. Tom Clay of CRC will be discussing the study at the GVMC quarterly luncheon on October 11th. McWhertor questioned how this will save the state budget? Bowman replied that it would help on revenue sharing by cutting administrative structure/costs. Chapla noted that the CRC study will document inter governmental approaches to service delivery and will be more of a cost benefit analysis vs. forcing the issue of consolidation. Recommendations for consolidation will be included though. Stypula remarked that this might be a good topic for a breakout session at the Growing Communities Conference.

4. Growing Communities Conference

Hoekstra suggested the transect study, form based codes, and alternative street standards as possible breakout sessions for the conference. McWhertor stated that these topics won't broaden conference attendance. We need topics that will bring back people and bring in new people. Chapla stated that this

conference isn't the place to bring in the general public – it is more for professionals. We need to find other ways to attract the general public to current issues. Bowman stated that the Save Our Land video would be good for this. The video can be purchased and then shown on cable access channels. Barnes suggested having sessions with beginner, intermediate and advanced tracks, or at least one per conference, so that we will attract people that don't know as much.

Bonnie distributed and reviewed her suggestions for a questionnaire to go out to previous attendees of the conference (see attached). Chapla gave some suggestions for revisions and additions (see attached). Barnes commented that the cost of registration question should not be included because people will always say they don't want to pay more and we don't want to draw attention to it if we end up raising the price anyway.

It was decided to not conduct the questionnaire now but to ask these questions at next years conference in the evaluation. Also decided was to stay at Frederik Meijer Gardens for the 2005 conference and to raise the registration fee to \$75/\$85.

The committee reviewed VanAntwerp's handout/suggestions to increase sponsorships by increasing the benefits package. Those present discussed his ideas and decided that it would be a good idea to carry out some his suggestions such as:

- Having sponsors for individual breakout sessions with introductions.
- Opportunity to place a booth in the lobby and material on the tables for the luncheon.
- Provide time to visit booths and hold drawings for prizes to encourage attendees to visit each sponsor.

It was noted that sponsors will want to know what is in it for them. Barnes suggested that the materials include more information on the sponsors. Barnes also recommended placing an ad in the newspaper to advertise the conference as well as including a list of sponsors. McWhertor stated that we need to start looking for sponsors as soon as possible while organizations are working on their budgets, and so we can include the names of sponsors in all information that is distributed. It was suggested that we offer invoicing so that organizations can commit now and pay later. McWhertor suggested 2 – 3 invoicing options 1) a February invoice due by date so sponsors are included in all three publications – the save the date card, the registration brochure, and the materials distributed the day of the conference; 2) a April invoice due by date so sponsors are included in the registration brochure and the materials distributed the day of the conference; and 3) a June invoice due by date so sponsors are included in materials distributed at the conference. Wills suggested including a note in the sponsor letter that a list of previous conference attendees is available upon request. It was concluded that GVMC staff is to work on the sponsor letter and email to PIE members for suggestions before mailing out.

Buck stated that we need to decide on a theme by the time the sponsor letter goes out in October. Barnes added that sponsors will want to know the theme of the conference before their name is connected to it. Shupe noted that there was not enough time today to come up with a theme – don't want to be pressured.

5. Other items of Business

Hoekstra announced that the study from Laurie Volk should be coming out soon. She will be coming back to Grand Rapids to make 4 presentations including the BP committee, realtors and planning commissioners, home builders and professional planners. Shupe suggested doing a presentation at the Board meeting and invite Blueprint members.

6. Future Agenda Items/Next Meeting Date:

The PIE Committee meets on the 3rd Friday of every month at the Grand Valley Metro Council at 8:00AM. The next PIE meeting is scheduled for Friday, October 15, 2004. Agenda items include GC Conference theme discussion.

7. Adjournment:

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

SURVEY QUESTIONS FOR PIE COMMITTEE
RE: NEXT GROWING COMMUNITIES CONFERENCE

- 1) Would you be willing to pay an extra amount to attend the conference in 2005? If so, how much - \$10, \$20, or \$25 (This year's cost was \$50.)
- 2) Do you consider Meijer Gardens a good place to hold this conference? Would you attend if it were held elsewhere?
- 3) Some suggestions for future conferences are the Prince Conference Center at Calvin College or the campus of Grand Valley State University? Would you attend if it were held at either of these locations? Do you have another idea of a convenient conference center?
- 4) The topic of this year's conference was "Place Value." Do you have any suggestions for a topic for next year's conference?
- 5) Are you or is your business able to provide sponsorship to the conference? If not, can you suggest someone or a company who might be able to?

Rick Chapla's suggestions:

- 1) How much would you or your organization be willing to pay to attend next years Growing Communities conference consider that your registration will include breakfast and lunch? (List price options)
- 2) Frederik Meijer Gardens has been the location of past conferences. Is this a satisfactory location for future conferences? If not what other locations would you suggest?
- 3) Beyond the registration costs would you or your organization be willing to provide conference underwriting assistance. If so how much? (list amounts)