



Rochester Hills

Minutes - Draft

1000 Rochester Hills Dr.
Rochester Hills, MI 48309
(248) 656-4600
Home Page:
www.rochesterhills.org

Police and Road Funding Technical Review Committee

*Don Cline, Jr., John Dalton, Dale Hetrick,
Tim Jacobson, Walter Johnson, Nancy Soisson, Ted Zellers*
Council Members: *Greg Hooper, Michael Webber*
Youth Member: *Ishan Patel*

Wednesday, June 9, 2010

6:00 PM

1000 Rochester Hills Drive

CALL TO ORDER

Chairperson Cline called the Police and Road Funding Technical Review Committee meeting to order at 6:07 p.m. Michigan Time.

ROLL CALL

Present 6 - Greg Hooper, Tim Jacobson, Don Cline, Walter Johnson, Nancy Soisson and Michael Webber
Absent 3 - John Dalton, Dale Hetrick and Ted Zellers

PUBLIC COMMENTS

None.

Others Present:

*C. Neall Schroeder
Jamie Smith, Media Specialist*

APPROVAL OF MEETING MINUTES

2010-0246 Approval of Meeting Minutes - May 5, 2010

Attachments: [050510 Minutes.pdf](#)
[Resolution.pdf](#)

Postponed.

DISCUSSION ITEM

2010-0063 Police and Road Funding Discussion

Attachments: [Rochester Hills Road Video outline \(3\).pdf](#)
[Rochester Hills Road Video outline-tlz-dah - r1 \(3\).pdf](#)
[Rochester Hills Road Video outline-tlz-r1 \(2\).pdf](#)
[2010 PQI Map Locals.pdf](#)
[Gravel Roads.pdf](#)
[Street Jurisdiction \(2\).pdf](#)
[Assesrol.xls](#)
[CC MTG 1994-01-25.pdf](#)
[Decling Rate Methodology 1988-02-24.pdf](#)
[Flyer from 1998.pdf](#)
[Local Rd Guidelines 1993-02-03.pdf](#)
[Local Rd Improvement Policy 1998-04-29.pdf](#)
[Local Rd Improvement 1998-05-08.pdf](#)
[Local Rd Policy Purpose and Intent 1998-05-08.pdf](#)
[Paving Gravel Stds 1998-04-29.pdf](#)
[Questions Local Rd Forum 1997-05-14.pdf](#)
[Road Repair Costs.xls](#)
[SAD Apportionment Ltr 1990-05-23.pdf](#)
[SAD Checklist.pdf](#)
[SAD Info Jan-2001.pdf](#)
[SAD Practices in MI 1994.pdf](#)
[2010 Survey SAD.pdf](#)
[Preliminary Millage Forecast #2.pdf](#)
[Spreadsheet Sorted by CC Ranking.pdf](#)
[Spreadsheet Sorted by Area.pdf](#)
[Spreadsheet Sorted by Timing.pdf](#)
[Spreadsheet Sorted by No Action Needed.pdf](#)
[Purpose and Charge.pdf](#)
[Mayor's memo w attachments.pdf](#)

Chairperson Cline began the discussion noting that the Committee has to finish the Educational Program Brochure (brochure) this evening to meet the deadline requirements for the printing, copies and delivery to the mail distribution center. He noted that Member Johnson had sent an e-mail with some questions regarding language contained in the brochure. He stated that the Committee's next goal would be to prepare the outline and the video to be distributed on the City's cable and the Educational Program web site. He suggested that Member Johnson discuss the questions he has regarding a portion of the brochure.

Member Johnson commented that he did not think the Committee had clarified the purpose of the expiring millage.

Discussion between members of the Committee ensued regarding how best to clarify the language contained in the brochure. Agreement was reached by the members that language stating that the expiring millage was related to park land purchase and acquisition.

Member Hooper commented that he had forwarded the e-mail regarding the proposed clarification of the expiring millage to the City Attorney for his approval and had received that approval.

The Committee Members then discussed the steps to have the brochure

printed including the color and format so that labels could be attached to the actual brochure. The mail distribution facility could then finalize the brochure for mailing. It was determined by the Members to have approximately 10,000 brochures printed, sent to the Absentee Voters and distribute the remaining brochures to as many voters as possible.

Member Hooper stated he is a resident of the City and asked fellow City residents Mr. Schroeder and Mr. Smith their opinions as to the informational content of the brochure.

Mr. Neall responded that in his experience with the City, it has always been an uphill battle with anti-tax citizens. He stated that this is an important issue worth the effort.

Mr. Smith commented that the brochure information is pretty dry and probably would go over the heads of 90% of the people. He suggested that perhaps there would be a way to humanize it to make it more understanding for people. He asked when the print deadline would be.

Member Hooper responded that the Committee Members should have the completed brochure before the Absentee Voter ballots are distributed, approximately July 1st which would include the Absentee Ballots being sent to the City's residents serving in the military.

Mr. Smith asked if he could take the current factual brochure format and content and work on it to make it more palatable to the general audience.

Member Johnson stated his concern that the current draft of the brochure is a good informational piece, that he does not want it 'dumbed down' and that his initial desire had been to distribute the Educational Program through the City's schools.

Mr. Smith responded that his intention was to put the information in understandable terms that people could relate to.

Member Johnson suggested that perhaps Mr. Smith could do that on the video and website information.

The Committee Members concurred that a reference directing people to the video and website information should be inserted into the brochure. The Members discussed the purpose of the picture on the brochure and how it could best draw people's attention to the similarity of the conditions of their residential streets. Discussion then turned to effective use of bullet points to alert residents to the seriousness of the condition of the City's roads. The Members discussed the difference between informing the residents of the City's 'clean' audit reports, efficient operations of the City and that people will still believe what they want to believe.

Member Johnson discussed a blog from another City and **Chairperson Cline** commented that many people can blog without being factually correct.

Chairperson Cline stated that the Committee's proposed article in the Post, the City's Herald newspaper and the brochure would be the best way to reach the City's residents.

Mr. Smith concurred stating that different people accept information in different ways.

Member Soisson noted that it would be a good point to inform residents that the City's tax millage is low in comparison to other cities.

Member Hooper suggested that he would like to forward the revised brochure to the City Attorney for approval after Mr. Smith has made his revisions. He cautioned that the revisions would have to be minor otherwise the brochure project would be paralysis by analysis.

The Committee then concluded that the brochure finalization deadline should be by the end of June to allow time for the City Attorney to review it, the print and mail facilities to process it, and to allow for sufficient distribution time. Discussion then moved to the two draft versions of the outline for the video presentation that were in circulation.

Member Soisson then inquired as to the status of discussion of a potential parks millage which could provide relief to the operating fund.

Chairperson Cline stated that the Committee could add that item to the list if it is the consensus of the Committee to do so.

Discussion then turned to the material to be highlighted in the informational video to be televised on the City's cable and possibly as a link in the website. The Committee and Mr. Smith set a deadline of Monday, June 14, 2010 for taping the video and for its subsequent review and approval. The Committee concluded that the first video airing would be at the League of Women Voters - Candidate Forum, during the break in between the candidates for State Senate District 12 and County Commissioner Districts 11 and 12. Committee Members made arrangements with Mr. Smith for participation in the creation of the informational video.

The Committee Members discussed that it would be necessary to schedule the next meeting in the event the ballot question does not pass. **Member Hooper** explained that it would give the Committee time to make its presentation to City Council for inclusion on the November ballot.

ANY OTHER BUSINESS

None.

NEXT MEETING DATE

Wednesday, August 4, 2010 - 6:00 p.m.

ADJOURNMENT

There being no further business before the Police and Road Funding Technical Review Committee, Chairperson Cline adjourned the meeting at 7:25 p.m.

DON CLINE, JR., Chairperson

*Prepared by Christine A. Wissbrun
Administrative Secretary, City Clerk's Office*