



Rochester Hills Minutes

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Community Development & Viability Committee

*Ed Anzek, Bryan Barnett, Scott Cope, Frank Cosenza, Barbara Holder, Jim Duistermars Sahar
Emambakhsh, Michael Kaszubski, Roger Rousse, Ann Ruggiero, Kathryn Tignanelli*

Thursday, May 27, 2004

5:30 PM

1000 Rochester Hills Drive

CALL TO ORDER

Chairperson Barnett called the meeting to order at 5:35 PM.

ROLL CALL

Present: Bryan Barnett, Barbara Holder and Michael Kaszubski

Absent: Jim Duistermars and Frank Cosenza

*Non-Voting Members Present: Ed Anzek, Scott Cope, Roger Rousse and
Kathryn Tignanelli*

Non-Voting Members Absent: Sahar Emambakhsh, Ann Ruggiero

*Committee Members Emambakhsh and Ruggiero provided previous notice they would be
unable to attend and asked to be excused.*

Others Present: Mayor Pat Somerville, Mark Nottley and Dalene Sprick, Rehmann Robson

APPROVAL OF MINUTES

2004-0168 Regular Meeting - November 13, 2003

Attachments: Draft minutes.pdf

*Minutes were approved as presented at the April 22, 2004 Community Development &
Viability Committee Meeting and were placed on this agenda in error.*

Closed

2004-0308 Regular Meeting - December 11, 2003

Attachments: Draft Minutes.pdf

*Minutes were approved as presented at the April 22, 2004 Community Development &
Viability Committee Meeting and were placed on this agenda in error.*

Closed

2004-0169 Regular Meeting - January 22, 2004

Attachments: 012204 CDV DRAFT Minutes.pdf

*Minutes were approved as presented at the April 22, 2004 Community Development &
Viability Committee Meeting and were placed on this agenda in error.*

Closed

COMMUNICATIONS

None were presented.

Mr. Duistermars entered at 5:45 PM.

Present: Bryan Barnett, Barbara Holder, Jim Duistermars and Michael Kaszubski

Absent: Frank Cosenza

NEW BUSINESS

2004-0469

Local Road Millage Initiative

Attachments: 081804 Agenda Summary.pdf; Local Street Millage Ballot Language.pdf; 071404 Agenda Summary.pdf; RR Public Education Initiative Outline & sample timeline 052704.pdf; 3.2 Mills - 10 yr w/o MRF transfer.pdf; 3.08 Mills - 10 yr w/o MRF transfer.pdf; Residenti

The consensus from the previous joint Community Development and Viability & Financial Services Meeting held May 20, 2004 was to move forward with a millage request.

Mr. Mark Nottley, from Rehmann Robson, distributed an outline for the final report (attached to the legislative file 2004-0469) that pertains to the draft final report that will be forth coming on June 7, 2004. The report will include the following:

** "Real road funding" that includes anticipated funding shortfalls with operations and construction.*

** A solid millage number for model assumptions.*

** No transfer monies from the General or Major Roads Funds.*

Ms. Dalene Sprick, from Rehmann Robson, reviewed an outline for the public education initiative and sample timetables (attached to the legislative file 2004-0469) that included the following points:

** Terminology is very important such as:*

- Use the word "initiative" instead of "campaign" to take the politics out .

- Use the words "residential streets" instead of "local roads" to create more meaning for residents.

** Specifically address the number of miles of road work to be done and the cost per mile to repair or reconstruct or overlay the roads.*

Ms. Sprick noted that the first suggested step would be for the Committee to determine who will lead the initiative. She discussed the following considerations:

** City Council Members and Mayor are limited due to political nature of their positions.*

** A citizens support group has the ability of a campaign nature.*

** A task force can consist of staff, committee members and citizens.*

** An outside consultant or staff person is the most viable option.*

* *An attorney would review the ballot language for state legislation and city charter issues.*

Ms. Sprick suggested a second step would be for the Committee to perform a "community attitudinal assessment survey" that includes the following:

* *Ask residents how they become aware of city issues, i.e. where do they get their information from so dedicated funding for educating residents can be appropriately directed.*

* *Determine the underlying crucial community issues and craft the message to deliver a better package by using the following:*

- *A phone survey could poll about 385 to 400 residents and would cost approximately \$5,000 to \$7,000.*
- *Structure the message to be personal and clear for residents to understand*
- *Use different messages for different population groups but have an overriding theme.*
- *Possibly tie road quality to property values.*
- *Develop materials to convey the message such as:*
 - . *easy to read handouts*
 - . *slide presentations*
 - . *press packets*
 - . *newspaper articles*
- *Develop media contacts.*

* *Distribute materials before absentee ballots are returned and before the election.*

Discussed

Enactment No: RES0279-2004

Chairperson Barnett exited at 6:39 PM. Vice Chairperson Duistermars chaired the remainder of the meeting.

Present: Barbara Holder, Jim Duistermars and Michael Kaszubski

Absent: Bryan Barnett and Frank Cosenza

ANY OTHER BUSINESS

None was presented.

NEXT MEETING DATE

Special CDV Meeting - Thursday, June 10, 2004 - 5:30 PM

ADJOURNMENT

There being no further business to discuss, Vice Chairperson Duistermars adjourned the meeting at 6:49 PM.

Minutes transcribed by Sue Busam and Denise Mertz.

NOTE:

Minutes were approved as presented at the August 19, 2004 Regular Community Development & Viability Committee Meeting.