

Present: Vice-Chair Tricia Sloan; Members: Greg MacKenzie, Edna Freier, and R. Jean Ruth

Absent: Lynn Kier

Also Present: Council Liaison, Walter Briggs

Vice-Chair Sloan called the meeting to order at 7:30 p.m. in the Village of Beverly Hills municipal building at 18500 W. Thirteen Mile Road.

**APPROVE/AMEND AGENDA**

Motion by Ruth, second by Freier, to approve the agenda as published.

Motion passed.

**REVIEW AND CONSIDER APPROVAL OF MINUTES OF A REGULAR COMMUNICATIONS COMMITTEE MEETING HELD JANUARY 10, 2013**

Motion by MacKenzie, second by Ruth, to approve the minutes of a regular Communications Committee meeting held January 10, 2013.

Motion passed.

**UPDATE REGARDING CRIME REPORTS IN LOCAL NEWSPAPERS AND CRIMEDAR**

MacKenzie reported that he spoke with the Birmingham Police Chief about their participation in the Crimedar website. He has learned that Beverly Hills has become a member of Crimedar since last month's Communications Committee meeting. There are over 400 entries on the site from the January Public Safety Activity Report.

Briggs, Council liaison to the Committee, provided background on how the Village's participation in Crimedar transpired. He noted that the 412 items reported include all incidents and calls for service, not just crime. The PSD Activity report is prepared by the Department and distributed in the bi-weekly Council packet. Briggs thought that it would be helpful if the Communications Committee could look at the crimedar.com website and consider what information would be of value to the Villagers. He suggested that members compile their comments in one email to be forwarded to Chief Torongeau.

In answer to an inquiry, Briggs said that the Public Safety Department is not currently sending crime statistics to the local newspapers. He made the point that there are a small number of actual crimes reported in the January Public Safety Activity Report. Thought should be given to the parameters for reporting information to the newspapers. It was suggested that certain crimes and service calls that are of interest to the community could be selected from the bi-weekly Activity Report and edited for publication in the local newspapers.

Briggs said that thought has been given to attaching the current Public Safety Activity Report to the Gov.Delivery message that goes out to residents weekly. He questioned whether statistics and items reported should be summarized rather than providing data on 412 items.

Sloan suggested including the entire Activity Report as a link on the Village website. She added that residents concerned about immediate safety issues may want notification of crimes such as larcenies that are occurring in specific neighborhoods. MacKenzie thought that the only way people would look at Beverly Hills crime reports is if they were published in the local newspapers.

It was proposed to use the weekly Gov.Delivery newsletter to provide a synopsis of a few timely Public Safety items taken from the current activity report and include a link to the entire activity report for those who are interested in all the details. The point was made that priority items would get lost in a long list of service calls.

MacKenzie referred to his conversation with the Birmingham Police Chief who indicated that their Department enters about 30 crime reports onto Crimedat per month. Birmingham staff spends about one hour per week on compiling the report. The Chief questioned whether Crimedat was meaningful and did not advocate participation in the site.

#### **OUTCOME OF GRANT REQUEST FOR WEBSITE UPDATE**

Clerk Ellen Marshall informed Committee members via email that the Birmingham Area Cable Board approved the Village's grant request for \$2,000 to update the Village website. She and Erin Wilks will begin working with Robert Ferkel to migrate information into the new pages. Marshall did not have a target date for completion and launching of the new site.

#### **PUBLIC COMMENTS**

None

#### **LIAISON COMMENT**

Briggs provided information on Village projects that may involve Committee members in terms of communicating pertinent information to residents. The Village Planning Commission has been working on a Southfield Road Corridor Redevelopment Plan that will promote the creation of a Beverly Hills Town Center. The vision is to promote the development of the Village's unique character while enhancing its economic base by assisting the retention and expansion of valued businesses and encouraging new business to locate in Beverly Hills. The plan would promote two or three-story multi-use buildings that could include residences, retail and office space. The Planning Commission has also drafted a revised Sign Ordinance with the idea of improving the quality of signage in the Village that has been allowed for many years under the current ordinance.

Along with the Village's plans for redevelopment of the commercial corridor, the Road Commission for Oakland County is studying a redesign of Southfield Road from the Lodge freeway to north of 13 Mile Road. The County presented a number of design solutions including a plan that calls for a median in the middle of the roadway with a slip road on the west side, which would allow parking along store fronts. This would be vital to what the Village is trying to

achieve in terms of planning for the Southfield Road business district. Briggs mentioned that the Road Commission is talking about building a roundabout at the 13 Mile/Southfield intersection.

Briggs related that another program underway has to do with the quality of life for seniors. A Joint Senior Services Committee was established in June of 2012 to address areas of need for the rising senior demographic, including the appropriate funding and governance models necessary to support these needs. The Senior Services Committee will provide policy recommendations to the governing bodies of surrounding communities for providing activities and services to individuals 55 years of age and older.

**ADMINISTRATION COMMENTS**

None

**COMMITTEE COMMENTS**

None

Motion by Ruth, second by Freier, to adjourn the meeting at 8:15 p.m.

Motion passed.