

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

Absent: None

Also Present: Council Liaison, Walter Briggs
Assistant Manager, Ellen Marshall

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

REVIEW AND CONSIDER APPROVAL OF MINUTES OF A REGULAR COMMUNICATIONS COMMITTEE MEETING HELD FEBRUARY 14, 2013

Motion by Sloan, second by Ruth, to approve the minutes of a regular Communications Committee meeting held February 14, 2013.

Motion passed.

DISCUSS COMMUNICATION STRATEGY FOR LAUNCHING NEW WEBSITE

Marshall displayed the updated website on the new interactive display board and demonstrated the restructured layout and features. The new website will be launched towards the end of May; staff has been in the process of moving pages into the new layout.

The website will be communicated to residents through regular GovDelivery email messages, the May quarterly newsletter, and posted on the Village's Facebook page. Kier volunteered to draft a press release to be sent to the Oakland Press, Eccentric, and Eagle newspapers. The website will be announced at upcoming Council meetings, and a message will be placed on the sign board in front of the Village offices.

DISCUSS OPTIONS FOR REACHING OUT TO BEVERLY HILLS VETERANS FOR MEMORIAL DAY UNVEILING OF VETERANS MEMORIAL MONUMENT

A veterans memorial monument will be installed near the pavilion in Beverly Park attributable to donations received from the citizens of Beverly Hills. The organizers of this effort are working with the Parks and Recreation Board to coordinate a flag ceremony following the Beverly Hills Memorial Day Parade with a ceremony to dedicate the new veterans monument. Veterans and active members of the armed services will be invited to the monument dedication on Monday, May 27, 2013.

Marshall informed the Committee that it has been difficult to locate and contact veterans and active armed services personnel in the community. Census information reports that there are a substantial number of veterans in Beverly Hills. The organizers of the fund drive for the monument have asked that the Communications Committee attempt to reach veterans in the Village.

Sloan volunteered to track down veterans in Beverly Hills through contacts with the VFW and other local organizations. She had ideas about creating invitations to distribute to veterans with

information about the Memorial Day event and availability of parking passes. The suggestion was made that the press release publicizing the parade and carnival include a message welcoming local veterans to attend the monument dedication ceremony. Sloan will contact parade and carnival chairperson Bill Kondak regarding that addition to the press release.

ESTABLISH SUBCOMMITTEE TO REVIEW LIFESTYLE MAGAZINE ARTICLE

Members have received the 2013 Winter/Spring edition of the Birmingham Bloomfield Lifestyle Magazine. It is a semi-annual community resource guide serving Beverly Hills, Bingham Farms, Birmingham, Bloomfield Hills, Bloomfield Township and Franklin. It appears that the publication is useful to people looking for homes in the area.

Village Manager Wilson suggested that it might be a good project for the Communications Committee to update the Beverly Hills community profile on page 13 of the current publication. The article was prepared by a high school student from Beverly Hills and has been published in the magazine for several years.

Members Ruth and Freier will draft an updated community profile for the Lifestyle Magazine and provide new photographs. This subcommittee will have the project completed by July in order to be published in the September issue of the magazine.

PUBLIC COMMENTS

None

LIAISON COMMENTS

Council liaison Briggs proposed a discussion item for the next meeting. He asked that the Communications Committee undertake the implementation of a resident survey. Council discussed the need for a current survey at its February 9, 2013 strategy session. Briggs will provide further information at next month's meeting on the intent and basis for the questionnaire and methods of conducting a survey. Briggs offered to share previous Village surveys with the Committee members.

ADMINISTRATION COMMENTS

None

COMMITTEE COMMENTS

Kier commented that tonight was a productive meeting of the Committee.

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

Motion passed.