

Present: Chairperson Kier; Vice-Chair Sloan; Members: Freier, and Ruth

Absent: MacKenzie

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 APRIL 11, 2013**

Motion by Ruth, second by Sloan, to approve the minutes of a regular Communications Committee meeting held April 11, 2013.

Motion passed.

**UPDATE REGARDING VETERANS MEMORIAL DEDICATION**

Kier reviewed that the Committee was charged at its April meeting with writing a press release for local newspapers regarding the veterans memorial dedication on May 27 in Beverly Park. After drafting that press release and securing Council approval, Kier came across a comprehensive article in the Eagle newspaper on Wednesday, May 1 that covered the Memorial Day event and veterans monument dedication ceremony. This occurred before she submitted her piece to the newspapers. She related that the article was well done but was limited to the Eagle publication.

Kier asked if there was any insight as to how the May 1 Eagle article was generated. It was assumed that Paul Kleppert, the individual in the forefront of the veterans monument campaign, was contacted by an Eagle newspaper reporter requesting information. There followed discussion on whether a communications policy for the Village should be drafted addressing the designation of specific spokespeople authorized to communicate information on behalf of Beverly Hills. Members concurred that it was important to issue coordinated, widespread announcements. Kier stated that this Committee proposes to foster communication and work with the media; we are not journalists.

Marshall related that she generally directs people from the press to Manager Wilson. The Committee may want to research whether neighboring communities have a communications policy. Kier volunteered to contact local communities with this query.

Freier proposed making contact with other Village boards and committees to make the suggestion that their announcements could be passed through the Communications Committee. Marshall commented on issues being addressed by Village boards. The Planning Commission has revised the Village Sign Ordinance, which impacts the business community. The Commission is also working on a Southfield Road corridor redevelopment plan that will incorporate the future reconstruction of Southfield Road with a boulevard design. There was conversation about how the Committee could assist with getting the word out to the business owners regarding the new sign ordinance.

There was agreement that the Communications Committee should be aware of these kinds of discussions and possibly have a member attend a Planning Commission or Parks and Recreation Board meeting to obtain background information on upcoming projects. Collaboration with other Village bodies would be worthwhile. Marshall suggested that members read through council and board meeting minutes in order to keep informed of major plans and developments that will affect the community.

Marshall added that the Parks and Recreation Board will be considering whether to change the pavilion rental rates. This will be a topic at their June 20 meeting. At the suggestion of the Committee, Briggs will contact Parks and Recreation liaison John Mooney to indicate that the Committee could collaborate with that Board by offering suggestions on communicating a change in the pavilion rental rates to the public.

Sloan updated the members on her effort to locate Beverly Hills veterans through contacts with the VFW in Berkley and the Disabled American Veterans organization. She contacted an individual through the DAV who offered to provide a 21-gun salute for the monument dedication ceremony at 1 pm in Beverly Park on Memorial Day. There will be a bus of DAV members arriving for the event following an engagement in Berkley at 11 am. Sloan has been in contact with Bill Kondak from the Parks and Recreation Board and Ron Berndt about this opportunity; Berndt is in charge of scripting the memorial ceremony. Sloan related that designated parking will be provided for disabled veterans in the Beverly Park parking lot; she will donate bottled water for those veterans in attendance.

Briggs commented that he will be Master of Ceremonies for the event. Council President Tim Mercer will speak as well as Congressman Sander Levin. Marshall suggested that Bloomfield Community Television (BCTV) be informed about the timing of the program including the 21-gun salute to assist them with filming the event.

Sloan proposed to attend the ceremony and help out with the veterans where needed. There was conversation about identifying volunteer helpers in some manner so they would be more visible to veterans. Sloan will contact the Parks and Recreation Board for their input on this. Marshall answered inquiries on some of the details surrounding the ceremony. She noted that the Parks and Recreation Board will meet on Thursday, May 16 at which time final details of the parade and carnival will be discussed.

Kier will provide updated information on the Memorial Day Parade and Carnival events to the Eagle and Eccentric newspapers. Ron Berndt will be contacted for the most current program details related to the monument dedication ceremony.

#### **REVIEW DRAFT COPY OF LIFESTYLE MAGAZINE ARTICLE**

Ruth and Freier have collaborated on rewriting and updating the community profile page for Beverly Hills that is published in the quarterly Birmingham Bloomfield Lifestyle magazine. Ruth distributed a copy of the draft article including new photographs to members and asked for input.

The target audience for the magazine is home buyers; Lifestyle is distributed by realtors to potential customers. The new article will be published in the September, 2013 edition of the magazine; the completed draft should be available in July.

Sloan offered to rework the text in magazine style using bullets with key information as an alternative format for consideration by the committee. Kier remarked that she liked the updated information presented by Ruth and Freier. Sloan will use that text in an alternative layout; there will be two options for the Board to review at its next meeting.

### **DISCUSSION REGARDING RESIDENT SURVEY GUIDELINES**

Briggs provided members with samples of actual surveys for their review, two of which were distributed by Beverly Hills. Additional material included information from various organizations that conduct surveys for communities.

Briggs remarked that the scope of the resident survey will have to be determined as well as a decision on whether to conduct the survey in-house or to engage a company to draft and administer the survey. He suggested that it would be good to have survey results in 9-10 months indicating what residents think is important in terms of community services. Council is interested in determining the priorities of the electorate. Briggs would like a recommendation from the Communications Committee about how to structure the survey and the options for costs.

As an example of a survey topic, Briggs related that there was discussion during budget deliberations on whether Council should levy the maximum millage rate authorized by the Village Charter. Council concurred that this should be a topic of discussion during the year prior to the next budget cycle. Briggs will provide further information to the Committee on survey content at upcoming meetings.

### **PUBLIC COMMENTS**

None

### **LIAISON COMMENTS**

Briggs commented that the 2013/14 budget includes an increase in the water rate by 8% starting July 1, 2013; he outlined the reasons for the increase. There has also been discussion about changing to a monthly billing system; no decision has been made. Another topic of discussion was whether to give residents the option of installing a separate meter for outdoor water use. If Council decides to proceed along these lines, they will be looking at the Communications Committee to put a program together to educate residents on what is involved. Another item of community interest is the work being done on the Southfield Road Redevelopment Plan.

### **ADMINISTRATION COMMENTS**

None

### **COMMITTEE COMMENTS**

Freier related that she would not be in attendance at the June or July meetings.

The meeting was adjourned at 9:03 p.m.