

Present: Chairperson Sloan; Members: Freier, Schneider and Slatcher

Absent: MacKenzie

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

Chairperson Sloan called the meeting to order at 7:30 pm 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 AUGUST 8, 2013

Motion by Freier, second by Schneider, to approve the minutes of a regular Communications Committee meeting held August 8, 2013.

Motion passed.

DISCUSSION REGARDING RESIDENT SURVEY GUIDELINES

The charge of the Communications Committee to provide input to Council on instituting a community survey was last discussed at the May 2013 meeting. There have been changes to the membership of the Committee since that time.

Briggs provided members with handouts including articles outlining how to do a community survey as well a couple of sample citizen surveys. Council is interested in reaching out to the community to determine the priorities of the electorate and to make sure that they are addressing the concerns of the people. Briggs would like the Committee to explore the alternatives and provide Council with a recommendation on options for conducting a survey in terms of the survey mode, providers, and cost.

Briggs led a general discussion of the members on the following topics: the informative nature of a survey; vendors including companies and associations; survey format and distribution (mailed, online, phone sample); content; goals; grant availability; timeline; Beverly Hills issues; the art of framing questions; residents' preferred method of communication; anonymity; relevance of statistical data; and coding.

Briggs suggested that the Committee submit its recommendation on how to structure a survey, options for survey providers and cost estimates by **March or April of 2014** to be considered in the upcoming budgeting process; the survey would take place after June 30, 2014. Ellen Marshall will look into other communities in the state that have conducted a survey fairly recently and who they engaged to do the work.

Members talked about their plan for doing research, dividing responsibilities, and communicating outside of monthly meetings. They will attempt to arrive at the survey mode, method, top three vendors and cost estimate by January or February.

PUBLIC COMMENTS

None

LIAISON COMMENTS

Briggs welcomed new Committee members Patricia Schneider and Julia Slatcher.

ADMINISTRATION COMMENTS

Marshall asked whether or not Committee members plan to meet in December. There was a consensus to cancel the December meeting at this point.

COMMITTEE COMMENTS

Members talked about publicizing the Winter Family Fun day scheduled for Sunday, January 26, 2014. Sloan proposed having a beach party at her house if the weather doesn't cooperate for a winter event in the park. just kidding.

The meeting was adjourned at 8:35 p.m.