

Present: Chairperson Sloan; Members: Freier and Slatcher

Absent: MacKenzie, Schneider

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

Chairperson Sloan called the meeting to order at 7:34 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 NOVEMBER 14, 2013

Motion by Freier, second by Slatcher, to approve the minutes of a regular Communications Committee meeting held November 14, 2013.

Motion passed.

DISCUSSION REGARDING RESIDENT SURVEY

The Communications Committee has been talking about the process of instituting a community survey. At its November meeting, Briggs led the group in a discussion regarding potential survey content, goals, format, mode of distribution, timeline, area vendors, etc. Cost proposals for a community survey would be considered during upcoming Council budget considerations; the survey would take place in the next fiscal year after June 30, 2014.

Sloan reported on information she found online as far as companies that do surveys within communities. The next step would be to provide a couple of the prospective vendors with more information in terms of the type of survey and sample size before they can supply a quote.

Briggs talked about specific goals for a survey as well as serving as a tool to determine trends in the community. The point was made that the current millage expires in 2020. A survey could assist in determining what is important to the Village in order to make decisions that have community support. It was suggested that the survey could also be instrumental in educating residents on community issues.

The Committee referred to a sample survey entitled “The XYZ of ABC 2013 Citizen Survey”, which contains core questions and generic questions. This survey could be used as a broad example in order to obtain a quote. There followed discussion on the type of questions that would be customized for Beverly Hills.

Marshall indicated that she did not receive any response from a request put on the List Serve for all the Managers in Michigan in an attempt to receive information on municipal surveys. She did obtain a copy of a Request for Proposal used by the City of Norton Shores, Michigan in 2008 for a citizen opinion survey. Copies were distributed to the Committee. There was agreement that this document could be rewritten to apply to Beverly Hills and mailed to vendors. Marshall will revise the RFP content; Briggs will edit the background information. This will be an agenda item for the February meeting.

PUBLIC COMMENTS

None

LIAISON COMMENTS

None

ADMINISTRATION COMMENTS

None

COMMITTEE COMMENTS

None

The meeting was adjourned at 8:43 p.m.