

Grand Valley Metropolitan Council

Public Information & Education Subcommittee

Friday, October 24, 2003
8:00 AM
Grand Valley Metro Council
40 Pearl NW, Suite 410
Grand Rapids, MI

MINUTES

1. Call to Order and Attendance

The PIE Committee was called to order by McWhertor at 8:05 AM.

Members Present:

Caryl Sue Abendroth	Citizen
Jim Buck	City of Grandville
Thomas McWhertor	Calvin College
Bonnie Shupe	Cannon Township
Carol Townsend	MSU Center for Urban Affairs

Members Absent:

Judy Barnes	Home Builders Association
Rick Chapla	Right Place Program
Beverly Drake	ACSET Council
Lori Larsen	Citizen
Erika Rosebrook	Kent County
Dave Van Antwerp	Creative Partners

Others Present:

Priscilla Babcock	Grand Valley Metro Council
Andy Bowman	Grand Valley Metro Council
Chris Dingman	Grand Valley Metro Council
Jay Hoekstra	Grand Valley Metro Council
Alex Nesterenko	Grand Valley State University
Don Stypula	Grand Valley Metro Council

2. Approval of Minutes

The minutes for September 19, 2003 were accepted.

3. Staff Updates:

A. Growing Communities Conference – 2004

- Bowman asked the committee to start thinking about potential topics for next year's Growing Communities Conference. Will discuss at November's meeting.
- Buck stated that we also need to consider whether we would like to team up with WMSA.

4. Work Session

A. Blueprint Survey

Nesterenko announced that he is putting together a narrative of the survey results and will email it to PIE committee members as soon as possible.

Nesterenko stated that the results of the survey indicated that people have a low level of awareness of neighborhood concepts. Bowman added that there were many contradictions and paradoxes. Nesterenko noted that when the results were divided into the 6 – 7 sub regions the sample was getting rather small. McWhertor suggested using two samples – in the city and outside of the city. Hoekstra mentioned using Urban Metro and then everything else.

Nesterenko suggested the possibility of developing a video to get the word out to the public. He noted that he did not have specific proposal currently, but wanted to know if there was any interest first. Nesterenko stated GVSU would be interested in working on this project.

- Stypula questioned whether Michigan public TV has ever done anything on this. Bowman replied that they have not done anything factual like we would do such as focusing on how we've gotten where we are now.
- Abendroth asked about the goals of the project. She suggested that the video present specific challenges that people can grasp onto and go with.
- Bowman noted that they were thinking of doing a series of videos with different themes.
- McWhertor suggested using the news vs. public TV because not many people watch public television.
- Bowman stated that we have done sound bites before and that we need do something more now. He suggested using both the news and public television.
- Shupe questioned where we would get the money for this.
- Stypula suggested getting sponsors to back us up. McWhertor commented that it might be hard to get sponsors for these issues. Bowman commented that the video would need to be factual and not preaching.
- Stypula mentioned using community TV stations. Nesterenko noted that we need to stay in charge and this would be difficult when involving community TV.
- McWhertor commented that when Calvin worked with WGVU on a video it cost about \$25,000 for a one hour video → not cheap.

Please email Bowman or Nesterenko if you have any questions you want explained in reference to the survey questions.

5. Other Items of Business

A. Governor's Conference

Stypula announced that there is going to be a Governor's Conference at Frederik Meijer Garden's on November 3rd.

- Discussions will be centered on concepts of the Michigan Land Use Leadership Council Report.
- There are about 600 people signed up so far (including legislators).
- The Governor will be speaking in the morning along with sponsor representatives and Bill Rustem's presentation of the MLULC Report. There will be 4 breakout session following. In the early afternoon there will be a discussion panel talking about what will and will not work. Dave Hollister of the Department of Economic Development and Labor will be wrapping things up.
- Sponsors include the City of Grand Rapids, Kent County, WMSA, and GVMC.
- McWhertor noted that it wasn't clear that GVMC was involved and that it would be beneficial if GVMC could get better publicity with the event.

6. Future Agenda Items/Next Meeting Date:

The PIE subcommittee meets on the 3rd Friday of every month at the Grand Valley Metro Council at 8:00 AM. The next PIE meeting is scheduled for Friday, November 21, 2003. We will be discussing the Growing Communities Conference.

7. Adjournment:

Bowman adjourned the committee meeting at 9:15 AM