

# Grand Valley Metropolitan Council

## Public Information & Education Subcommittee

Friday, October 15, 2004  
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 8:10 AM.

##### Members Present:

Judy Barnes	Home Builders Association
Rick Chapla	Right Place Program
Thomas McWhertor	Calvin College
Carol Townsend	MSU Center for Urban Affairs

##### Members Absent:

Caryl Sue Abendroth	Citizen
Jim Buck	City of Grandville
Beverly Drake	ACSET Council
Bonnie Shupe	Cannon Township
Rick Sullivan	Center for Environmental Study
Dave Van Antwerp	Creative Partners
Kendra Wills	MSU Extension

##### Others Present:

Priscilla Martin	Grand Valley Metro Council
Andy Bowman	Grand Valley Metro Council
Jay Hoekstra	Grand Valley Metro Council
Don Stypula	Grand Valley Metro Council

#### 2. Approval of Minutes

The minutes for August 20, 2004 and September 17, 2004 were accepted.

#### 3. Staff Updates:

None

#### 4. Work Session

##### A. Growing Communities Conference

##### I. Sponsorship Letter

- Stypula suggested adding Jim Buck's signature to the letter.
- Staff to add pledge sheet to include
  1. Amount options and benefits of each amount contributed
  2. Invoice now or later (March or April) option
  3. Signature line
- Bowman questioned what should be offered for the different contributions. It was suggested:
  1. Banners
  2. Sponsor of breakout sessions
  3. Letting sponsors speak at the conference
  4. Publicity on news releases
  5. Publicity on printed materials

- 6. More signage at conference
- 7. Add sponsors to website with link to their own website
- Barnes suggested using the “cafeteria plan” where sponsors can choose what kind of publicity they would want
- Add Townsend’s paragraph to the letter
- Townsend stated that we need to broaden the base of potential sponsors in addition to asking for more money from the same people
- Staff to revise the letter with suggestions and get out as soon as possible.

## II. Theme Discussion

McWhertor suggested having Thomas Hylton who did the Save Our Lands video as the keynote speaker. McWhertor commented that the keynote speaker should be more broad than narrow focused and Hylton seems to fit this. Bowman added that the breakout speakers could focus on more narrow topics covered by the keynote.

It was suggested to have Dave Poulsen a Lansing journalist, and Derek Frances a WZZM reporter, who focus on land use issues, speak for one of the breakouts. They could possibly focus on how to get stories on land use in the media.

Bowman stated that we could also bring in local experts for breakouts to talk about the Save Our Land video concepts as they apply in this area.

### B. Next GVMC Survey

Bowman announced that he is looking into conducting another survey, and informed PIE members that if they had any questions they would like added to the next questionnaire to let him know. McWhertor questioned whether enough was done with previous results to make another survey worth while. McWhertor noted that the survey results don’t appear to be that significant and have never been release to the public. Barnes suggested waiting a year stating that we have a good benchmark now. Bowman noted that he uses the survey results frequently in his work and does see the benefit of doing another survey soon. McWhertor remarked that he didn’t see the benefit related public information, but if it would be beneficial for internal use then go ahead and proceed. McWhertor requested that the results from all three surveys be distributed along with a summary of trends.

It was noted that the last survey was conducted in 2002 and the earliest the next one would be conducted would be early 2005. Townsend questioned whether the results of the survey could be used for a workshop at the conference. McWhertor suggested that we have a statistician review the results to see what they can make out of the results. Townsend also suggested a sociologist.

### C. Volk Market Study

Bowman questioned whether it would be better for Laurie Volk to present her neighborhood market study results in November or December. Barnes stated that December would be better so HBA members would have a more advance notice. Bowman stated that Volk would be doing a presentation to the GVMC Board on the first Thursday of the month and stated that the other three presentations would be scheduled around that. Bowman to discuss dates with Volk and then notify PIE members when I decision has been made.

Stypula stated that there should be a news release. It was decided to invite the media to the Board presentation. Townsend questioned whether the public was being invited. Bowman replied that they hadn’t thought about it yet but probably could. In addition to the Board presentation there will be one for the HBA and another for local planners. McWhertor suggested the fourth meeting be held at night and include the public and miscellaneous groups. Townsend suggested also inviting the neighborhood associations.

## 5. Other items of Business

### A. Public Relations as a GVSU Project

Not discussed

**B. Save our Lands Video**

Bowman stated that they have purchased the rights to the Save Our Land video and are now able to show it on cable access channels for a certain time period as well as lend the video out for others to view. Bowman stated that he would like to tie in local relevance when showing the video to others. Chapla suggested adding the Save Our Land video into library catalogs to reference that we have it available.

**C. Other**

None

**6. Future Agenda Items/Next Meeting Date:**

The PIE Committee meets on the 3<sup>rd</sup> Friday of every month at the Grand Valley Metro Council at 8:00AM. The next PIE meeting is scheduled for Friday, November 19, 2004. Agenda items include GC Conference theme discussion.

**7. Adjournment:**

McWhertor adjourned the committee meeting at 9:30 AM.