

# Grand Valley Metropolitan Council

## Public Information & Education Subcommittee

Friday, November 21, 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 Bowman at 8:15 AM.

##### Members Present:

Judy Barnes	Home Builders Association
Rick Chapla	Right Place Program
Jim Buck	City of Grandville
Bonnie Shupe	Cannon Township
Carol Townsend	MSU Center for Urban Affairs

##### Members Absent:

Caryl Sue Abendroth	Citizen
Beverly Drake	ACSET Council
Lori Larsen	Citizen
Thomas McWhertor	Calvin College
Erika Rosebrook	Kent County
Dave Van Antwerp	Creative Partners

##### Others Present:

Priscilla Babcock	Grand Valley Metro Council
Andy Bowman	Grand Valley Metro Council
Jay Hoekstra	Grand Valley Metro Council

#### 2. Approval of Minutes

The minutes for October 24, 2003 were accepted.

#### 3. Staff Updates:

None

#### 4. Work Session: Growing Communities Conference

Bowman suggested focusing on the efficiency and cost effectiveness of land use planning decisions (past, present, and future) for next year's conference. Possible topics discussed included:

- Bowman suggested a session on the difference between legitimate and illegitimate public concern and how to address these concerns.
- Bowman also suggested a having a breakout on techniques on how to handle issues.
- Townsend suggested a session on how to communicate effectively with residents – how do you reach out/organize informational meetings.
- Dealing with public input and reactions was suggested as well as how do you present information to the public or how do you get the buy in.

Shupe suggested involving United Growth. Chapla suggested involving the Environmental and Development Committee. Barnes suggested Ted Bosgraaf as a speaker. Townsend suggested a community organizer talking on how to get people involved. Barnes stated that she would ask her people what they thought would be helpful to talk about at this type of conference.

Townsend commented that the public needs to feel that they have a choice, not that they are just being told what is going to happen. We need to figure out how to convince the public that we are working on their behalf.

Shupe commented that as far as most townships go, tax base is not a motivating factor for development because the services that would be provided are desired. Bowman stated that we need a more pro-active government. He continued that costs in the beginning may be greater for organized planning, but developers will save money in the long run. Shupe noted that costs incurred during the development process are not a big concern to officials because these expenses fall on the shoulders of the developers not the municipalities. She suggested that the motivation for officials is more development types/designs vs. costs.

Buck questioned whether we were going to touch on any of the other issues such as

- WMSA
- Governor's Land Use Council
- Cool City
- Green Infrastructure
- Revitalization of Urban City
- Immigration Issues

Buck noted that he did not want to regurgitate information though. Townsend suggested giving a progress report on these things. Chapla suggested doing this during lunch. Shupe remarked that Stypula should give the legislative update. Townsend noted that there should be a government office and legislatures update as well. Barnes suggested that a handout be handed out for these updates at the conference. Chapla questioned how these concepts could be connected to the subject of land use cost effectiveness? Buck stated that he was worried that land use cost effectiveness was too narrow. Buck also voiced that he liked having the Blueprint Awards during lunch and was worried that any other presentations might take away from this.

Bowman stated that he would pull these ideas together into some sort of common format.

## **5. Other Items of Business**

### **a. Inside Michigan Politics**

Buck noted (and distributed) the November 17<sup>th</sup>, 2003 "Inside Michigan Politics" newsletter entitled *Land Use Reformers Blindsided by High Court Ruling*.

### **b. Governor's Conference**

Feedback given:

- Biggest criticism – how they picked the people that voted
- Didn't like dividing of groups
- Didn't like organization
- Like the geography involved
- Voting end results were good to see
- Other breakout sessions – results were typical

Townsend questioned where we are going from here? Is WMSA doing any more on this? It was noted that the voting and breakout session results could be found on GVMC's website at [www.gvmc.org](http://www.gvmc.org)

### **c. Residential Housing Preferences in Michigan**

Bowman distributed a handout on this.

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

The PIE subcommittee meets on the 3<sup>rd</sup> Friday of every month at the Grand Valley Metro Council at 8:00 AM. The next PIE meeting is scheduled for Friday, December 19, 2003.

## **7. Adjournment:**

Bowman adjourned the committee meeting at 9:35 AM