

Grand Valley Metropolitan Council

Public Information & Education Subcommittee

Friday, November 19, 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:

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

Members Absent:

Judy Barnes	Home Builders Assn of Greater GR
Rick Chapla	Right Place Program
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
Gayle McCrath	Grand Valley Metro Council
Don Stypula	Grand Valley Metro Council

2. Approval of Minutes

MOTION by Townsend, SUPPORTED by Buck, to approve the minutes for October 15, 2004. MOTION CARRIED.

3. Staff Updates:

A. Sponsorship Letter

The PIE Committee reviewed the sponsor letter and packages that Stypula put together.. It was noted to add free entry tickets to each package – 1 for each \$500 contributed. McWhertor questioned the high amounts of the packages. General consensus was that these high amounts were a good idea because you never know who just might contribute what. Stypula questioned the committee on having sponsors from Lansing because he knew of a lobbying firm, Government Consulting Services Inc., that might be interested in sponsoring the conference. All agreed that this was ok. The sponsor letter to go out as revised as soon as possible. Townsend questioned follow-up of the letter. McWhertor suggested following up in February with a letter before conference information goes out. Townsend suggested sending out a different letter in January which includes who has already committed to sponsoring the conference and then to follow up this second letter with calls.

Abendroth suggested reviewing the "Save Our Lands" video to make sure that groups mentioned in the video are included on the sponsor mailing list. Abendroth also suggested including the Grand Rapids Press in the sponsor list as well as other local media sources – all agreed. Shupe commented that she would like to see the entire sponsorship list. Martin to email this out to PIE members following

the meeting. Abendroth questioned whether there are any state level potential sponsors. Stypula stated that he didn't see this happening due to the state budget deficit.

Abendroth suggested creating a promotional video of the conference to send to sponsors next year. She suggested using the Community Media Center to create this video. Shupe also suggested using a student group such as RogueView to tape and/or edit a video.

4. **Work Session:**

A. Growing Communities Conference - Theme/Breakout Discussion

All agreed upon a "Save Our Lands" theme for the 2005 conference. McWhertor suggested promoting the video before the conference. He suggested buying extra copies of the video and distributing the video to platinum sponsors.

Suggested breakouts included:

- Transect zoning code project with consultant Farr Associates
- Show "Save Our Lands" video with discussion
- Street types – context directed
- Local housing projects – panel discussion
- Obesity and built environment
- Index planning software demonstration with Elliot Allen
- Value of agriculture preservation
- WMSA sustainability project. . Buck checking with Jay Peters on this.
- Cool City Update.
- Local organization presentations of what they are doing relating to land use.

Suggested groups included Land conservancy WMEAC, United Growth, West Michigan Trails and Lower Grand. McCrath suggested that this could even be done during the lunch. All agreed that this was a good idea but the Blueprint Awards are also during the lunch so the lunch time might need to be expanded.

It was suggested to offer more breakouts – 5 vs 4. McWhertor suggested to split the upstairs breakout room in the morning and open it up to one room in the afternoon for the panel discussion. It was concluded that GVMC staff should book the keynote speaker and start contacting potential breakout speakers.

B. Land Use Survey

Bowman is meeting with Nesterenko next week to discuss questions for the next survey. If you have any suggestions please email them ASAP.

5. **Other items of Business**

A. Youth Summit – Gayle McCrath

Lynn Heemstra is currently looking for funding to hold another Youth Summit. Stypula and McCrath to meet with Heemstra to discuss options.

B. Blueprint Awards

Abendroth suggested having short presentations of winning projects at the conference. Shupe questioned how the Blueprint Awards were promoted. Bowman replied that a postcard is to be sent with the sponsor letter as well as to 500 other contacts on the GVMC mailing list. An entry package will be sent out in January to 150 contacts and all information is currently available on the GVMC website at www.gvmc.org.

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

The PIE Committee meets on the 3rd Friday of every month at the Grand Valley Metro Council at 8:00AM. The next PIE meeting is scheduled for Friday, December 17, 2004. Agenda items include GC Conference, Blueprint Awards, and Land Use Survey.

7. **Adjournment:**

McWhertor adjourned the committee meeting at 9:30 AM.