

Grand Valley Metropolitan Council

Public Information & Education Subcommittee

Friday, December 19, 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:

Rick Chapla	Right Place Program
Beverly Drake	ACSET Council
Thomas McWhertor	Calvin College
Bonnie Shupe	Cannon Township
Carol Townsend	MSU Center for Urban Affairs

Members Absent:

Caryl Sue Abendroth	Citizen
Judy Barnes	Home Builders Association
Jim Buck	City of Grandville
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

2. Approval of Minutes

The minutes for November 21, 2003 were accepted.

3. Staff Updates:

- A. **Blueprint Survey Video** - Bowman announced that he is still working with Alex Nesterenko on the video that we discussed at last month's meeting. They have broke it down into five different areas including race, health, environment, food and education. They are also still trying to decide on a distribution area and how to involve the media. McWhertor questioned whether Nesterenko is qualified for something like this. Bowman replied that Nesterenko works at GVSU – School of Communications, he has a background in this type of thing, and he also has a personal interest in the subject matter.
- B. **Blueprint Award Entry Package** – A copy of this years Blueprint Award Entry Package was distributed. PIE members pointed out a few corrections. It was suggested to contact WMSA to see if we could use their mailing list. Townsend also suggested involving WMSA staff on the award committees. Babcock informed that they did two mailings – a postcard mass mailing, and the entry packet itself to a more specific list. Townsend stated that we should stress that applications are carried over from year to year in the entry package. Chapla stated that PIE members should promote the Blueprint Awards.

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

Going with Bowman's conference theme idea that was discussed at last month's meeting (focusing on the efficiency and cost effectiveness of land use planning decisions - past, present, and future).

- Keynote speaker suggestions included:
 - John Norquist – first choice
 - Neil Pierce – second choice
 - David Rusk – third choice (breakout if not keynote)
- Session speakers suggestions included:
 - Tood Litman
 - William Fulton
 - William Hudnut
 - Townsend stated that Hudnut was not a very good speaker though.
 - Michael Gales
 - John Powell – social aspects of place
 - Ed McMahon or someone that talks along the same line of building and maintaining wealth in value in your community
 - Bruce Katz
 - Townsend commented that she was not impressed with Katz
 - Soji Adelaja
 - Townsend stated that he doesn't know urban
 - Don Carleson – paired up with a developer
 - Gloria Jeff - Transportation
 - Rodney Slater – Transportation
- Bowman stated that building diversity and range of value add value to the community. There are two dimensions to value:
 - Urban – diversity and design add value
 - Rural – preserving open space adds value
- Bowman commented that the whole manufactured housing issue relates to this and that we might want to include it under Land Use.
- Townsend suggested the concept of art helping define a place - How can we incorporate art in our area? Townsend to look into a speaker for this.
 - Dingman suggested Asset Management for the transportation portion of the conference. Look at types of facilities in communities and keeping infrastructure in place to support. Bowman questioned whether there could be a session on transit
- McWhertor stated that we need someone that deals with social issues. Dingman suggested Rusk to talk on race and disparity.
- Hoekstra suggested a session on alternative land use scenarios for the future – calculate costs/savings.
- Chapla suggested a session on a single regional utility authority – ex. Jackson County
- Townsend suggested neighborhood – corridor revitalization. Townsend suggested a speaker was someone from LISC. Bowman suggested Gibbs.
- Shupe noted that we need a rural appeal as well.
- Chapla suggested having a panel discussion again this year.
- Townsend noted that we need to have diversity in the speakers.
- Drake noted that she finds it disturbing that GVMC does not deal with social issues.
- Babcock to distribute websites/bios for the following speakers: John Norquist, Neil Pierce, David Rusk, Rodney Slater, Gloria Jeff, Soji Adelaja, John Powell, Don Carleson and Ed McMann.

5. **Other Items of Business**

None

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, January 16, 2003.

7. **Adjournment:**

Bowman adjourned the committee meeting at 9:30 AM