

Grand Valley Metropolitan Council

Public Information & Education Subcommittee

Friday, March 18, 2005
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 8:10 AM.

Members Present:

Caryl Sue Abendroth	Citizen
Judy Barnes	Home Builders Assn of Greater GR
Jim Buck	City of Grandville
Rick Chapla	Right Place Program
Bonnie Shupe	Cannon Township
Rick Sullivan	Center for Environmental Study
Carol Townsend	MSU Center for Urban Affairs

Members Absent:

Beverly Drake	ACSET Council
Thomas McWhertor	Calvin College
Dave Van Antwerp	Creative Partners
Kendra Wills	MSU Extension

Others Present:

Jay Hoekstra	Grand Valley Metro Council
Priscilla Martin	Grand Valley Metro Council

2. Approval of Minutes

The minutes for January 21, 2005 were accepted.

3. Staff Updates:

A. Land Use Survey

Bowman was not present to give an update. Chapla reiterated his comments from January's meeting that it would be beneficial to develop a state-wide standardized survey instrument. Barnes noted that there would be controversy on what questions to be included because of biases. It was stated that there would need to be many sponsors creating the survey. Chapla welcomed input on any suggestions on how to organize this.

B. MDB Awards

Martin stated that the award nomination deadline was March 11th and that there were eight submittals including:

- Ada Township Open Space Protection Program
- Balsam Hill, Hall Street & Cascade Rd, Ada, Michigan
- Calvin College Ecosystem Preserve, Gainey Athletic Fields, and Bunker Interpretive Center
- Heron Courtyard Apartments for Persons with Disabilities, 2100 Leonard Street, NE, Grand Rapids, Michigan
- Hilland Hills, Lowell, Michigan
- Imagine Muskegon!, Muskegon, Michigan

- Lake Michigan Drive & Wilson Avenue Intersection Reconstruction, Walker, Michigan
- Land Conservancy of West Michigan

Bowman to organize the two award committees. Recommendations will be coming to the PIE Committee at the May meeting.

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

A. Youth Involvement Update

Martin stated that the sub-committee had met twice thus far. As you remember, the subcommittee was convened after Shannon Harris of the Office of Children, Youth and Families met with GVMC to explore combining their Youth Summit with the Growing Communities conference since they had lost funding. At the February meeting of the subcommittee, it was determined to:

- The conference cannot be expanded to include more than 50 students at the risk of altering the atmosphere and effectiveness of the conference. The preferred amount would be under 25.
- There would be a \$15 cost for each student.
- Seniors and college students would be the focus this year, with the scope broadened to 9 – 12 next year.
- Action points were assigned to members to investigate funding opportunities for the student involvement segment, as well as marketing and recruitment.

Following that meeting Shannon Harris contacted Gayle McCrath and notified her that at this time, finding funding for both the Mayors Youth Council and for youth to attend the Growing Communities Conference this June would be quite difficult. Ms. Harris offered to print an ad a GRPS publication and offered distribution assistance, but felt they could add nothing more to the current objectives. Caryl Sue Abendroth, Priscilla Martin, and Gayle McCrath discussed this development, as the committee had been formed to address the requests of the Office of Children, Youth and Families. It was agreed that continued action will be taken to solicit youth involvement as listed below:

- Marketing flyers produced by Priscilla Martin will be sent out to colleges and high schools per predetermined distribution lists.
- There would be a goal of 25 students; college students first and high schoolers on the “waiting list”
- Work with media to try to get coverage of youth involvement at the conference.
- After the 2005 conference is complete, ideas for next year’s conference would be explored including a special seminar “track” for students and a project component.

Martin noted that there has been no calls of interest to date.

B. Tickler Postcard & Conference Schedule

Martin distributed a copy of the tickler postcard that would be sent out once back from the printers.

A copy of the conference schedule was distributed and reviewed. Buck questioned why the break was 45 minutes this year. Martin replied that there were a lot of requests last year for more networking time so this is where it was scheduled in at. Barnes suggested organizing this time into discussion tables. Hoekstra to organize.

C. Speakers

Hoekstra noted that all speakers had been booked for the conference. Speakers Include:

- Keynote Speaker
 - Thomas Hylton – Save our Land, Save our Towns
- Breakout Speakers
 - Mr. Barry Lonik, Land Protection Consultant & Pat Norris, Ph.D, Dept. of Agricultural Economics - “Preservation of Agriculture— West Michigan Opinions, East Michigan Actions”

- Eliot Allen, Criteriaon Planners - Grand Valley INDEX: A communications Tool for Growth Concepts & Using Grand Valley INDEX in Growth Visioning: A Hands-On Charrettes
- Candace Rutt, Ph.D, Centers for Disease Control and Prevention - "The Form of Cities and the Epidemic of Obesity"
- Fred Dock, Meyer, Mohaddes Associates, Inc. - "The New National Street Standards for the Urban Context"
- Bill Lennertz, AIA, National Charrette Institute – "The Transformative Power of Charrettes"
- Media Discussion Panel - "Getting the Word Out"
 - Peter Ross, WZZM 13
 - David Czurak, GR Business Journal
 - Rick Pluta, MI Public Radio
 - Ed Sarpolus, EPIC-MRA Public Opinion Research

Speaker Fees are as follows (plus travel and lodging):

- Thomas Hylton \$1500 (to be purchased in books and videos)
- Barry Lonik - \$250
- Pat Norris - Free
- Eliot Allen – Free (Incl. travel and lodging)
- Candace Rutt - Free
- Fred Dock - \$1500 - \$2000
- Bill Lennertz - \$2500
- Media Panel – Free

C. Sponsors

Martin noted that to date we have received \$5950 in sponsorships. Two letters were sent out – one in November and one in February. Members present volunteered for sponsor call arounds. Stypula noted that he was talking to Win Irwin about potentially sponsoring the conference. Sullivan suggested contacting Zondervan Publishing for a sponsorship - Barnes volunteered to do this. Abendroth suggested asking the health field for sponsorships as well as inviting them to the conference. Suggestions included county health departments, hospitals, health insurance companies, and diet places such as Weight Watchers. Hoekstra stated that he would ask for the Project Take Off mailing list. Townsend also suggested asking Ottawa & Muskegon Counties for sponsorships. Buck also suggested inviting regional Chamber of Commerce staff to the conference. Martin to follow up.

5. Other items of Business

None

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, April 15, 2005.

7. Adjournment:

Bowman adjourned the committee meeting at 9:20 AM.