

**THE REGULAR MEETING OF THE CITIZENS ENGAGEMENT ADVISORY
COMMITTEE WAS CALLED TO ORDER AT 6:40 PM, JANUARY 2, 2019
AT CITY HALL BY CHAIR PRICE.**

PRESENT: Natalie Price, Sue Citraro, Colleen Graveline, Elizabeth Petry, Tracey Rettig, (Jon Long arrived at 7:30pm)

ABSENT: Tammie Polk

ALSO PRESENT: Matthew Baumgarten, City Manager
Jay Grossman, City Staff Liaison
Eileen Steadman, City Council Liaison

APPROVAL OF AGENDA

It was moved by Committee Member Citraro to approve the agenda as written by Committee Chair Price. Committee Member Petry 2nd.

AYES: Price, Citraro, Graveline, Petry, Rettig

NAYS: None

ABSENT: Polk

ABSENT for VOTE: Long

Motion Carried

APPROVAL OF MINUTES

It was moved by Committee Member Petry to amend the minutes reflecting that Jon Long was not present during the December 2 CEAC meeting.

It was moved by City Manager Matt Baumgarten to approve the revised minutes reflecting the deletion of Jon Long in the list of Ayes. Committee Member Petry 2nd.

AYES: Price, Citraro, Graveline, Petry, Rettig

NAYS: None

ABSENT: Polk

ABSENT for VOTE: Long

Motion Carried

CITIZEN COMMENTS

None

NEW BUSINESS

1. Discuss Public Participation for City's Master Plan

CEAC members reviewed a memorandum from Community Development Director, Tim McLean regarding public participation of the Master Plan. From his update CEAC members learned that the DDA is working on Berkley's first Downtown Master Plan and the City of Berkley is now engaged in a Redevelopment Ready Community (RRC) program established by the Michigan Economic Development Corporation (MEDC). The Master Plan is intended to be harmonious with the Downtown Plan. Additionally, ensuring the Master Plan meets best practices as part of the RRC program is critical.

City Manager Baumgarten clarified that the Downtown plan, etc. will roll up into the Master Plan. A hearty input process, referred to as the public participation component, will help to gain valuable feedback from residents and community stakeholders. A visual representation housed at the Library could be created.

Communication about the Master Plan will be a two-pronged approach. The City will communicate updates about the Master Plan via basic methods including: using the City website, City newsletter, City Facebook page and the monthly "Chat with Matt." A consulting firm will be hired to implement and facilitate additional communication efforts including:

- Surveys
- Focus Groups
- Charrettes (Meetings with Stakeholders in a project resolve conflict)
- Community Workshops

CEAC members agreed that the DDA's visual display at the media center, using stickers and gold coins, was a best practice to repeat and increase attendance at the informational meetings.

The timeline for the Master Plan process requires nine months and will be kicking off in February. In an effort to reach out to residents and community stakeholders, Jay Grossman suggested adding a web banner at the top of the City website and a temporary landing page dedicated to the Master Plan to link documents, tie into Facebook, etc. Other ideas to communicate information about the Master Plan included: an informational table stationed at Winterfest, The Berkley Buzz which is mailed to residents, intercept surveys collected the Library and a message on the the Marquee. It was recommended that public participation be extended to July/August from April/June.

It was suggested that Timothy McLean, Berkley's community development director attend the February 6, CEAC meeting. Jay Grossman will extend the invitation.

2. Follow up on MML Social Media Training Policy

Chair Price addressed City Manager Baumgarten about funding for the MML Social Media training discussed during the December CEAC meeting. City Manager Baumgarten mentioned the organization does offer a free webinar on the topic and will follow up with more information from the MML. He confirmed there are three departments within the City of Berkley are active on Social Media. A survey could be issued to gauge interest and justification for the cost, which could be split. Chair Price mentioned extending the invitation to the DDA and the Chamber because they could benefit from Social Media training and all agree on common language.

3. Report from Liaison to Technology Advisory Committee

It was reported by Jon Long, Liaison to Technology Advisory Committee, that the group toured the Public Safety Building and viewed the disrepair including leaks and upgrades needed to technology for Dispatch. There is a plan to expand the front of the Fire Station due to a new Engine that will be purchased. On a positive note, a new fiber optic network has been installed in the City and the server upgrade was 95% complete. Engagement with residents to communicate information in Oxford Towers remains a challenge because it is a private building. Different departments now have access to tablets to enable permitting on site.

4. Update on “Berkley Block Ambassador” Program

The CEAC reviewed a draft of a public notice for participation in the program which was forwarded to City Manager Baumgarten. There was concern over the last line that stated the Ambassadors may be publicly recognized. It was agreed to remove the line. City Council Member Steadman suggested that nominations should be sent to Jay Grossman. It was agreed that Jay Grossman would create the nomination form and send it out for the committee to review before the February 6 meeting. The form should include the reason for (self) nomination, contact information and what area or block will be represented. Intake and reports will be handled by Jay Grossman.

5. Continue Feedback on Other Municipal Websites

Jay Grossman confirmed that City Manager Baumgarten agreed with the suggestion to add videos from the City website. The CEAC reviewed 7 tips for Municipal Websites. It was recommended by the CEAC to remove the City App that does not function consistently with all phone models and a calendar of events is also important. It was agreed to continue the topic of Feedback on Other Municipal Websites as an agenda item each month to show improvement of the City website.

ADDITIONAL COMMITTEE MEMBER COMMENTS

Committee Member Citraro mentioned the inconsistency with pickup information regarding Christmas trees. City Manager Baumgarten mentioned that residents should call in advance to make an appointment with DTW for tree pickup. It is an efficiency move as DTW crews can avoid going up and down every street. By calling ahead, a schedule can be made to reduce time out and fuel costs. The call-in pilot program could be used for the Chipping service as well.

STAFF COMMENTS

Jay Grossman mentioned The Citizens Police Academy for Berkley residents and business owners is full. It was suggested to move the location of the regular meeting of the CEAC in February and March to the Public Safety Department due to the Citizens Police Academy needing the current meeting space.

February 19, is the first Town Hall meeting at 6:30pm at the Community Center regarding the new Marijuana Opt-in/Opt-out consideration.

With no further business, the meeting adjourned at 8:45 PM.