

City Council Goal-Setting Retreat Minutes:

Mayor Ricci Bandkau called the 2011 City Council Goal-Setting Retreat related Special Meeting to order at approximately 8:04 AM on Saturday, 10/22/11. Roll Call was conducted by the City Clerk Diana Lowe and all Council Members were in attendance.

Also in attendance during the Saturday part of the Goal-Setting Retreat Special Meeting was the City Manager, all City Department Directors, the City Attorneys, and an audience of three people.

During the course of the entire 2011 Goal-Setting retreat related Special Meeting, the City Council discussed and preliminarily established updated goals, which are reflected in these Special Meeting minutes following the list of Council-voted motions made during the Special Meeting.

During the course of the Goal-Setting Retreat meeting conducted on both Saturday, 10/22/11 and Sunday, 10/23/11 the following motions were made and voted upon:

1. A motion made by Councilmember Roblee supported by Pipoly to recess the meeting for 10 minutes occurred at approximately 9:35 a.m. and was approved on a unanimous vote.
2. The Council reconvened the meeting occurred at approximately 9:49 a.m.

At approximately 11:30 a.m. Council Member Cooper departed the Special Meeting

3. A motion made by Councilmember Pipoly supported by Roblee to recess the meeting for 30 minutes occurred at approximately 11:32 a.m. and was approved on a unanimous vote.
4. The Council reconvened the meeting at 12:08 p.m.

At approximately 12:30 p.m. Council Member Cooper rejoined the Special Meeting.

5. A motion made by Councilmember Muzzin supported by Cooper to recess the meeting for 10 minutes occurred at approximately 2:00 p.m. and was approved on a unanimous vote.
6. A motion made by Councilmember Muzzin supported by Pipoly to reconvene the meeting occurred at approximately 2:15 p.m. and was approved on a unanimous vote.
7. A motion made by Councilmember Cooper supported by Pipoly to recess the meeting until 8:00 AM on Sunday, 10/23/11 occurred at approximately 4:00 p.m. and was approved on a unanimous vote.

At 8:00 AM on Sunday, 10/23/11, Mayor Bandkau reconvened the Goal-Setting Retreat related Special Meeting. A roll call was conducted and all Council Members were present except Council Member Schillinger.

8. A motion was made by Council Member Cooper and supported by Council Member Pipoly to excuse Council Member Schillinger and was approved on a unanimous vote.

9. A motion made by Council member Roblee and supported by Council Member Pipoly to recess the meeting for 10 minutes occurred at approximately 9:30 AM and was approved on a unanimous vote.
10. A motion made by Council Member Pipoly and supported by Council Member Roblee to reconvene the meeting occurred at approximately 9:40 AM and was approved on a unanimous vote.

Mayor Bandkau conducted a Call to the Public at approximately 10:53 AM. No inputs or comments were received from the public.

11. A motion made by Council member Cooper and supported by Council Member Muzzin to adjourn the 2011 Goal-Setting Retreat related Special City Council Meeting occurred at approximately 10:55 AM and was approved on a unanimous vote.

COUNCIL GOAL-SETTING RETREAT MINUTES - OCTOBER 22ND & 23RD, 2011

After the City Manager's initial opening informational points, the City Council commenced a discussion that led to a preliminary identification of updated goals for the following subject areas:

1. Each of the Eight Asset Categories of the Michigan Municipal League's 21st Century Community Design Program (21 c2)
 - a. Education :
 - b. Physical Design + Walkability :
 - c. Transit :
 - d. Green Initiatives :
 - e. Cultural Economic Development
 - f. Entrepreneurship
 - g. Diversity + Multiculturalism :
 - h. Messaging and Technology :
2. Information Technology
3. Residential Programs
4. Charter Updates and/or Amendments
5. Budget / Financial
6. Prioritization of Critical Community Assets
7. Community Improvements Process + Possible Bond Issue election planning
8. Development of Volunteer programs for City Service Delivery
9. Meeting with State and/or Federal Legislators

With the above subject areas developed during the course of the goal-setting retreat, the following preliminary updated goals were identified:

1. The Eight Asset Categories of the 21 c2 Design Program :

a. Education :

- Implement Employee Interaction Opportunities for Council Members including but not limited to City Facility & worksite tours for Council Members
- Continue pursuit of new possible higher education facilities/programs in our city

b. Physical Design + Walkability :

- Pursue/conduct a Leasing of Private Sector property & related cost-benefit analysis for possible relocation of City Hall operations
- Walkability : work on Prioritizing our current Sidewalk Gaps for Future Funding allocation decisions

c. Transit :

- Chip & Seal pavement maintenance projects : Bring to a future City Council Meeting and or Worksession for further review . Council needs more information about the nature & look of the “end product” . Council will then need to make final decisions on the Timing, Location, and Funding Amount (from Fund Balance) for possible implementation of the projects.
- Evaluate the recently implemented bike rack experiment to determine best location.

d. Green Initiatives :

- Possible City Hall relocation & related Leasing of Private property for a relocated City Hall cost-benefit analysis to achieve a more efficient location of City Hall-based city government activities & operations relative to the current ongoing costs of the City Hall facility.
- Improve City Right of Way Tree maintenance especially with respect to trees/tree branches in close proximity to power lines for safety considerations

e. Cultural Economic Development

- possible City Hall relocation & related cost-benefit analysis
- pursue staff's recent Residential Program proposals

f. Entrepreneurship

- Consider and evaluate possible budget allocation from Fund Balance for a possible City of Brighton share of a new County EDC contract with SPARK for economic development operations. This could also include activity related to new business incubator work in our city
- Business Roundtable(s) : city staff should conduct some selected Focus Group-type meetings with owners of both New Businesses and Existing Businesses to find out the answers to the basic question of “What Worked/What works and/or What does Not work for your business to be located in our city ? “

g. Diversity + Multiculturalism :

- Continue pursuit of new possible higher education facilities/programs in our city including but not limited to : Cleary University and Art School programs

h. Messaging and Technology :

- Implement Employee Interaction Opportunities for Council Members Including but not limited to City Facility & worksite tours for Council Members
- Continue use of Alternative Communications’ Means beyond just regular / normal information outlets such as the City’s website, cable tv channel, and newspaper notices

2. Information Technology :

- Change processes to conserve City server memory & storage
- Digitize any records that can be to reduce staff-time costs & physical storage
- Complete implementation of City use of County-owned Fiberoptic lines
- Increase online transactional processing for city customers
- Consider use of Outside I.T. Consultant to recommend System improvements
- Consider overall analysis for additional automation potential
- Continue pursuit of possible IT shared services opportunities with Howell and the County

3. Residential Programs (also considered part of the _____ 21 c2 asset category)

- Continue staff work on a new Residential Rental Inspection Program Plan to bring to City Council for approval
- Consider developing Marketing Outreach programs for 1st-time home-buyers
- Evaluate the need for possible Reoccupancy Inspections following Foreclosure sales

4. Charter Updates / Amendments :

- City Manager + City Attorney to develop Report to City Council on the outcomes of Previously-proposed Charter Update Amendments of the late 1990's for City Council to review and discuss
- City Council will make a decision on What Updates/Amendments to propose to City voters to consider and when to conduct an election for same

5. Budget / Financial :

- Priority of Services' Rankings from Staff to City Council need to Also include the Reasons for the given Services that are ranked (i.e. why said services exist or are provided to start with)
- Charter + Legally-required Services and Functions need to be highlighted and clarified for City Council
- The Service Rankings tool should also help to identify Fixed vs. Variable costs
- The Service Rankings tool should include or have the Costs of Each of the Ranked Services clearly shown/identified
- Senate Bill Opt-In/Opt-Out Decision to be made by End of Calendar Year
- Senate Bill 7 : conduct a near-future Closed Session with Labor Attorney
- Debt Management Policy : develop proposed Amendments/updates with inputs from the City's Financial Advisor
- Review the Maximus User Fee & Cost of Service Study Report with City Council to determine what other Fee adjustments/changes might be needed
- Biennial City Service Survey Results : Review at a future City Council Meeting to determine what additional Policy Direction or Goals need to be established relative to the Survey Results
- Consider possible mid-year budget amendments to restore funding to send Department Directors and City Council Members to State and National-level Conferences and 2 Council Members to the NLC conference in Washington DC
- Consider a possible mid-year Budget amendment to fund an updated MML Pay & Benefits' Study for all Administrative Non-Union positions
- For Police Patrol Cars : two more patrol car replacements are needed and the City Manager should prepare all future operating budgets such that the proposed base Operating Budgets always include funding for replacement of whatever patrol cars are due for replacement in each given year.

6. Prioritization of Critical Community Assets (from all Council Members combined) :

Tangible Assets :

- Mill Pond
- Mill Pond Park
- Roads/Streets
- Industrial businesses
- Brighton Center for the Performing Arts
- Water+Sewer utilities
- Grand River + I-96 interchange
- Police
- Snow removal services
- Alternative & Private Schools in the community
- Parks & Rec facilities and programs
- Downtown
- Nursery schools & day care centers
- People : the general public at-large and City employees
- Public Art
- Our Neighborhoods
- All of our Businesses
- Historic St. Paul's Church facility
- All Churches in the City
- Sidewalk Cafes
- I.T. systems & services
- Ore Creek
- Chamber of Commerce facility and organization / services
- City Cemeteries
- District Library
- Brighton Area Fire Authority
- Brighton Area Schools school district facilities & programs
- Public Parking Lots
- The Historic Old Town Hall facility

Intangible Assets :

- Service Clubs and Civic Organizations
- The community's Walkability
- City Boards and Commissions
- Snow Removal
- The City's Location at the I-96 and U.S. 23 "intersection"
- Civic Events
- Demographics
- City's maintenance related services
- Curbside Leaf Vacuuming Service
- Street maintenance
- Health of City's Employees
- Farmers Market
- School District programs
- SELCRA programs
- Chamber of Commerce programs & events

7. Community Improvements Process + Possible Bond Issue election planning

- Work on the wording of public information meetings' notices so that they are more appealing to attend
- City Council needs analysis from staff that answers this question : If Tax Revenues and Taxable Values continue to decline, then how will property tax bills be affected if property taxpayers are paying a Voter-approved Bond Millage that Voters might approve in November of 2012 at the ballot box ?
- Continue to conduct public information & input meetings on a possible Community Improvements related Bond Issue proposal including the City Manager possibly conducting Focus Group meetings that have Both Residential and Business Taxpayers in attendance

8. Development of Volunteer programs for City Service Delivery

- Determine a Proposed Workplan for the utilization of Volunteers to offset impacts of the City's downsizing for various types of services
- For the development of the above workplan, double-check with the City's liability insurance carrier to find out what parameters are needed for liability exposure management
- Once a Workplan is in place and established by City Council for Volunteers, then publicize the opportunities for Volunteers in the community to consider implementing

9. Meeting with State and/or Federal Legislators

- Topics for a possible meeting in Brighton include asking what is being done by our Legislators for identifying a Replacement Revenue if the Legislature eliminates the Personal Property Tax , what is being done to promote jobs growth in our local market, and informing our Legislators of our city government's official adopted goals.
- Consider a budget amendment to enable 1 or 2 Council Members to attend the annual NLC Conference in Washington DC each Spring in order to remain engaged with our U.S. Congressman and U.S. Senators.

Additional Discussion points during the Goal-Setting Retreat :

1. With regards to the recent “Smart Meters” inputs from citizens at recent Call to the Publics in Council Meetings, the City Manager and DPS Director will make arrangements with the regional DTE Government Relations Director to attend a future Council Meeting to directly address what DTE is doing with respect to Smart Meters’ implementation in our city and answer questions regarding any concerns about same. Council Member Cooper will also followup to get any related inputs from the MML staff via his seat on the MML Energy & Technology Committee.
2. City Council will consider conducting Worksessions at a possible frequency of once per month in between Regular Council Meetings to focus & deliberate on 2 or 3 topics that need in-depth discussions/attention . Such worksessions will Not be conducted for actions or votes on motions. They will also have a published Ending time such that the worksessions will be completed by no later than the published ending time. Worksession topics may or may not include topics which then need future Council actions in subsequent regular Council meetings.
3. City Council also received a comprehensive briefing from DDA Executive Director Matt Modrack regarding Downtown and DDA related activities and projects. The City Council indicated concurrence with Matt Modrack’s recommendation to discontinue pursuit of a formal MSHDA Main Street Program membership level change for our City because we are already doing all of the Main Street Program elements and pursuit of a membership upgrade would result in staff time expense that needs to be allocated to other more pressing activities and projects.
