

Present: Council President Koss; President Pro-Tem Briggs; Members: Mercer, Mooney, Oen and Prew

Absent: None

Also Present: Village Manager, Wilson

President Koss called the special Council meeting to order at 1:07 p.m. in the Village of Beverly Hills municipal building at 18500 W. Thirteen Mile Road.

#### **ADDITIONS TO AGENDA/APPROVE AGENDA**

Motion by Oen, second by Mercer, to approve the agenda as published.

Motion passed (6 – 0).

#### **DISCUSS COUNCIL PRIORITIES AND STRATEGIES**

Council members established short term and long term issues facing Beverly Hills at its February strategic planning session. The exercise involved considering the strengths and opportunities of the Village and offsetting weaknesses and threats. Today's undertaking will be to select goals for both long and short term issues and establish an action plan for each issue.

Facilitator Neil Hitz suggested that Council begin by decreasing the number of short term issues to six items noting that two of the items could be considered tactics, E-Government/Information Technology and Land Use in the Village. Council selected the following short term issues:

Union Contracts

Road Repairs

2-year budget/maintain fiscal stability

Address improved voter communication

Commercial enhancement

Capital expenditures

Hitz distributed work sheets to assist with developing an action plan and action steps as well as assigning responsibilities and establishing a schedule. Goals should be specific, measurable, attainable, realistic and fit a timetable. Hitz encouraged Council to reach out to volunteers in the community to participate and assist the Village on a temporary basis.

#### Short Term Issues

Council reviewed each of the short term issues and established the following action plans. Hitz led the discussions with input from Phil Mueller. "Champions" for each Issue were designated with responsibility to monitor, report and ensure progress.

**Union Contracts:** Champion: Koss and Briggs

Strategic Objective: Maintain level of service (define w/specifics) with affordable costs

Action Steps: ✓Change Retirement Benefits for existing and new employees.  
✓Move towards a defined contribution program in next 3-4 contracts.  
✓Communicate arbitration results to voters along with plan for the future.

**Road Repairs:** Champion: Mercer

Strategic Objective: Continue existing plan of determining priorities for road repairs

- Action Steps:
- ✓ Allocate additional funds over next several years to meet the need.
  - ✓ Consider citizen impact of residential vs. primary.
  - ✓ Repair roads.

**Set 2-Year Budget:** Champion: Briggs

Strategic Objective: Set two-year budget by May 31, 2011

- Action Steps:
- ✓ Administration responsibility to prepare budgets that are a realistic look at both years.
  - ✓ Changes in Year 1 should be reflected as consequences in Year 2 before action is taken.

**Voter Communication:** Champion: Briggs and Prew

Strategic Objective: Establish what the priority messages are and convey in most effective way.

- Action Steps:
- ✓ Determine what topics the voters are interested in.
  - ✓ Consider if it is necessary to establish an overall image for Beverly Hills and how to reinforce that with voters. Consider talking to realtors.
  - ✓ Create a public relations plan using volunteer talent(s).

Tactics include cable channel television programs, involvement with social media & networking; Nixle messages, public relations press releases after each Council meeting.

**Commercial Enhancement:** Champion: Oen

Strategic Objective: Expand and enhance commercial activity including rezoning

- Action Steps:
- ✓ Establish specific Planning Board goals, timing, and targets.
  - ✓ Include and encourage Southfield Township in planning efforts.
  - ✓ Set goals as to type of stores residents prefer that will enhance VBH image.

**Capital Expenditures (1-3 years):** Champion: Koss and new Council member

Strategic Objective: Determine resources to finance capital expenditures next 3 years

- Action Steps:
- ✓ Replace tower fire truck, finance w/debt service, look seriously at shared service of VBH or others truck.
  - ✓ Information Technology – Computers/software will be required.
  - ✓ Ongoing water & sewer infrastructure replacement at same level as last 3 years
  - ✓ Ongoing vehicle purchases
  - ✓ Review longer term major capital needs and funding balances.

Long Term Issues (3-10 years)

Long term Issues are: Infrastructure, Capital Expenditures, Consolidation of Services, Enterprise Funds (Roads, Water, Sewer), Pay/benefit packages, Revenue Stream.

Council has discussed goals related to pay and benefit packages for nine years out. Long term infrastructure goals will be an extension of the 1-3 year issues. The Revenue Stream topic will involve looking at what resources the County and others use to forecast revenue. It was decided that for the next year, until this plan is reviewed in 2012, Long Term Issues would not be the focus since most are extensions of Short Term Issues and Objectives...except for Consolidation.

Hitz suggested that Council may want to form committees assigned to reviewing infrastructure and consolidation of services. A committee of Council and community volunteers can work to establish goals and action steps.

The Parking Lot issues include researching historical trends of people moving in and out of Beverly Hills as well as trends related to movement within the Village. These items were not finalized. There may be statistics on demographics available for the entire Oakland County. Researching and interpreting this information may be something a qualified volunteer could do.

It was proposed that Council establish specific ad-hoc committees to address long-term issues of the Village. This would involve running an advertisement in the Villager Newsletter and talking to people who already volunteer, members of clubs, neighborhood associations, etc. The idea will be to seek individuals with specific talents.

**PUBLIC COMMENTS**

None

**COUNCIL COMMENTS**

None

Hitz suggested that Council contemplate how and when it will share this strategic planning information with the voters. Members concurred that this will be a discussion item at an upcoming Council meeting.

Motion by Oen, second by Mooney, to adjourn the meeting at 3:05 p.m.

Motion passed (6 – 0).

**Rosanne Koss**  
**Council President**

**Ellen E. Marshall**  
**Village Clerk**

**Susan Bernard**  
**Recording Secretary**