

Present: Chairperson Sloan; Members: Freier, MacKenzie and Slatcher

Absent: Schneider

Also Present: Council Liaison, Walter Briggs

Chairperson Sloan called the meeting to order at 7:33 pm in the Village of Beverly Hills municipal building at 18500 W. Thirteen Mile Road.

REVIEW AND CONSIDER APPROVAL OF MINUTES OF A REGULAR COMMUNICATIONS COMMITTEE MEETING HELD FEBRUARY 13, 2014

Motion by MacKenzie, second by Slatcher, to approve the minutes of a regular Communications Committee meeting held February 13, 2014.

Motion passed.

REVIEW AND DISCUSS PROPOSAL FOR CITIZEN SURVEY

Requests for Proposals were distributed to various companies that conduct municipal surveys. Only one response was received by the March 21, 2014 deadline. Assistant Manager/Clerk Marshall contacted the companies that were sent RFPs to remind them of the cut off date for responses. A proposal from Cobalt Community Research was distributed to Committee members for review prior to tonight's meeting.

Questions and comments from members included whether another quote is needed for comparison purposes, the company's reputation, price range, references, questionnaire development, and survey deployment. It was noted that Cobalt has been active in providing research services to local governmental units in Southeastern Michigan including neighboring municipalities and the Southeastern Michigan Council of Governments (SEMCOG).

Cobalt proposes to administer a questionnaire to a random sample of citizens drawn from voter registration or utility billing records. There was conversation regarding the fact that the proposal does not include a telephone survey. Briggs commented that telephone data collection from a smaller group of residents could be considered to supplement this proposal.

Members questioned whether some of the cities listed as references have been contacted to determine if they were satisfied with the service from Cobalt. Briggs noted that this could be done prior to proceeding with this company. He proposed that the Committee consider forwarding a recommendation to the Village Council to include funding for a community survey in the 2014-15 budget.

It was indicated that Cobalt would work with Council and administration on developing and customizing the questionnaire. The Committee was in agreement to move forward with the community survey process.

Motion by MacKenzie, second by Freier, that the Communications Committee recommend that the Village Council budget an amount not to exceed \$15,000 in the 2014-15 budget for the expense of conducting a community survey.

Motion passed (4 – 0).

PUBLIC COMMENTS

None

LIAISON COMMENTS

None

ADMINISTRATION COMMENTS

None

COMMITTEE COMMENTS

Greg MacKenzie stated that his term of office will expire at the end of June, and he is not requesting reappointment to the Communications Committee. Sloan commented that her term will also expire in June.

The meeting was adjourned at 7:50 p.m.