

City of Huntington Woods  
Communication Advisory Committee  
October 20, 2020  
Minutes

The remote meeting called to order at 7:10 p.m.

Present: Erin Walker, Jeff Samoray, Chera Reid, Will Butler, Amy Sullivan,  
Commissioner Michelle Elder

Absent: Lauren Willens, David Welch, Ilene Cantor, Lynne Golodner

There were no changes to the agenda and the September minutes were approved as written.

Public participation – None.

The first item of business was an update on implementing some of the recommendations from the communication audit. The creation of an Instagram account is on hold because the social media training has not been scheduled yet.

The second item of business was discussion about a City app. Amy got a quote from See Click Fix that is a report issuing app and has some other options for users but they seem to go directly to the website rather than being functional from the app. The cost of the See Click Fix was \$5,000/year compared to the \$7,500/year for the MyCivic app. She also received information from another issue reporting app so there are options if the committee wants to look at other platforms. This item is on hold until after the communication survey has concluded.

The next item of business was the communication survey. The survey is live and post cards were sent out to every household. Amy has received one request for a hard copy of the survey. The survey closes November 5<sup>th</sup> and Lynne will compile the results.

The last item of business was a discussion with Commissioner Elder about an initiative that the Communication Committee can champion. Commissioner Elder informed the Committee about the upcoming Master Plan update and the recent release of the City's Anti-Racism plan. The Master Plan update will look at possible redevelopment opportunities for the City Hall site and along 11 Mile. As the community considers redevelopment options, they will need to be informed about how our current housing pattern (single family residential) was established and whether that is viable if we want to be a welcoming city for all family types. Understanding how the City's zoning and land use contributed to our current status is also an action item in the Anti-Racism plan. Chera suggested "[The House We Live In](#)" is a primer on structural

racism in the housing industry. Erin suggested “[The Case for Reparations](#)” was also relevant. Commissioner Elder suggested that the Communication Committee partner with the Planning Commission and develop an educational component to the Master Plan update process and in addition to promoting the Master Plan activities. Chera asked about the timeline for the update. Amy estimated that if the RFPs are released in November, that a planning consultant would be on board at the beginning of the year and the update process is expected to take 3 – 6 months. Chera has experience with the Kresge Foundation and finds that public engagements efforts are usually treated as a necessity and lack real public ownership to maximize results. Chera provided a link to “[The Spectrum of Community Engagement to Ownership](#)”. The Committee will need to identify incentives for residents so they want to participate in the process.

Amy explained that the Planning Commission is the body that will be responsible for the Master Plan update and this Committee’s role will be twofold once the Planning Commission has identified the goals for the update. They can provide recommendations for educational opportunity through workshops and speaker presentations and then promote them on behalf of the Planning Commission. Chera had two suggestions for methods to communicate concepts and ideas – one was to use a FAQ style material, i.e. “what is affordable housing” “will it affect property values” and a “This” or “That” style platform, i.e. mixed use development is “this” not “that”. Chera provided a link to an [article](#) from The Center on Housing Policy on this topic. Creating videos about why the Master Plan is important is a new communication strategy not used before.

There was discussion about creating a campaign for the update so as action items that support the Anti-Racism plan are created, it can be easily linked to the Master Plan update process. The Committee felt that by making the campaign about “your” city, it might create some interest.

Amy informed the Committee that Erin and Jeff’s terms were expiring in December. The Committee asked the City to consider extending their terms if Erin and Jeff were agreeable, to keep the continuity of the Committee going on this important new initiative.

The meeting was adjourned at 8:15 p.m.