

**THE REGULAR MEETING OF THE CITIZENS ENGAGEMENT ADVISORY  
COMMITTEE WAS CALLED TO ORDER AT 6:35 PM, DECEMBER 5, 2018  
AT CITY HALL BY CHAIR PRICE.**

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**PRESENT:** Natalie Price, Sue Citraro, Colleen Graveline, Elizabeth Petry, Tammie Polk, Tracey Rettig

**ABSENT:** Jon Long

**ALSO PRESENT:** Jay Grossman, Staff Liaison  
Eileen Steadman, City Council Liaison

**APPROVAL OF AGENDA**

It was moved by Committee Member Citraro to amend the agenda as written by Committee Chair Price to remove item #1, #2 and #3. Committee Member Petry 2<sup>nd</sup>.

**AYES:** Price, Citraro, Graveline, Petry, Polk, Rettig

**NAYS:** None

**ABSENT:** Long

**Motion Carried**

**APPROVAL OF AMENDED AGENDA**

It was moved by Committee Member Citraro to approve the amended agenda Committee Member Rettig 2<sup>nd</sup>.

**AYES:** Price, Citraro, Graveline, Petry, Polk, Rettig

**NAYS:** None

**ABSENT:** Long

**Motion Carried**

**APPROVAL OF MINUTES**

It was moved by Committee Member Citraro to amend the minutes of item #1 to reflect a change in the last line to read “engage in the discussion with a college or university marketing students for research and/or non-paid consultation for help if there are plans to do another survey regarding the community center and the possibility of another bond request.”

It was moved by Committee Member Petry to approve the revised wording in item #1 minutes. Committee Member Rettig 2<sup>nd</sup>.

**AYES:** Price, Citraro, Graveline, Polk, Long, Polk, Petry

**NAYS:** None

**Motion Carried**

## **CITIZEN COMMENTS**

None

### **NEW BUSINESS**

#### 1. Brainstorm group and neighborhood leaders

Committee members discussed ways for the CEAC to establish a dialogue with neighborhood groups and residents for help in reading sentiment outside of social media. Ideas put forth included: collecting the names of people who have requested to host block parties, absentee voters, Oxford Towers' residents, dog walkers, hobby clubs, etc. Committee Member Rettig suggested the liaisons be named Berkley Block Ambassadors. Committee Member Petry suggested the ideal resident should be neutral in their representation and be vetted and /or nominated. Ways to obtain nominations for Ambassadors was discussed and ideas put forth included: CEAC members to provide names, request the City Manager to include a mention in the City Newsletter, inform Woodward Talk regarding the initiative, and posting a mention to the City website. It was requested that City Council Member Steadman add it as an agenda topic for January.

Once names are collected in a spreadsheet, it was suggested by Committee Chair Price to create a neighborhood map featuring the names of the Berkley Block Ambassadors. Nominated residents should be contacted by the CEAC informing them of their nomination prior to listing the name on the neighborhood map.

#### 2. Provide feedback on other municipal websites to Jay Grossman

Committee members discussed ways to improve the City website including: adding CEAC member photos to the website, adding videos on the homepage, making it mobile-friendly, adding an "ask a question" section and quick links. Committee Member Petry liked the functionality of the Birmingham, Ferndale and Oak Park sites. Committee Member Citraro suggested that the mission and vision statement be added to the website and added to each City office. Jay Grossman said the suggestions will be discussed with Revise, the website vendor, during the annual review process and that the CEAC has some time to compile more suggestions. He would also consult the Technology Advisory Committee (TAC) about a mobile phone App. CEAC members were tasked with providing more feedback on municipal websites. . It was agreed that the conversation continue during the next meeting in January.

#### 3. Discuss Public Participation for City's Master Plan

It was suggested that the City hire a professional company, such as Giffels Webster, to promote the City's Master Plan in the future.

## **ADDITIONAL COMMITTEE MEMBER COMMENTS**

Committee Chair Price mentioned the opportunity of social media training by the Michigan Municipal League (MML) for the CEAC and that other city staff, boards and committees could attend. MML offers a 3-hour training class for a fee of \$1,500. It was proposed that the cost be paid for by the City and if it could be added as an agenda item for January.

Committee Member Petry officially welcomed new CEAC Committee Member Tracey Rettig.

It was suggested that Timothy McLean, Berkley's community development director and City Manager, Matt Baumgarten attend the January, 2nd CEAC meeting. Jay Grossman will extend the invitation.

### **STAFF COMMENTS**

Jay Grossman announced the formation of the Citizens Police Academy for Berkley residents and business owners. Hosted by the Berkley Public Safety Department, it will consist of 6 weekly classes held every Wednesday, from February 6 – March 20, 2019, from 6:30 pm to 9:30 pm at the Public Safety Building, 2395 W. 12 Mile Road. The application form can be found on the City website.

**With no further business, the meeting adjourned at 8:14 PM.**