



CITY OF NOVI  
Long-Range Strategic Planning Committee Meeting  
**October 23, 2024, 6:00 p.m.**  
Mayor's Conference Room | Novi Civic Center | 45175 Ten Mile Road  
(248) 347-0445

**CALL TO ORDER:** 6:00 p.m.

**ROLL CALL:** Mayor Pro Tem Casey, Council Members Gurumurthy, Staudt

**STAFF LIAISON:** Victor Cardenas, City Manager

**ALSO PRESENT:** Danielle Mahoney, Assistant City Manager  
Katherine Oppermann, Recording Secretary

**APPROVAL OF AGENDA**

Motion: Gurumurthy; Seconded Casey; Approved 2:0

**APPROVAL OF MINUTES – October 2, 2024 Minutes**

Motion: Gurumurthy; Seconded Casey; Approved 2:0

**PURPOSE OF THE MEETING**

1. Continued Discussion of Long-Range Strategic Planning

Mayor Pro Tem (MPT) Casey started by stating that she would like to talk timeline and plan out the Strategic Plan process during this meeting. She noted that she invites input from Councilmember Gurumurthy as well as City Manager Cardenas and Assistant City Manager Mahoney.

Regarding timeline, MPT Casey first showed the timeline that Olathe, KN utilized. Of note was that they worked in such a way as to have the Visioning, Launch, and Engagement steps running concurrently. For Novi, it might work better for use to separate and space these steps out. Her suggestion for our process would include: Launch, Visioning, Futurist Sessions, Engagement, Strategic Planning, and finally Adoption of the Plan. The Committee and City generally are currently in the "launch" phase. Councilmember Gurumurthy asked what else they need to do in this phase to which MPT Casey replied that they need to discuss hiring a futurist as well as hiring a facilitator for the engagement process. Ms. Mahoney asked who MPT sees as putting together the framework (committee/futurist/consultant/etc.). MPT stated that she sees the futurist as a one-time engagement, but they will need to determine when to bring in a consultant to assist the Committee/Council. She thinks having the futurist session first and then the consultant would be best, as the futurist can discuss STEEP (society, technology, economy, environment, political) and give us ideas on techniques for forecasting the future and a methodology to follow.

The Committee then discussed content that could go on the two prospective Council workshops:

1. Long-term opportunities/challenges/conditions
2. A deep dive on transformative projects and prioritization

Essentially, start with what we have and then move into understanding what's coming and how to forecast it. Councilmember Gurumurthy noted that, for deliverables, they will need to determine what they want out of the workshops and wants to know what the expectation is for how they will feed into engagement. MPT Casey said that she doesn't know yet but thinks that as we continue to drive the conversation, we will understand how the framework should look – it will be messy at the beginning since it is work we've never done before. City Manager Cardenas spoke briefly about the service expectations and associated costs/expenditures that will need to be determined. There are many options for expanded services, new services, and new service models. Ms. Mahoney agreed that a facilitator would be good to have during the brainstorming sessions to keep the group focused.

MPT Casey asked how long staff would need to put together a good quality Request for Proposals (RFP), Mr. Cardenas stated that a month should be sufficient. He also talked about billing and the consideration of having "large numbers" landing this fiscal year or the next. MPT noted that it would be important to make sure we have the right timeframes to both do the work and engage the community. Most critical will be reaching out thoughtfully to all the outreach groups (cultural groups, youth, businesses, etc.) Mr. Cardenas said that it is his expectation that the engagement period will take at least 6 to 7 months in order to set events for feedback. He also noted that we may have to consider languages used for outreach. MPT agreed and notes that the timeline will be flexed/adjusted as needed. She also wonders how long the Strategic Planning portion will realistically take, mentioning that Olate took about 9 months but that she thinks that seems over long. Ms. Mahoney agreed with Mr. Cardenas that engagement will likely take the longest amount of time, in Cary NC that portion of the process took a full year out of their three-year process. MPT thinks that we can take greater haste overall but agrees that engagement will be a necessarily long process.

The Committee spoke a bit on the RFP and hiring process for any prospective consultants. MPT stated that in the past the Consultant Review Committee has had respondents come in and give a presentation including their past work, and that a similar process could easily be part of the hiring process in this instance as well.

In creating the Steering Committee MPT notes that there are a variety of groups we will want representation from. Mr. Cardenas agreed and expressed his thought that the group will need to be very deliberate in the choosing of members. They will need to be dedicated members that want to do things and will be engaged beginning to end of the process. It is often fun to start a process and difficult to see it to conclusion. MPT then asked if the group has thoughts regarding the size of the membership for the steering committee. She thinks it should be not larger than 15 members (3 Councilmembers and 12 public), and that it should be built for diversity. Councilmember Gurumurthy agreed, thinking a 10 to 15-member range would be

good. It was also determined that City staff should be continually engaged and present but would not be members themselves.

MPT Casey then returned the discussion to the timeline, wanting to iron out some more details. She shared that Victor had already been in talks with the futurist that had been used in Olathe's process and that she was an excellent presenter, very witty. This individual would be expensive but worth it in her opinion, she thinks with will make the group better as they move through the process. Additionally, The Steering Committee should be in place after the Council Visioning Workshops but before the establishment of "Thematic framework".

The current committee group in the remainder of the 2024 year, will be primarily concerned with the RFP/RFQ. MPT will defer to Mayor Fischer with regards to timing for Council goal review and the proposed workshops. She also requested that the next meeting be scheduled in November so that they can review a draft RFP prepared by staff. The Committee tentatively plans to have a due date for RFP responses in early January, interviews throughout the month, and to award the contract at the January 27<sup>th</sup> Council meeting.

**AUDIENCE COMMENTS:** None

**ADJOURNMENT:** 7:11 p.m.

Motion: Casey; Seconded Gurumurthy; Approved 2:0