



CITY OF NOVI
Long-Range Strategic Planning Committee Meeting
July 16, 2025, 6:00 p.m.
Mayor's Conference Room | Novi Civic Center | 45175 Ten Mile Road
(248) 347-0445

CALL TO ORDER: 6:01 p.m.

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

STAFF LIAISON: Danielle Mahoney, Assistant City Manager

ALSO PRESENT: Kit Kieser, Older Adult Services Manager
Jeanette Handy, Creative Services Coordinator
Katherine Oppermann, Recording Secretary

APPROVAL OF AGENDA

Motion: Gurumurthy; Seconded: Staudt; Approved: 3:0

APPROVAL OF MINUTES – May 27, 2025 Minutes

Motion: Staudt; Seconded: Gurumurthy; Approved: 3:0

PURPOSE OF THE MEETING

1. Review of BerryDunn Documents

Assistant City Manager Mahoney shared that there are a few deliverables for the Committee to finalize and approve. This meeting is not the first time the Committee members have seen some of these documents, some have had multiple iterations, but this session is to align and approve the documents.

a. Project Schedule/Timeline

The Committee determined this item to still need revision. Mayor Pro Tem Casey and Ms. Mahoney both noted that there continues to be a disconnect with BerryDunn regarding the City expectations but that several issues still persist. It was also requested that, going forward, a clearer status categorization be present such as a red, yellow, and green color coding to indicate items that are outstanding, in-progress, and completed. It was also pointed out that the timeline did not include a specific callout for the formation of an advisory committee.

b. External Stakeholders List

The Committee found the stakeholders list to be generally complete and noted some finer points regarding those on the list who should be in a one-on-one interview, a group interview, or larger public forum. It was noted that there was some concern about potential politicization of interview responses given the current planned rollout occurring near the November election. It

was suggested that we might consider postponing interviews until after the election on this basis.

c. Community Engagement Interview Packets

The Committee was concerned about the various versions of the packets that were provided. Additionally, they noted that the questions were a bit broad and focused more on the now than the future. Councilmember Gurumurthy thought it would be likely that we'll get primarily descriptive answers that would be difficult to parse. The questions should be more pointed so that the data will be clear when they receive responses. Mayor Pro Tem Casey agreed and also thinks that the questions should be geared towards the six categories that they've already identified. We need to give people a starting direction. It was also noted that the questions lacked a tech component.

d. Community Survey

Mayor Pro Tem Casey noted that this item felt a bit more aligned to their trend categories. The Committee noted some overall need for re-wording and editing on the document, ideally with even more alignment to the trends. Councilmember Gurumurthy pointed out that it also only had one question focused on Novi in 25 years, she doesn't know how we'll get the vision with only one question on that topic.

e. Social Pinpoint Website

This item was noted as being very close to completion, but that the website format is very limited with regards to edits that can be made. Some minor adjustments were suggested for wording and formatting of the page. Mayor Pro Tem thanked Ms. Handy for her work on the site, expressing that she knows it can be a more difficult process when you don't own the document internally.

2. Advisory Committee Membership Roles/Makeup

Mayor Pro Tem noted that BerryDunn has still not provided an example of a charter for an advisory committee, despite it being past the date it was promised. The conversation then turned to overall concerns the Committee and staff had with BerryDunn as a professional services consultant for the Long-Range Strategic Plan. It is felt that there is consistent issues with alignment, that BerryDunn is not listening to specific City needs but continuously gives "cookie-cutter" work. There is also an issue of ownership when it comes to meeting deadlines and getting content right.

The Committee determined that they would be interested in exploring contract exit steps and gave direction for Ms. Mahoney to work with the City Attorney to determine what, if any, exit costs there would be and to look into considering our options for a new consultant. Specific desires for a person or firm with strong facilitation and visioning skills was noted. It would also be ideal if it was a more local group, with government experience and who understands the Michigan region.

While not ready to make a motion or recommendation regarding exit/contract termination at this meeting the Committee requested to meet again ahead of the Monday, July 28th City Council meeting to make their final determination.

Next steps to be:

1. Confirm exit process with City Attorney
2. Determine how to bring in a new consultant

AUDIENCE COMMENTS: None

ADJOURNMENT: 7:36 p.m.

Motion: Gurumurthy; Seconded: Staudt; Approved: 3:0