



CITY OF NOVI
Long-Range Strategic Planning Committee Meeting
February 10, 2026, 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, Smith

STAFF LIAISON: Danielle Mahoney, Assistant City Manager

ALSO PRESENT: Katheirne Oppermann, Recording Secretary
Sheila Shockey, Shockey Consulting (remote)
Grant Mayfield, Shockey Consulting (remote)
Scout Frame, Shockey Consulting (remote)

APPROVAL OF AGENDA

Motion: Gurumurthy; Seconded: Smith, Approved 3:0

APPROVAL OF MINUTES – January 26, 2026 Minutes

Motion: Smith; Seconded: Gurumurthy, Approved 3:0

PURPOSE OF THE MEETING

1. Shockey Consulting Workshop Session

Assistant City Manager Mahoney opened the meeting by saying it was good to see the Shockey team again, and the Internal Project Team (IPT) had their own workshop with them yesterday (2/9). This workshop meeting will be working off of a similar agenda, reviewing the environmental scan draft and providing feedback.

Mr. Mayfield briefly reviewed the process diagram and Project roles. He then went over the planned work and meetings for the coming months – with March for the visions, trends, and issues workshop and April to have an in-person visit from Shockey including the 1st Community Workshop. The community workshop will include a variety of exercises such as the generations activity which will have individuals step into the shoes of someone from another generation and imagine their needs now and as we move into the future. Mr. Mayfield also discussed the upcoming pop-up training that select staff would attend to help prepare them for tabling at City events to promote the Novi 2050 effort. Shockey Consulting will provide a photo board for pop-up events to help draw in residents and encourage them to answer short prompts that they can hold up their responses for in a photo. Mr. Mayfield then explained that while this workshop and the one held with the IPT very much mirror each other, going forward they will diverge more in the sense that the IPT will create things and the Committee will review them and send back in a “waterfall effect”. He also spoke briefly about later deliverables such as, the framework being expected in August, and the over plan being finished up in September with an eye for October presentation.

Councilmember Gurumurthy asked if the workshop and popups will be available for all residents and Ms. Mahoney confirmed that yes, they will be public for everyone who wants to join. Mr. Mayfield agreed and also said that they will be sure to use a variety of promotional avenues such as the city website and socials, emails for those who have signed up, etc. to make sure people are aware of the workshops.

Mr. Mayfield then went through the Environmental Scan with the Committee including Global trends, what those trends mean for Novi, STEEP categories, etc. He also briefly reviewed some of their sources for data, noting all were sourced on the document. Some data points regarding were the overall increase to population, that our population is aging (increasing certain service needs), that the population is becoming more diverse, and that the school population is growing. Mayor Pro Tem Casey asked if we know how the School District is forecasting student growth and Ms. Shockey said that they can send the Committee their models. She expects it is probably an aggressive model based on projected regional growth but that they can adjust it if it seems off. Mr. Mayfield also noted that a lot of population growth has been employment related and often people within that demographic have children. Mayor Pro Tem asked if the population where the population numbers were derived from and Mr. Mayfield said that they used SEMCOG but that both SEMCOG and US Census data aligned. Mayor Pro Tem also asked if the trends Council previously work with futurist Rebecca Ryan on were included and Mr. Mayfield said that yes, most of them were represented one-to-one from the futurist trends to the environmental scan trends. Mayor Pro Tem said that it might be helpful for her and her Council colleagues to have those trends that were the same on each document noted so the throughline of the work is clear.

Councilmember Smith asked if there was info regarding individuals over the age of 65 but still in the workforce or staying healthier for longer. Ms. Shockey said there were not exact statistics but spoke briefly on the futurology field and their expectations from a technology and healthcare perspective on what might effect those numbers. Mr. Mayfield also commented on mobility and that statistically most people will have to deal with a disability at some point in their life, with the probability increasing as they age.

Mr. Mayfield then went over some economic trends. Councilmember Gurumurthy asked where the trend of increasing tech centers (beyond AI) was from, Mr. Mayfield said that there may be some conflation there between tech and knowledge based fields. Essentially, as it appears in the document, it represents work done primarily on a computer or laptop and is connect to the shift away from traditional trades. Mayor Pro Tem noted her surprise that Oakland County is experiencing a decline in employment attraction, and also spoke briefly on how we tend to see cyclical changes in local economy due to the ties to the automotive industry and how troubles like layoffs there tend to spiral out locally – even a lot of our foreign investments are tied to the auto industry. Ms. Shockey agreed, noting there may be something there to add as far as volatility and how to add resilience and diversity. Councilmember Gurumurthy asked how we were doing as far a mix-ed use development and Ms. Shockey said that the Masterplan lays good groundwork but that we are currently working against the market (IE Affordability). Novi may need to

do an examination of how to draw the right kind of development needs in the future. Mayor Pro Tem agreed and talked a bit about rezoning challenges, particularly when it comes to existing industrial zones. Being about 90% built out our next big decisions will be on redevelopment and reuse. Councilmember Smith said that we have to work both to get developers to think differently as well as encouraging residents to appreciate and accept certain changes. Mr. Mayfield agreed and also noted the difference between connectivity and walkability and how both can be challenging to maintain. Mayor Pro Tem pointed out that as the City was being built prior leaders were very thoughtful about balancing residential, commercial, and industrial areas so that even with one area lagging the others would still buoy the community. Mr. Mayfield agreed, saying that a lot of cities desire the kind of balance that Novi already has established through that history of thoughtful planning.

The Committee briefly discussed the AI industry as well as tech in general and what makes up a "Smart City". A lot of these changes may be driven by both economics and environment and are increasing in urgency. There are differing ideas as to what exactly a Smart City is but it could be an interesting topic to engage with internally with staff as well as the Sounding Board. Issues like increased and more frequent extreme weather, invasive species, and their effects on infrastructure etc. were also briefly touched on.

Once Mr. Mayfield finished reviewing the document he asked that the Committee members provide him with any feedback they might have, if there seems to be anything missing, anything they want added, or anything they disagree with. As feedback is received from the community and choices are made on the Strategic Plan it will be important that we clearly connect the dots between tax levels and services that can be provided. Mayor Pro Tem said that Novi and the School District have both done a handful of millages and bonds over the years, most of which have passed. She believes that the Community is pragmatic and that there is a willingness to pay for a desired service. Ms. Shockey noted that as the Environmental Scan will be used to build out other documents but will not necessarily be circulated in its current form.

Ms. Mahoney and Mr. Mayfield then both briefly went over some upcoming documents, the planned live date for the survey, the stakeholder questionnaire and email invites, etc. Mayor Pro Tem Casey thanked the Shockey team for their work and presence at the meeting today. Ms. Mahoney also noted that she hopes that they can close the loop on the Sounding Board by the end of next week and the committee briefly discussed the number of participants for the group and some individuals that might be invited.

Ms. Mahoney asked that the feedback on all documents and the Sounding Board be provided back to her by Sunday, February 15th.

AUDIENCE COMMENTS: None

ADJOURNMENT: 8:14 p.m.

Motion: Casey; Seconded: Gurumurthy, Approved 3:0