



CITY OF NOVI
Long-Range Strategic Planning Committee Meeting
June 23, 2026, 5:30 p.m.
Mayor's Conference Room | Novi Civic Center | 45175 Ten Mile Road
(248) 347-0445

CALL TO ORDER: 5:32 p.m.

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

PRESENT: Mayor Pro Tem Casey, Council Member Smith
** Council Member Gurumurthy arrived at 6:22 p.m., during workshop session

STAFF LIAISON: Danielle Mahoney, Assistant City Manager

ALSO PRESENT: Katherine Oppermann, Recording Secretary
Sheila Shockey, Shockey Consulting
Grant Mayfield, Shockey Consulting

APPROVAL OF AGENDA

Motion: Smith; Seconded: Casey; Approved: 2:0

APPROVAL OF MINUTES

Motion: Smith; Seconded: Casey; Approved: 2:0

PURPOSE OF THE MEETING

1. Workshop Session with Shockey Consulting

Mr. Mayfield briefly introduced himself and Ms. Shockey to the Committee once more and went over what they plan to do tonight. They will be working on the draft vision statement which will then also be reviewed by staff and the sounding board, as well as confirming the five focus areas and start drafting a few goal statements. He stated that we are now effectively in the middle of the overall Strategic Plan process, the "visioning" phase, and went over some of the work that has been done since they last met with the Long-Range Strategic Planning Committee in April including the internal project team (staff) workshop, 1st Community Workshop, the Community Vision Survey, various pop-up outreach events, an initial Sounding Board workshop, and a briefing with the staff executive team. He then proceeded to go through the rest of his presentation slide deck (attached) with the Committee covering engagement by numbers, what the Community is Telling us so far, and where opinions diverge. Mayor Pro Tem Casey asked Mr. Mayfield if there was a way to identify resident tenure (IE how long a resident has lived in the City) and if matters like Traffic Congestion are affected by that as she hypothesizes that those who have been around to see the City grow may feel more negatively towards the traffic versus newer residents who may see it as consistent with traffic patterns in other areas. Mr. Mayfield said that yes, they should be able to identify that if it is a trend in

the data. Councilmember Smith asked if Mr. Mayfield could check if there was a age demographic split on those who did or did not note limited public transportation as a top concern. Mr. Mayfield affirmed he could check. Both Councilmembers agreed that there was some interesting space that comes up with regards to where opinions diverge or are consistent between various groups/demographics. The group further discussed some of the prevailing themes coming up from what residents are telling us across surveys and workshops. It was noted that it is sometimes difficult to develop clear understanding of the relation between City services and taxes paid, that residents taxes cover services beyond the City like the School District, County, etc. and that can sometimes cause confusion. We may also need to provide better education regarding how debt works within the context of a municipal body, how it can be put towards long-term assets and investing in the future.

The Committee then started their active workshop session, reviewing draft vision statements that had been devised by Shockey Consulting and working to refine one that better fit the City and the Committee member's preferences. At the completion of this drafting session the vision statement was:

"In 2050, Novi is a welcoming community where people of all cultures, ages, and abilities come together and want to stay — because we designed it that way. Well-cared-for neighborhoods, parks, and natural spaces; services that residents count on and expect; and businesses built on innovation and talent provide a purposeful, forward-thinking foundation for generations to come."

Following this meeting, the draft vision statement will be passed on for further review by internal project team staff and the sounding board.

Mr. Mayfield then went over the current Five Focus Areas: Infrastructure, Housing & Redevelopment, Mobility & Transportation, Aging & Shifting Service Needs, and Long-Term Funding. The Councilmembers took time individually reflecting on what success would look like for each of those areas in the year 2050 and discussed potential SMART goals that would fall under each. Mr. Mayfield then also reviewed cross-cutting themes that run throughout all five focus areas and finally went over the next upcoming novi 2050 events. There was some brief discussion on current survey feedback and how to reach more residents with the surveys.

2. Overview of Shockey Consulting Community Workshop (June 24, 2026)

The Committee reviewed the planned agenda and activities for the upcoming 2nd Community Workshop, taking place at the Police Training Center on June 24th.

AUDIENCE COMMENTS

ADJOURNMENT: 7:51 p.m.

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