



CITY OF NOVI
Long-Range Strategic Planning Committee Meeting
August 17, 2026, 5:30 p.m.
Mayor's Conference Room | Novi Civic Center | 45175 Ten Mile Road
(248) 347-0445

CALL TO ORDER: 5:30 p.m.

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

STAFF LIAISON: Danielle Mahoney, Assistant City Manager

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

APPROVAL OF AGENDA

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

APPROVAL OF MINUTES – July 20, 2026

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

PURPOSE OF THE MEETING

1. Workshop Session with Shockey Consulting

Mr. Mayfield started saying that the very straightforward goal of the meeting today is to review the draft 2050 Plan. In addition they will also review the survey results and closely walk through each focus area in preparation for the staff meetings and Community Workshop tomorrow (8/18/26). He briefly went over the planned activities for the following day including a "gut check" with the executive staff team, a discussion of output measures with the internal project team (IPT), and the Community Workshop itself. Mayor Pro Tem Casey asked if the IPT will be present at the Community Workshop and Mr. Mayfield said yes, there will be four city staff present. The Workshop won't be a formal presentation but an open house where attendees can review each focus area board and give their input through provided comment cards. Mayor Pro Tem said she and the other Committee members will be present to watch and listen.

Mr. Mayfield then went through the Vision Statement, Mission Statement, and Focus Areas (including Area, Vision, Goal, and the provide/partner/advocate sections) and the Committee provided their input on edits/updates on rewordings, necessary clarifications, and wordsmithing with small, preferred verbiage and grammatical changes. Mayor Pro Tem said that broadly across the draft Plan there are some great insights and perspective. However, she wants to make sure we use the "Novi Voice" established by the Novi Community Relations team. She also wants to be sure we link data to the bullet points, and that anything listed as a tactic is review and affirmed

by City staff. Mr. Mayfield briefly noted that the Plan has two audiences: City staff and the public. These two audiences can make it somewhat difficult to have a cohesive narrative within the plan but he very much agrees about the "Novi Voice" and suggested design elements that were made. We want to make sure we call out those things that residents most value (safety, schools, parks/greenspace, etc.) as well as diversity and accessibility. Mayor Pro Tem also cited the recent Mayor's Youth Forum where she was impressed by a student's description of Novi's diversity as a tapestry, a woven together community. She wants to be sure to carry that message through and have a cohesive story in the Plan. Councilmember Gorumurthy also emphasized the need for a cohesive message and wants to be sure to have SMART goals related to the plan, perhaps delineated at 5-year, 10-year, 20-year planned implementations. She thinks that every bullet point has a desired outcome and every outcome has a measure. Mr. Mayfield noted that it may be helpful to clarify what is a goal, what is a strategy, etc. The Plan is a generalized direction that will flow through City Council and City Administration, etc. Ms. Mahoney agreed the plan should be tied to future policy decisions and ownership of the document with need to be established.

The wave two survey results included 302 responses, Ms. Mahoney noted that she credits the Community Relations team for their "5 minutes/5 questions" branding helping with the response rate. The group then went deeper into the data with a closer response review and breakdown of demographic responses. Mayor Pro Tem Casey noted that she thinks there should be some clarity in the Plan about the divergence of views and how the City government has to work hard to make the best decisions for everyone and the difference between Sufficiency and Satisfaction so that they can meet the needs of the majority. Diversity is a strength bit that also means a diversity of opinions. Mr. Mayfield suggested that messaging could be good in the letter from the Committee section of the Plan.

AUDIENCE COMMENTS: None

ADJOURNMENT: 7:37 p.m.

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