

A Strategic Planning Session of the Royal Oak City Commission was held on Saturday, January 23, 2010, in the National City Building, 755 West Big Beaver Road, Troy, Michigan. The Meeting was called to order by Mayor Ellison at 1:21 p.m.

	Present	Absent
Mayor	Ellison	
Commissioners	Andrzejak Capello Drinkwine Poulton Rasor Semchena	

Also present were City Manager Johnson, City Attorney Gillam, Police Chief Jahnke, Fire Chief White, DPS Director Rassel, City Planner Thwing, Finance Director Rudd and City Clerk Halas. Mr. Brett Tillander was the facilitator of the meeting.

Moved by Commissioner Rasor  
Seconded by Commissioner Capello

BE IT RESOLVED, the City Commission hereby approves the following language of the Vision Statement to be approved formally at the February 1, 2010 City Commission Meeting:

Royal Oak is a dynamic balance of progressive vision and traditional values which offers an inviting, premier and diverse community for all.

Commissioner Semchena wanted it noted for the record that he was not comfortable with the word progressive in the statement, but would vote in favor of the Vision Statement.

ADOPTED UNANIMOUSLY

Moved by Commissioner Capello  
Seconded by Commissioner Drinkwine

BE IT RESOLVED, the City Commission hereby approves the following language of the Mission Statement to be approved formally at the February 1, 2010 City Commission Meeting:

Royal Oak provides a safe, healthy and sustainable community.

ADOPTED UNANIMOUSLY

Mayor Ellison called for a recess at 1:23 PM to informally discuss Goals. The Mayor reopened the meeting at 1:36PM.

Moved by Commissioner Drinkwine  
Seconded by Commissioner Poulton

BE IT RESOLVED, City Commission hereby approves the following language of the proposed Goals to be approved formally at the February 1, 2010 City Commission Meeting.

Communication – To proactively promote meaningful, open and respectful dialogue that ensures effective decision making.

Community – To preserve neighborhoods by encouraging community involvement and family activities; and further to be recognized as a destination for entertainment, recreation and cultural opportunities.

Economic/Tax Base – Encourage and support diverse investment to maximize property values and facilitate employment opportunities and desirable housing.

Fiscal Management – To preserve Royal Oak as a safe and healthy community through sound fiscal policy, strategic planning, prompt decisive actions and effective management of taxpayers assets.

Infrastructure – To sustain, replace and enhance Royal Oak’s infrastructure to promote efficient deliver of beneficial services.

Public Safety – To protect all persons and property in Royal Oak by providing the highest quality public services possible in the most efficient manner.

Commissioner Razor wanted the record to reflect that he was not in favor of the Community Goal language because he did not feel it was made clear that business was included.

Moved by Commissioner Semchena  
Seconded by Commissioner Capello

BE IT RESOLVED, the City Commission amends the previous motion to vote on all the Goals, with the exception of the Community Goal.

Motion Now Reads:

Moved by Commissioner Drinkwine  
Seconded by Commissioner Poulton

BE IT RESOLVED, City Commission hereby approves the following language of the proposed Goals to be approved formally at the February 1, 2010 City Commission Meeting.

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Economic/Tax Base – Encourage and support diverse investment to maximize property values and facilitate employment opportunities and desirable housing.

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Public Safety – To protect all persons and property in Royal Oak by providing the highest quality public services possible in the most efficient manner.

ADOPTED UNANIMOUSLY

Moved by Andrzejak  
Seconded by Capello

BE IT RESOLVED, the City Commission approves the following language for Community Goal:

Community – To preserve neighborhoods by encouraging community involvement and family activities; and further to be recognized as a destination for entertainment, recreation and cultural opportunities.

ADOPTED UNANIMOUSLY

Mayor Ellison asked for a recess at 1:44 PM. Mayor Ellison reopened the Meeting at 3:00 PM.

Moved by Commissioner Drinkwine  
Seconded by Commission Rasor

BE IT RESOLVED, the City Commission hereby approves the following Objectives to be formally approved at the February 1, 2010 City Commission Meeting.

Communication:

- A. Promote customer feedback system on continuous basis  
Immediate action – City Commission
- B. Develop centralized public relations message  
8/1/2010 – City Manager
- C. Explore live streaming of meetings  
8/1/2010 - Information Services

Community:

- A. Community show - "Insight on Video" establish commercials to advertise downtown.  
6/1/2010 – City Manager, WROK Manager directs Cable report to City Commission
- B. Promote Neighborhood Associations and utilize Mobile community meetings to increase community – two per calendar year (March/September).  
9/1/2010 – City Manager
- C. Promote Art Incubator  
9/1/2010 – City Manager and Planning Department

Economic/Tax Base:

- A. Streamline permit process  
6/10/2010 – City Manager/Department Heads
- B. Create process reducing time and cost  
4/1/2010 – City Manager/Department Heads
- C. Incentives to assist homesteaders to purchase homes  
6/1/2010 - Administration
- D. Actively contact national, regional and local brokers to promote Royal Oak and available properties  
3/1/2010 – City Manager/DDA
- E. DDA/Chamber to promote commercial aspect of City.  
4/1/2010 – City Manager/DDA

Fiscal Management:

- A. Strategic plan memorialized  
2/1/2010 City Commission meeting
- B. Adoption of 2 year Budget  
6/30/2010 – City Commission/City Manager/Department Heads
- C. Prioritize services  
6/30/2010 – City Commission/City Manager/Department Heads
- D. Define labor strategy  
7/1/2010 – City Commission/City Manager & City Attorney
- E. Contract strategy/negotiations, staffing numbers and staff allocation  
Immediate action – City Commission/City Manager & City Attorney
- F. Revenue Strategy  
7/1/2010 – City Commission/City Manager/Finance Department
- G. Lobby State of Michigan for relief:
  - 1. Act 57
  - 2. Act 312
  - 3. Proposal “A”
  - 4. Headlee Amendment
  - 5. Local Drink TaxImmediate action – City Commission

Infrastructure:

- A. Enact City Hall modification plan  
4/1/2010 – City Commission/City Manager
- B. Review and enhance inter-City/County/Governmental cooperation plan  
7/1/2010 = City Manager/Department Heads
- C. Identify and analyze non-productive assets  
7/1/2010 – City Commission/City Manager/Department Heads
- D. Prepare a new capital improvement plan  
7/1/2010 – City Commission/City Manager/Plan Commission/Department Heads

Public Safety:

- A. Identify additional revenue sources
  - 1. Lobby legislature for enhanced revenue opportunities  
8/1/2010 –City Commission
  - 2. Identify and increase grand funding opportunities  
Immediate – Department Heads
  - 3. Explore the feasibility of a public safety millage  
8/1/2010 – City Commission
- B. Explore Costs Savings through:
  - 1. Comprehensive review of public safety staffing levels and allocations to minimize the impact of projected budget constraints.  
4/1/2010 – City Manager
  - 2. Explore consolidation of dispatch and lock-up facilities  
2/1/2011 – City Manager/Police Chief
  - 3. Explore privatization, consolidation and reorganization of services including the use of part-time employees  
8/1/2010 – Department Heads
  - 4. Explore rebid of outside vendors and services where savings may be gained  
8/1/2010 – City Commission/City Manager

ADOPTED UNANIMOUSLY

Upon Motion of Commissioner Capello and Seconded by Commissioner Poulton, the meeting adjourned at 3:05 PM.

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Melanie Halas, City Clerk

The foregoing Minutes of the Strategic Planning Session held on January 23, 2010, having been officially approved by the City Commission on Monday, February 15, 2010, are hereby signed this fifteenth day of February.

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James B. Ellison, Mayor