



CITY OF NOVI  
Long-Range Strategic Planning Committee Meeting  
**October 2, 2024, 5:30 p.m.**  
Mayor's Conference Room | Novi Civic Center | 45175 Ten Mile Road  
(248) 347-0445

**CALL TO ORDER:** 5:31 p.m.

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

**STAFF LIAISON:** Victor Cardenas, City Manager

**ALSO PRESENT:** Danielle Mahoney, Assistant City Manager  
Katherine Oppermann, Recording Secretary

**APPROVAL OF AGENDA**

Motion Staudt; Seconded Gurumurthy; Approved 3:0

**APPROVAL OF MINUTES – September 4, 2024 Minutes**

Motion Gurumurthy; Seconded Staudt; Approved 3:0

**PURPOSE OF THE MEETING**

1. Discussion of Long-Range Strategic Planning

Mayor Pro Tem Casey started by stating the Committee was meeting today to continue their conversation about what they want to do from a long-range strategic planning perspective. She walked the Committee through a few slides on the topic she had put together including topics of purpose, activities, consultant/futurist, and steering committee by way of example from peer communities such as:

Cary, NC  
Addison, TX  
Sweetwater, TX

Lenexa, KN  
Olathe, KN

She then asked the other committee members what they heard and liked from their recent leadership exchange trip with Lenexa and Olathe. Councilmember Gurumurthy appreciated that their approach started with a retreat and a futurist as a full day session and that the following day include both staff and councilmembers, she liked this "setting of the stage" as 2050 can mean many things. She noted that Olathe was a huge organization and as such was harder to relate to but that she still liked their approach with goals and measurable metrics.

Mayor Pro Tem Casey then asked the Committee members if they generally agreed with what she had laid out so far in her presentation. Councilmember Gurumurthy

stated that yes, she generally agreed with it. Though she also noted that it is currently a very broad plan that she expects will become clearer as they dive further into the subject, she would like to see more structure. Councilmember Staudt asked Mayor Pro Tem if she envisions the review/tweaking of this prospective plan rather than councilmembers making individual goals. She replied that she sees it as a “yes, and...” wherein the plan doesn’t require updating every year but envisions that at goal setting sessions the goals will be tied back to the strategic plan to ensure alignment. Councilmember Staudt noted that large events such as the recent Covid pandemic may require reorientation outside of what the plan lays out. He also asked how the city-wide Strategic Plan would tie back to other master plans (IE Corridor Improvement Authority, Parks, Zoning, etc.). Mayor Pro Tem stated that they would aim to integrate the existing plans as much as possible to continue the work currently being done, as time goes on the aim would be to further align another other plans to match the Strategic Plan as needed. Councilmember Staudt then asked why we would need to have all the other plans if we put a Strategic Plan in place. City Manager Cardenas replied that many of the other plans are required under the State and Federal governments, he also thinks it makes sense to include them as existing documents.

The Committee also discussed that, if necessary, the other plans could be amended to align more closely with the Strategic Plan. Following the Strategic Plan implementation, it would be expected that other groups be aware of it and keep it in mind in order to keep plans aligned moving forward.

Councilmember Staudt talked about the recent drive for mixed-use developments in the city. Mayor Pro Tem stated that she expects “housing” will be one of the pillars upon which the community will voice their opinions so that planning can work to align their masterplan. Upon Councilmember Staudt’s question on how this community input would play out Mayor Pro Tem offered a few steps:

- Gather “themes” from residents through focus groups, surveys, etc.
- Meet with chairs of other committees, boards, and commissions
- Meet with past mayors and councilmembers to ask for their insight

Specifics as to past survey processes and plans for a new one through FlashVote were also discussed. The intent would be to carefully craft the survey with questions that will best assist in guiding the strategic plan creation process. It was noted that all the example communities utilized a similar survey step in their process.

Councilmember Staudt recognized that there are people who need or want this type of plan, he and Mayor Pro Tem “come from a different era”, it will be the task of staff to carry through the plan with future councilmembers. Councilmember Gurumurthy agreed that this is a document for the future, not just her generation but also her son’s generation. Mayor Pro Tem also shared a slide from her presentation on the planning process. Some questions to consider for this plan will be: what challenges and innovations do we see in the future? What happens when the City hits the point of build-out? She believes that the services of a futurist may help to envision this. Councilmember Staudt agrees that at some point what current council considers “new stuff” will be completed and that conversations will need to be had

about what comes next. Mayor Pro Tem further added that yes, and in those discussions that will need to talk trends (aging population, diversity of community, changing household types and makeup, etc.) and they will need to determine how to prioritize transformational projects. Councilmember Staudt noted that some of this is difficult and that he has concerns about transformation projects being associated with raising taxes and playing badly with residents. Assistant City Manager Mahoney pointed out that this is part of the importance of getting community feedback for the plan, this ties their input directly to the plan and transformational projects that they want/need.

Mayor Pro Tem Casey wants to determine if the work of this committee and council comes first or if the community input comes first. Councilmember Gurumurthy thinks that they should start with a futurist to set the stage and then have Council and staff work together with a facilitator to align their ideas prior to approaching the community. Mr. Cardenas agreed that Council should come together first to come up with their strategy before approaching the community.

The group briefly discussed a steering committee as guided by Mayor Pro Tem's slide and upon prompting from Councilmember Staudt about what comes next Mayor Pro Tem suggested that, starting in 2025, the council and administration get into discussions and figure things out. The community could then be brought in later in the year. Councilmember Staudt suggested that they should be sure to have an engaging speaker.

Some items noted for the next or future meetings of the Long-Range Strategic Committee included: prices for a futurist, bringing in Mayor Fischer and the Finance & Administration Committee, looking into an RFP for a consultant (with support of Mayor/Council). Mayor Pro Tem also asked the group to think about how they envision a steering committee.

**AUDIENCE COMMENTS:** None

**ADJOURNMENT:** 6:34 p.m.

Motion Staudt; Seconded Gurumurthy; Approved 3:0