

**REGULAR MEETING OF THE COUNCIL OF THE CITY OF NOVI
MONDAY, NOVEMBER 25, 2013 AT 7:00 P.M.
COUNCIL CHAMBERS – NOVI CIVIC CENTER – 45175 W. TEN MILE ROAD**

Mayor Gatt called the meeting to order at 7:00 P.M.

PLEDGE OF ALLEGIANCE

ROLL CALL: Mayor Gatt, Mayor Pro Tem Staudt, Council Members Casey, Fischer, Markham, Mutch, Wrobel

ALSO PRESENT: Clay Pearson, City Manager
Victor Cardenas, Assistant City Manager
Thomas Schultz, City Attorney

APPROVAL OF AGENDA:

CM-13-11-153 Moved by Wrobel, seconded by Casey; CARRIED UNANIMOUSLY:

To approve the Agenda as presented.

Roll call vote on CM-13-11-153 **Yeas: Staudt, Casey, Fischer, Markham,
Mutch, Wrobel, Gatt**
Nays: None

PRESENTATIONS

1. Recognition of Lilley Aoude, 3rd Grade Hickory Woods Student, National Karate Champion and Team USA Member

Mayor Gatt presented the proclamation to Lilley Aoude. She said she competed in the twelve and under division in Italy and noted she hopes to win the gold next year.

2. Survey Results of Novi Business Perceptions – Dr. Thomas Miller, National Research Center

Dr. Thomas Miller, President of the National Research Center, said they have done surveys for the City of Novi over the past several years. They have done the National Citizen Survey and their Community Assessment Survey for Older Adults. This is the first time collecting data from Novi's business community. He tried to bring information from all sectors to help understand what the best opportunities were to move forward for the City. He explained every business was given the opportunity to participate in the survey online. They did the same survey in Orland Park, Illinois, which is a city similar to Novi. They compared what Novi's business leaders are thinking about in the community and what business opportunities are available to what was reported in the National Citizen Survey. They sent out sixteen hundred postcards to businesses with an invitation to participate in the Survey. About seventeen percent participated, about two hundred fifty responses, with a margin of error and level of uncertainty about the results of seven percentage points.

He spoke about the major findings. First, he noted Novi seems to be a very livable community and highly respected as a quality place to live by residents. The first key finding from people who work in Novi and who own businesses here think very highly of Novi. Almost all felt that Novi was a good place to do business. Job opportunities and job training opportunities did not receive as high a rating but generally a positive rating. The overall business climate seemed quite positive by most business owners and managers. In terms of employment opportunities, Novi received very positive ratings. Across the Country, not all locations have fully recovered from the deep recession. Even though Novi has its challenges, these are very salutary findings. They found that larger businesses gave higher ratings than smaller businesses. Novi's ratings were higher when compared to Orland Park. Generally, business representatives gave more positive ratings to other characteristics of the City of Novi compared to the residents themselves. Almost everyone expected to continue business in Novi for the next five years and they would recommend Novi as a place to do business. The business owners and managers felt positive about the City services that support their work. The overall quality of life was rated very high for Novi. The services that received the highest ratings were fire and police services. Community characteristics ratings were very high. In terms of opportunities, transportation was a concern for businesses. In particular, traffic flow on major streets received a lower rating among businesses than among residents. The survey asked what single improvement could be done to help businesses, traffic and transportation issues were at the top of the list.

In terms of the overall direction of the community, business owners and managers gave a lower rating to the City listening to businesses. Business owners and managers gave positive ratings when contacting the City. Most were positive about the economic future of Novi. The flexibility of City regulations and streamlining of permitting was a desired improvement in Novi compared to Orland Park.

Overall, the strengths were business quality and the quality of community life, the stability and growth that business are expecting over the short and long period, and the City services and safety are very positive. Opportunities are transportation issues especially alternative modes of transportation. Business owners would like relaxation of signage codes and more communication with the City than they have now.

Member Fischer thanked Dr. Miller and felt the information was very informative. He asked if the business survey was in its infancy because there weren't many National averages and the comparison was with Orland Park. Dr. Miller said that Novi is on the front edge of the development of the survey. They are in the process of developing this and will meet with the senior staff to talk about what the next steps are. There will be a conference call between the two cities and National Research Center on what can be changed or improved. One of the things the Research Center does is the sampling. We all want to improve and make sure to include the entire sampling frame of all businesses and as much incentive as possible to get them to participate. We would like to see a higher response rate. Member Fischer said the seventeen percent response rate was a little lower than he would like to see and there usually is a three to five percent of error instead of the seven percent. He asked about the weighting in the survey. Dr. Miller said that is the next step we would like to happen. He explained if

they had more information about the businesses there would be things they would want to weight for the survey. Member Fischer said it was a good foundation for things to come and look forward to City progress in the future.

Member Wrobel said he would like to know how the City stacks up against the competition in Southeast Michigan. He looks forward down the road when Dr. Miller can present more cities in our area that we can compare to. He feels it would help Council.

Member Mutch noted the information is more useful when we have more history behind it. Dr. Miller said, in terms of benchmarks, comparing to other cities is useful and the other is how the City is doing over a period of time. He thought doing the business survey every couple years would be helpful. Member Mutch asked Dr. Miller about the long term of the business survey being done in more communities nationwide and if it will be similar to the Citizen Survey. Dr. Miller said that was their intention. Member Mutch agreed with Member Wrobel of the importance to compare other cities no matter where they may be. He asked Dr. Miller to explain the key driver analysis which gives us items that we can learn from survey data and how he sees it evolving over time. Dr. Miller said the key driver analysis is a statistical analysis that is done. It is a derived set of importance ratings. By asking business owners what is the one thing the City could do to make businesses more successful and get their ratings on strengths and weaknesses can serve now in the absence of the derived importance analysis. It is a great window in understanding what is important from the perspective of business owners and managers. They haven't done the traditional key driver analysis that they have done for residents. We hadn't thought to do it in this survey and will migrate to the stated importance instead of the derived importance to see how it resonates with Council and staff. Member Mutch said he thought what people say versus what is derived from the data is sometimes two different things. He could see the value in both and looked forward in the future incorporating the key driver concept. He thought there was value from both. He noted there seems to be some difference in how businesses judge the City on how long they have been in the City and larger businesses have higher ratings for City services and their City experience. He said the survey highlights the one thing they have talked about as a Council which is the importance of having the liaisons within city government who can talk to business leaders in the community. He thought, if they had that in place, we could see a reflection in the survey results being higher and a better response. It would be better for economic development for big and small businesses.

REPORTS:

1. MANAGER/STAFF - None
2. ATTORNEY - None

AUDIENCE COMMENT – None

CONSENT AGENDA REMOVALS AND APPROVALS (See items A-N):

CM-13-11-154 Moved by Mutch, seconded by Casey; CARRIED UNANIMOUSLY:

To approve the Consent Agenda as presented.

- A. Approve Minutes of:
 - 1. November 12, 2013 – Regular meeting
- B. Approval of the request of Etchen Gumma Limited for Socialite Bistro for Preliminary Site Plan and Section 9 façade waiver approval. The subject property is located in Section 15 at 44175 12 Mile Road in the RC, Regional Center District. The applicant is proposing to add awnings to an existing tenant space.
- C. Approval to apply for a 2013 Assistance to Firefighters Grant (AFG) for eight (8) thermal imaging cameras with a total potential match of \$7,200 by the City of Novi.
- D. Approval to award a unit price contract for backup snow removal support services on an as-needed basis to Rotondo Construction Corporation, the low bidder, for a one-year term with three one-year extensions.
- E. Approval to award an engineering services agreement with URS Corporation for design engineering services related to the Heslip Drive Rehabilitation in the amount of \$18,392.
- F. Approval to award an engineering services agreement with Spalding DeDecker Associates for design engineering services for the Beck Road Mid-Block Pedestrian Crossing (between Cheltenham and White Pines) in the amount of \$14,379.
- G. Approval of a Street Light Purchase Agreement with Detroit Edison Company for the installation and ongoing operation costs of a street light at the intersection of Declaration Drive and 12 Mile Road to serve the Liberty Park development; and approval of an agreement with Liberty Park Recreational Facilities Association for the sharing of installation costs per the City's Street Lighting Policy.
- H. Approval of traffic control orders 13-39 through 13-46 for traffic control signs within Cedarsprings Estates subdivisions.
- I. Approval of traffic control orders 13-47 through 13-52 for traffic control signs within Broadmoor Park subdivision.
- J. Approval of Change Order No. 1 to Hard Rock Concrete for the 2013 Capital Preventative Maintenance Program – Major Roads in the amount of \$71,152.50.

- K. Approval to award an amendment to the engineering services agreement with Spalding DeDecker Associates for additional construction phase engineering services related to the 2013 Capital Preventative Maintenance Program – Major Roads, in the amount of \$5,760.
- L. Approval of the final payment to Dan’s Excavating, Inc. for the Novi Road/Old Novi Road Traffic Signal Modernization Project in the amount of \$35,122.09.
- M. Approval to award Novi Ice Arena’s Coaches Office Build Out project to B Sarkett Construction Company, in the amount of \$25,711.
- N. Approval of Claims and Accounts – Warrant No. 904

Roll call vote on CM-13-11-154 Yeas: Casey, Fischer, Markham, Mutch, Wrobel, Gatt, Staudt
Nays: None

MATTERS FOR COUNCIL ACTION

- 1. Approval of the request of The Medilodge Group for approval of the revised Planned Rezoning Overlay Agreement associated with Rezoning 18.695, a request to rezone from R-3, One-Family Residential to RM-1, Low Density, Low-Rise, Multiple-Family Residential with a Planned Rezoning Overlay (PRO). The subject property is 20.5 acres and is located on the north side of Eleven Mile Road between Beck and Wixom Roads in Section 17. The project consists of the development of a 120 bed, 78,560 square foot convalescent (nursing) home building. The applicant seeks to revise the PRO Agreement to move the sanitary sewer originally proposed along the north side of Eleven Mile Road to the south side of Eleven Mile Road.

City Manager Pearson said this is mutually agreeable. It is recommended to move the sewer line from the north side to south side of Eleven Mile Road.

CM-13-11-155 Moved by Mutch, seconded by Wrobel; CARRIED UNANIMOUSLY:

Approval of the "First Amendment to the Planned Rezoning Overlay (PRO) Agreement Novi Real Estate, LLC" for Medilodge. The applicant seeks to revise the PRO Agreement to remove the sanitary sewer originally proposed along the north side of Eleven Mile Road as it will be provided by a separate development along the south side of Eleven Mile Road. This motion is made because the plan is otherwise in compliance with Article 6, Article 24 and Article 25 of the Zoning Ordinance and all other applicable provisions of the Zoning Ordinance and City Code.

Roll call vote on CM-13-11-155

Yeas: Fischer, Markham, Mutch, Wrobel, Gatt,
Staudt, Casey
Nays: None

AUDIENCE COMMENT – None

COMMITTEE REPORTS – None

MAYOR AND COUNCIL ISSUES – None

CONSENT AGENDA REMOVALS FOR COUNCIL ACTION – None

ADJOURNMENT – There being no further business to come before Council, the meeting was adjourned at 7:36 P.M.

Robert J. Gatt, Mayor

Cortney Hanson, Deputy City Clerk

Transcribed by Jane Keller

Date approved: December 2, 2013