



- How to best get out communications/reminders – noting that other communities offer a mailed newsletter and “senior show” programming on local cable. Additionally requested that library events be added to the existing OAS calendar.
- How to be share information with and effectively utilize relationships with HOAs
- That City communications with Seniors should have a clear “branding” and potentially a specific color code
- Utilization of “Universal Design” principles to make our communications as accessible as possible for all residents including older adults. This may include having a larger size print.

Ms. Walsh spoke with the committee and commented that she believes that the city does a good job in their communications by utilizing various methods such as digital communications, postcards, calendars, newsletters, etc. She said that they are always looking to reach more residents and for new, creative ways to communicate. She believes that the current generation of seniors are quite tech savvy and that this trend will continue and increase as we move into the future.

One idea Ms. Walsh is very keen on is an enhanced e-newsletter as it is a good, low-cost way that they can package existing information on events, programming, etc. She thinks our existing City “brand” in communications is identifiable as it is but could certainly be improved and furthered. She agreed with the Committee that we should use all opportunities to include, learn from, and collaborate with the HOAs in the City and mentioned the upcoming HOA Leaders Breakfast on October 7. Ms. Walsh also talked about building a better relationship and communication network with the various multi-unit senior housing developments in the City such as Fox Run, Rose Senior Living, Waltonwood, and Anthology. This could be a very valuable relationship to build since a large portion of our older adult residents live in these developments.

Ms. Walsh commented that she is not opposed to the idea of a TV type program aimed at seniors but questions the reach of local cable. She is interested in creating short programming that might be put out digitally and/or through the City's website and social media with key figures such as the Mayor, City Manager, and Older Adult Services personnel. With the new Studio VI space moving forward with construction she is looking forward to the new, enhanced offerings that could be made with the additional space and tech the new studio space will provide. At Member Casey's request Ms. Walsh also gave the committee an overview of the new Studio VI project so that those members not on City Council could have a better understanding of the project.

## **2. Housing**

Member Casey opened the discussion on the Housing matter by indicating that the group had recently toured Meadowbrook Commons and received a list of other senior housing in the area; she asked if the group had more to discuss on the matter.

Member Thomas said she wonders what factors might make existing Novi residents feel pressured to move out of the city as they age. She noted that she understands that Meadowbrook Commons gives precedence to existing Novi residents who need senior

living accommodations but notes that only 30% of those living there are longtime Novi residents. Kim Nice noted that aside from the difficulty of downsizing to a location that fits both the standards of existing older Novi adults and their price point that many also will move to follow their children and grandchildren to other areas. The very high prices of new developments and the tendency for them to be built vertically, rather than as the senior preference of ranch units also presents problems. Ms. Nice and Ms. Wroble both noted that they have also heard complaints that Novi lacks a Senior Center or Rec Center as a draw.

Member Casey put it to the group to consider what exactly is the City's role in providing housing for seniors and if they believe it is our role to play, and to what extent. The committee discussed if there could be ways to entice developers to build ranch style housing at an affordable price point. They pointed out some desirable developments that had been recently or were currently being built in nearby communities but did note that several of those areas had more open, developable land than Novi does currently.

**ROUNDTABLE DISCUSSION:** None

**AUDIENCE COMMENTS:** None

**ADJOURNMENT** – There being no further business to come before the Committee, the meeting was adjourned at 6:40 P.M.

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Transcribed by Katherine Oppermann,  
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