



CITY OF NOVI
Long-Range Strategic Planning Committee Meeting
July 20, 2026, 5:30 p.m.
Mayor's Conference Room | Novi Civic Center | 45175 Ten Mile Road
(248) 347-0445

CALL TO ORDER: 5:33 p.m.

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

PRESENT: Mayor Pro Tem Casey, Council Member Smith
** Council Member Gurumurthy arrived at 5:49 p.m.

STAFF LIAISON: Danielle Mahoney, Assistant City Manager

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

APPROVAL OF AGENDA

Motion: Smith; Seconded: Casey; Approved: 2:0

APPROVAL OF MINUTES – June 23, 2026

Motion: Smith; Seconded: Casey; Approved: 2:0

PURPOSE OF THE MEETING

1. June 2026 Visit Summary

Material pertaining to the in-person visit by Shockey Consulting in June 2026, and activities associated with the visit, was received and reviewed by Committee members but not discussed during the course of the meeting.

2. July 2026 Briefing and Novi 2050 Draft Plan Framework

Mayor Pro Tem Casey welcomed Mr. Mayfield and asked that he proceed with sharing the prepared slide deck and materials.

Mr. Mayfield started, as usual, by reviewing where we currently are in the process of the Long-Range Strategic Plan process. He then reviewed the current engagement numbers across questionnaires and events. Mayor Pro Tem Casey asked if he had results from the current live survey and Mr. Mayfield responded that he had slides both regarding small updates to the Vision Survey as well as the topic surveys. He also confirmed that he would provide deeper survey data to Assistant City Manager Mahoney today so that she can share it further with the Committee. For the Topic Survey #1 on Community Identity and Housing there were 93 usable responses received, so far Managing Growth was identified as the most urgent priority at 57.1%

and highest rates housing priorities were tied for Workforce Affordability and Reinvesting in Aging Neighborhoods at 29%.

Mr. Mayfield then proceeded to share the Draft Vision Statement and ask the Committee for feedback. Mayor Pro Tem Casey stated that she thinks the overall themes and ideas are correct but that she had some wordsmithing/tweaks to the exact language. Councilmember Gurumurthy noted that, like the Sounding Board had previously discussed, that the Vision Statement seemed a bit generic and could be used for various similar Cities, she wondered if there was a way it could be made more specific to Novi.

The group then reviewed the Mission Statements and Individual Goals at Mr. Mayfield's suggestion that those may feel more specific and "visionary". Mayor Pro Tem said that she liked elements of all three of the draft statements and suggested possible ways to incorporate all of those elements. Councilmember Smith noted that he think that it should include something about environmental stewardship as well. Following some further discussion about specific language/word choice Ms. Mahoney said that she agreed we could work some more on wordsmithing and hitting with stronger, more intentional verbs in the statement. Mayor Pro Tem Casey suggested that they might also consider getting feedback from the rest of the City Council following Ms. Mahoney's presentation to them on Monday 7/27. This is the point when they want to start broadly bringing in their colleagues for input to ensure that they have buy-in across Council.

Mr. Mayfield then moved on to the suggested focus areas, each of which contained suggestions for "Provide, Partner, and Advocate" strategies. These areas were:

1. Infrastructure and Facilities
2. Housing & Redevelopment
3. Mobility & Transportation
4. Responsive and Anticipatory Services
5. Long-Term Funding

Following some discussion on each of the focus areas, Mayor Pro Tem Casey stated that she thinks that we need a 6th focus area related to our long-range environmental goals. Councilmember Gurumurthy briefly pointed out that in the Vision Statement we called out businesses but that didn't show up elsewhere in the strategics or themes. Mayor Pro Tem agreed and said it should be worked in elsewhere. Mayor Pro Tem also noted that she doesn't see much of the work that staff and Council had previously done with futurist Rebecca Ryan and that she hopes to see it incorporated in the Plan, perhaps in an introduction or section on trends. Mr. Mayfield said that is will be in the process portion and that trends will also be identified in each section with definitions, data points, etc. Mayor Pro Tem was glad to hear this but noted she would also like to see it in the strategies.

Mr. Mayfield said that our next steps will be building out the full draft with an anticipated September reading and October adoption of the finalized plan.

AUDIENCE COMMENTS: None

ADJOURNMENT: 7:35 p.m.

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