



## GRAND VALLEY METROPOLITAN COUNCIL

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COOPERSVILLE • COURTLAND TOWNSHIP • EAST GRAND RAPIDS • GAINES TOWNSHIP • GEORGETOWN TOWNSHIP • GRAND RAPIDS • GRAND RAPIDS TOWNSHIP • GRANDVILLE • GREENVILLE • HASTINGS  
HUDSONVILLE • IONIA • JAMESTOWN TOWNSHIP • KENT COUNTY • KENTWOOD • LOWELL • LOWELL TOWNSHIP • MIDDLEVILLE • NELSON TOWNSHIP • OTTAWA COUNTY • PLAINFIELD TOWNSHIP  
ROCKFORD • SPARTA • SAND LAKE • TALLMADGE TOWNSHIP • WALKER • WAYLAND • WYOMING

# GVMC BOARD MEETING Agenda

March 1, 2018  
8:30 a.m.

Kent County Commission Chambers  
300 Monroe NW  
Grand Rapids, MI

1. Quorum Call
2. April Board Meeting
3. Public Comment
4. Approval of Minutes – Attached
5. RCPP Agreements - Wendy Ogilvie – GVMC, Tonya Lewandowski & Rob Pettit, ECT
6. Communications Strategic Planning Update – Tim Dye, Truscott Rossman - Attached
7. Resolution to Approve Adding of Village of Caledonia to Metro Council - Attached
8. Annual Report
9. Other
10. Adjourn

# GRAND VALLEY METRO COUNCIL

## Board Meeting

December 7, 2017

8:30 a.m.

Wyoming Commission Chambers

## MINUTES

### 1. Call to Order

Mike DeVries called the meeting to order at 8:45 a.m.

#### Members Present:

Rick Baker	At-Large
Rob Beahan	Cascade Township
Thad Beard	City of Rockford
Rosalynn Bliss	City of Grand Rapids
Tom Butcher	GVSU
Rob DeWard	Gaines Township
Wayman Britt	Kent County
Mike Burns	City of Lowell
Mike DeVries	Grand Rapids Township
David Dewey	Village of Sand Lake
Deb Diepenhorst	Cannon Township
Brian Donovan	City of East Grand Rapids
Adam Elenbaas	Allendale Township
Kevin Green	Algoma Township
George Haga	Ada Township
Carol Hennessey	Kent County
John Hoppough	City of Greenville
Mark Huizenga	City of Walker
Jim Holtvluwer	Ottawa County
Tom Hooker	Byron Township
Diane Jones	Kent County
Steve Kepley	City of Kentwood
Mike Krygier	Courtland Township
Greg Madura	Alpine Township
Karen McCarthy	At-Large
Brenda McNabb-Stange	City of Hastings
John Niemela	City of Belding
Steven Patrick	City of Coopersville
Jack Poll	City of Wyoming
Julius Suchy	Village of Sparta

Al Vanderberg  
Patrick Waterman  
Duane Weeks  
Lynee Wells

Ottawa County  
City of Hudsonville  
Village of Middleville  
City of Grand Rapids

**Members Absent:**

Ken Bergwerff  
Robyn Britton  
Dan Carlton  
Jason Eppler  
Jerry Hale  
Brian Harrison  
Steve Maas  
Cameron VanWyngarden  
Bill VerHulst  
Mike Verhulst  
Mike Womack  
Open  
Open  
Open  
Open

Jamestown Township  
Nelson Township  
Georgetown Township  
City of Ionia  
Lowell Township  
Caledonia Township  
City of Grandville  
Plainfield Township  
City of Wyoming  
City of Grand Rapids  
City of Cedar Springs  
Tallmadge Township  
At-Large  
At-Large Member  
City of Wayland

**Others Present:**

John Weiss  
Gayle McCrath  
Abed Itani  
Wendy Ogilvie  
Jason Moore  
Dennis Kent  
Erick Kind  
Art Green  
Erin Kuhn  
Eric DeLong  
Peter Varga  
Mark Rambo  
Chris Brown

Grand Valley Metro Council  
Grand Valley Metro Council  
Grand Valley Metro Council  
Grand Valley Metro Council  
Grand Valley Metro Council  
MDOT  
MDOT  
MDOT  
WMSRDC  
City of Grand Rapids  
The Rapid  
City of Kentwood  
GVMC

**2. Minutes**

**MOTION – To Approve the November 2017 GVMC Board Minutes. MOVE – McNabb-Stange. SUPPORT – Patrick. MOTION CARRIED.**

**3. Oath of Office**

Chairman Mike DeVries administered the Oath of Office to John Niemela of Belding.

**4. 21<sup>st</sup> Century Asset Management Pilot Presentation**

John Weiss and Jason Moore of GVMC, Erin Kuhn of WMSRDC, Julius Suchy of the Village of Sparta and Eric Delong of the City of Grand Rapids updated the group on the 21<sup>st</sup> Century Asset Management Pilot Presentation.

Over 70 communities throughout the 13-county Region 4 are participating or interested in participating in the pilot. Data is being collected as well as Data Share Agreements. Many smaller entities have applied for mini grants from the West Michigan Prosperity Alliance to help defray data collection costs.

The project has resulted in numerous meetings between leaders in Lansing and stakeholders in West Michigan as well as South East Michigan.

The pilot is expected to be completed by April 2018.

**5. MDOT Presentation**

Erick Kind, Dennis Kent, and Art Green updated the Council on MDOT activities and projects.

**6. Public Comment**

None

**7. Other**

**MOTION – To Cancel the January 2018 GVMC Board Meeting. MOVE – Vanderberg. SUPPORT – Huizenga. MOTION CARRIED.**

**8. Adjourn 10:00 a.m.**

# GRAND VALLEY METROPOLITAN COUNCIL

## Strategic Communications Plan

Updated – February 21, 2018



## SITUATION ANALYSIS

Grand Valley Metropolitan Council (GVMC) offers regional collaboration, coordination and planning for 38-member communities based in West Michigan. The organization works to achieve this by bringing together the public and private sectors to enhance existing infrastructure, eliminate unnecessary duplication of services, advocate for financial equity and other assistance with the State and Federal governments, promote economic vitality and employment opportunities, minimize urban sprawl, preserve and enhance the natural, social, and physical environments and support a sensible and environmentally sound transportation system to serve all population groups.

In the last five years, the organization has clearly demonstrated its effectiveness by securing hundreds of millions of federal and state dollars which have been used to pay for infrastructure projects, support economic initiatives that strengthen the region and establish collaborative programs, such as REGIS, in which members can obtain services at greatly reduced costs.

While GVMC has strengthened the financial and collaborative support it provides to members and the region, some stakeholders are not aware or fully informed about the benefits of the organization. Additionally, because of the regular turnover of elected officials in its member communities and at the legislative and executive levels in Lansing, the organization must regularly introduce itself to new leaders who represent the residents in the region.

This communications plan provides recommendations for GVMC to implement to strengthen knowledge and understanding of the work performed by the Council. While some recommendations can be implemented with the current staff, a majority of the initiatives will require additional communications support from an outside agency or individuals who understand your stakeholders at the federal, state and local level.

We are confident that by focusing on clear, concise communication practices, GVMC will grow in awareness and relevance by sharing information about its successes with member communities, local, state and federal officials, media outlets throughout Michigan and taxpayers in West Michigan.

## GOALS & STRATEGIES

Setting goals and strategies for GVMC's communications efforts will direct initiatives and ensure implementation and support for the overarching communications needs. The following goals were identified during an overall assessment of GVMC's current communications practices and conversations with GVMC leadership and members.

### COMMUNICATIONS GOALS

It is important to note that GVMC leadership already practices some of the communications strategies and tactics outlined in this document, however the efforts are not consistent or comprehensive.

- Enhance public awareness and understanding of GVMC's work in West Michigan.
- Strengthen GVMC's ability to communicate its work with current and future elected officials from member communities.
- Position GVMC as a statewide leader in community collaboration and public policy with key elected officials.

### COMMUNICATIONS STRATEGIES

#### *Public Awareness*

- Create opportunities to highlight and share GVMC's success.
- Use clear and concise messaging to highlight GVMC's work with the public and the media.
- Build and strengthen relationships with regional media representatives.

#### *GVMC Members*

- Create collateral materials that inform current members of GVMC initiatives, outcomes and overall activities.
- Support new member and new executive member transitions with communications materials.

#### *Statewide Leadership*

- Establish regular communication with statewide leaders and state and federal elected officials to ensure a clear understanding of GVMC's work which will foster opportunities for collaboration.

# TARGET AUDIENCES

## External

To build public awareness, you must effectively communicate THROUGH outside communications pathways – specifically traditional and social media. Therefore, media outlets are the first target audience you must address.

### *Media*

- West Michigan Media
  - TV
    - WOOD-TV
    - WZZM-TV
    - WXMI-TV
    - WWMT-TV
  - Radio
    - WOOD-AM
    - WGVU-FM
    - WVGR-FM (Michigan Public Radio)
    - Local/Community Radio Stations
  - Print
    - Regional/State:
      - MLive: Grand Rapids Press, Muskegon Chronicle, Kalamazoo Gazette and Advance publications
      - Grand Rapids Business Journal
      - MiBiz
      - Bridge Magazine
      - Detroit Free Press
      - Detroit News
      - Crain's Detroit Business
    - Community:
      - The Cedar Spring Post
      - The Coopersville Observer
      - Grand Haven Tribune
      - Greenville Daily News
      - The Hastings Banner
      - The Holland Sentinel
      - Ionia Sentinel-Standard
      - The Lowell Ledger
      - The Rockford Squire
      - The Sun & News



## TARGET AUDIENCES, continued

### ***GVMC Members and Key Industry Stakeholders***

- Local elected officials from member communities
- Residents of member communities
- West Michigan business leaders
- Statewide business organizations (i.e. Business Leaders for Michigan)
- Key non-profit organizations
- Partner organizations

### ***Statewide Leadership (Elected Officials)***

- Executive Administration: Governor, Lt. Gov., Agency Directors: MDOT, MEDC, DEQ.
- West Michigan State and Federal Legislators
- Leadership of key state committees:
  - *House*: Appropriations, Commerce and Trade, Local Government, Michigan Competitiveness, Natural Resources and Transportation and Infrastructure.
  - *Senate*: Appropriations, Local Government, Michigan Competitiveness, Natural Resources and Transportation.

## Internal

### ***GVMC Members***

- Representatives from the 38 member communities

### ***GVMC Executive Committee Members***

- Members of the executive committee

### ***GVMC Staff***

- Staff supporting GVMC programs and initiatives

# MESSAGING

Clear, concise and targeted messaging serves as the foundation of a successful communications strategy. The key, secondary and proof point messages outlined below will allow for consistent messaging among GVMC spokespeople and will work to create a foundation of knowledge about GVMC's activities among all audiences. Secondary messages and proof points may change based on specific topics and audiences. However, these recommendations will guide how GVMC's work can be messaged to foster awareness and understanding with all audiences.

## Key Messages

- The Grand Valley Metropolitan Council collaborates with regional entities to enhance the economic prosperity, environmental sustainability and quality of life in West Michigan.
- The Grand Valley Metropolitan Council serves as a unified voice on behalf of its members to obtain funding for regional projects and to provide input on state and federal policies.

## Secondary Messages

- The members of the Grand Valley Metropolitan Council collaborate on regional infrastructure development, water quality issues and strategic planning to benefit area residents.
- The Grand Valley Metropolitan Council provides its members a forum to discuss and address municipal challenges facing local communities.
- The Grand Valley Metropolitan Council offers members an opportunity to receive shared resources that benefit the region's infrastructure and growth.
- Grand Valley Metropolitan Council offers additional services that directly benefit communities and save taxpayer dollars through consolidation. These include: Environment Programs/LGROW, transportation and infrastructure support in Kent and Ottawa County and REGIS, a mapping database that saves communities time and money while also contributing to shared regional information.

## MESSAGING, continued

### Proof Points

#### *Regional Collaboration*

- In the last five years, Grand Valley Metropolitan Council has helped bring over \$560 million in state and federal funding to the region for programs such as roads, bridges, bike paths and mass transit.
- Collaborated with the Governor's office to implement the 21<sup>st</sup> Century Infrastructure Pilot project. This statewide initiative is designed to address infrastructure needs throughout Michigan. GVMC is working with 61 municipalities in western Michigan to identify needs and develop solutions to address those needs. This work allows GVMC members to stay aligned with an important state initiative.
- As a regional leader, Grand Valley Metropolitan Council's participation in Governor Snyder's Regional Prosperity Initiative brought \$180,000-\$240,000 per year in grant funding for projects in 13 counties that otherwise would have gone unfunded. Some examples include: the revitalization of the Port of Muskegon, broadband and internet studies in 13 West Michigan counties and projects to assist with regional job creation.
- GVMC has organized or leads both the West Michigan GIS users group (30 members) and the West Michigan Watershed Collaborative.
- Most member communities obtain funding or services that equal many times their council fees. For most member communities, the return on investment will total 1,200-1,500 percent over five years.

#### *Transportation*

- In 2017 Grand Valley Metropolitan Council helped bring \$175 million in transportation funding to 120 Kent and Ottawa County transit and road projects. That is an increase of almost \$50 million from 2016.
- Because federal projects require matching funds, Grand Valley Metropolitan Council generates and provides necessary dollars to fully fund and finish projects in the region.
- By supporting transportation projects in Kent and Ottawa counties, Grand Valley Metropolitan Council helps residents throughout the region who utilize roads or public transit.

## MESSAGING, continued

### *Environmental Programs*

- Grand Valley Metropolitan Council staff support 22-member communities with storm water management reporting services through the Lower Grand River Organization of Watersheds (LGROW).
- LGROW facilitates regional collaboration and cost savings by consolidating staff and knowledge of the federal EPA storm-water regulations.
- LGROW and GVMC's environmental initiatives benefit all member communities by working to preserve the Grand River Watershed as a municipal resource and quality of life benefit.
- Because the Grand River crosses multiple county, township, city and village lines, collaboration in regional water management is critical for preserving and restoring the Grand River Watershed.

### *GIS*

- Grand Valley Metropolitan Council, through its REGIS program, provides geographic information services to 19 West Michigan governmental units.
- This state-of-the-art collaboration is recognized as the leader in regional GIS collaborations.

# MESSENGERS

## Primary Messenger

### *John Weiss, GVMC Executive Director*

As Executive Director, John should be the primary messenger of GVMC. When possible, John should serve as spokesperson with the media and serve as presenter for public presentations.

## Secondary Messengers and Validators

### *Executive Committee Members and General Members*

Members of the executive committee can also serve as messengers of GVMC's work and initiatives at media interviews, events, presentations and in news releases. Key messengers from the Executive Committee include:

- Mike DeVries, GVMC Board Chair and Grand Rapids Township Supervisor
- Brian Donovan, GVMC Board Member and East Grand Rapids City Manager
- Al Vanderberg, Former GVMC Board Chair and current Ottawa County Administrator

Furthermore, all general members should be prepared to speak about the benefits of GVMC's work. They should rely on informational materials to showcase GVMC's impact.

### *Third-Party Validators*

Many groups and communities in the West Michigan region benefit from GVMC's work. Working with key regional leaders who have collaborated with GVMC will increase GVMC's credibility with members of the media and public. Key third-party validators include:

- Steven Warren, Managing Director, Kent County Road Commission
- Leadership from the Interurban Transit Partnership (The Rapid)
- Erin Kuhn, Ex. Dir., West Michigan Shoreline Regional Development Commission
- Mark Van Putten, President, Wege Foundation
- Richard Bishop, President/CEO, Grand Rapids Whitewater
- Tom Butcher, Vice President and General Counsel, Grand Valley State University

### *Business Community Representatives*

Though GVMC's focus is on municipal collaboration, its overall efforts enhance the regional business climate. Key business organizations that should be called upon, when appropriate, to serve as messengers on GVMC initiatives include:

- Rick Baker, President/CEO, Grand Rapids Area Chamber of Commerce
- Birgit Klohs, President/CEO, The Right Place, Inc. (or others within the organization)

## TACTICS

If implemented, the following tactics will address the communications goals and strategies outlined on page two of this strategic plan. The recommended tactics will improve communications with the key audiences listed on page three. As GVMC's communications needs change and evolve, GVMC's tactics should be reviewed and updated.

### Public Awareness (via earned media)

#### *Media Relations*

Media relations tactics allow GVMC to amplify its key messages and program successes with the media, resulting in positive news coverage. By doing this, GVMC will more effectively inform the public, state leaders and member communities about GVMC's work. Additionally, if challenging stories arise, established relationships with media will help GVMC to provide accurate information and comment.

#### *Building Media Relationships*

Over the course of 2018, GVMC should conduct relationship-building, background meetings with the following news outlets:

- TV
  - WOOD-TV
  - WZZM-TV
  - WXMI-TV
  - WWMT-TV
- Radio
  - WOOD-AM
  - WGUV-FM
  - WVGR-FM (Michigan Public Radio)
- Print (Regional)
  - MLive: Grand Rapids Press, Muskegon Chronicle and Kalamazoo Gazette and Advance publications
  - Grand Rapids Business Journal
  - MiBiz
  - The Holland Sentinel

#### *Media Advisories and News Releases*

To better establish awareness of the Council's news and activities, GVMC should send out regular news releases and media advisories regarding announcements and events. Releases offer an opportunity to highlight positive things happening around the region and should be customized to the community and audience being highlighted. Media advisories and news releases should be sent for the following categories:

## TACTICS, continued

- News Release:
  - Announcement or completion of a transportation project
  - Announcement of funding or completion of project with GVMC secured funding
  - Approval of resolutions of regional importance
  - Results from a major effort
  - Release of the annual report
  - Election of new executive committee
  
- Media Advisory:
  - Key presentations in member communities
  - Meetings on important issues or events involving state or federal dignitaries
  - LGROW Spring Forum
  - Speaker events with well-known legislators

### ***Guest Columns***

To establish GVMC as a statewide policy voice the leadership should set a goal of publishing two guest columns each year in statewide publications. Topics should have a statewide impact, and be a major initiative of GVMC. Possible publications for submission include:

- Detroit News
- Detroit Free Press
- Bridge Magazine
- Grand Rapids Business Journal
- MiBiz
- Crain's Detroit Business

### ***News Events***

Throughout the year, GVMC should host events that garner positive news attention and support member activities. While it is impossible to identify all opportunities over a calendar year, some pre-established events or likely topics include:

- Legislator meet and greets
- LGROW spring forum
- Spring/Summer road construction projects of interest
- Project or funding announcements

In addition to alerting media to the news event through (previously mentioned) news releases and media advisories, each event should implement the following tactics when possible:

- Have key secondary messengers and validators available to speak to media
- Prepare members to share positive information about GVMC
- Include a summary of the event in the next newsletter
- Post pictures, positive information and highlights on GVMC's website and social media platforms

## TACTICS, continued

### GVMC Members (via owned media and interpersonal skills)

#### *Newsletter*

John Weiss's newsletter provides updates on GVMC's initiatives to members and local elected officials. The distribution of this newsletter has already increased the flow of information to target audiences and continues to offer an important opportunity to share GVMC's work with multiple key audiences. While already a valued resource, the following changes to the newsletter can improve readability and retention of information, and serves as a first step to help regional members and member communities stay up-to-date on GVMC's work.

Going forward, we recommend a quarterly newsletter to focus information on major GVMC and member initiatives. A less-frequent newsletter strategy will make the content more desirable to the target audience when they receive it without overwhelming those audiences with smaller details.

Write each newsletter in the same format, with updates in the same areas. Possible template headlines might include:

- Letter from John – Start each newsletter with a brief, general “Letter from John” that reinforces key messages and GVMC's mission.
- GVMC Business – Includes new members and/or special announcements from member communities.
- Transportation – Includes updates related to transportation work.
- Environmental Programs – Includes updates related to environment work.
- Special Projects Update – Includes updates on programs that do not fit in a traditional category, for example Regional Prosperity Initiatives or DAS Tower Updates.
- Include a look ahead to upcoming projects, programs and events.

#### *Annual Report*

The most compelling document currently produced that showcases the benefits of GVMC is the annual report. This is an important tool for accessing relevant information and outcomes that prove the value of the organization. It is important to remember the annual report is not solely for GVMC members; the report should be crafted in a way that is understandable to public audiences who may not have an in-depth understanding of all the work GVMC performs. To maximize the impact and reach of the annual report we recommend:

- An executive summary be available to all members providing a brief overview of GVMC's yearly work.
- The executive summary should highlight key initiatives, positive stories and impressive data points or outcomes.
- The annual report, including the executive summary, should be distributed to media, member communities, and legislative stakeholders.



## TACTICS, continued

### *Website and Social Media*

The GVMC website is currently being updated to be more visually appealing and have a more user-friendly interface. While we were not able to conduct an extensive review of the site, we did have a chance to view it and it appears to be a vast improvement over the current site. In addition to the updates happening to the structure of the website, messaging should be reviewed on the webpage to include key and secondary messages that clearly convey GVMC's work. Going forward, content should be crafted in a manner that educates website visitors and creates consistency across communications channels. Additionally, these proposed tabs/sections should be considered:

- "News" or "News Room" Section
- Blog and/or member spotlight section
- Post John's newsletters on the website as opposed to uploading the PDF

Items posted in these sections will create regular and new content for GVMC's social media channels. Currently, GVMC has a Facebook page. To maximize GVMC's social media presence, this should expand to:

- A Facebook page, with regular updates and posts
- A GVMC Twitter page
- A Twitter page for John Weiss

Once created, the following best practices should be implemented to grow followers and engagement:

- Post content on social media channels linking to GVMC webpage.
- Create and post content and images related to GVMC's initiatives, goals and general work.
- Keep website blogs and member spotlight regularly updated, and post to social media channels.
- Create and post videos of members talking about key GVMC initiatives that have impacted their communities.
- Engage with legislator champions on social media regarding relevant issues.
- Engage with media outlets that cover positive GVMC news.
- Keep all channels updated with multiple posts a week.

Work with member communities and champions to share content from GVMC channels.

## TACTICS, continued

### ***Create One-Page Description and Fact Sheet Documents***

Developing a one-page description of GVMC and a fact sheet for internal use will provide members and GVMC staff a quick resource to share with elected officials in member communities, when needed. Because of the breadth and complexity of GVMC's work, having a key, standard document will help streamline information and messaging about GVMC's mission and general work. A one-page document should include:

- GVMC's mission
- Brief overview of GVMC's work and history
- GVMC program descriptions
- Summary of GVMC's work in the past five years

The fact sheet document should address common questions GVMC staff receive from member communities.

### ***Transition Materials/New Member Packet***

With members serving 38 communities, GVMC experiences regular turnover of council members and elected officials in the communities it serves. Therefore, it's important to create introductory and/or transition packets to educate stakeholders after elections or during times of change. Packets should include:

- One-page description
- Fact sheet
- List of key GVMC contacts and contact information
- Map or list of GVMC member communities
- Most recent newsletter
- Annual report
- Overview of ways to get involved in GVMC

## TACTICS, continued

### *In-Person Presentations*

One tactic already being used by GVMC's leadership involves in-person presentations delivered by John Weiss or key members of the Board. While it is unrealistic to expect GVMC to attend meetings in every community, every year, the goal would be to have a GVMC representative appear before each member's board every two years. To do this, GVMC will need a template presentation to give at community presentations. It should provide a high-level overview of GVMC and should not need to be regularly updated. This will allow anyone giving the presentation to speak to the same, key elements and would assist all presenters in achieving the goal of delivering a consistent, clear and powerful message to every target audience.

The presentation should include the following-slides:

- Slide 1: Overview of GVMC's Mission and Goals
- Slide 2: Community's role in GVMC (updated for each community)
- Slide 3: Transportation initiatives, and updates
- Slide 4: Environmental Programs initiatives and updates
- Slide 5: Regional collaboration initiatives and updates
- Slide 6: Recent GVMC Events or News (updated based on timing and changes.)
- Slide 7: Conclusion: Regional ROI
- Slide 8: Conclusion 2: Ways to get involved/stay involved in GVMC
- Slide 9: Resources for those interested in learning more (website, newsletter sign-up, John Weiss's contact information.)

### *Member Support*

To help members communicate GVMC's work, we recommend you encourage your member communities to include a GVMC update once a month at their commission/council/board meetings. To support this recommendation, GVMC should provide a brief monthly summary of current and future initiatives spearheaded by GVMC for inclusion in the member's municipal meeting minutes.

## TACTICS, continued

### Statewide Leadership (Elected officials)

GVMC and its members already have strong, positive relationships with a number of legislators representing the West Michigan region and state of Michigan. Due to legislator turnover, including the upcoming 2018 Governor's election, implementing legislator-specific communication tactics will assist with relationship building and help maintain consistency of legislators understanding and awareness of GVMC's work, regardless of political change.

#### ***Capitol Day***

Visiting legislators annually in Lansing offers GVMC members an opportunity for low-pressure conversations with regional legislators. It is also an opportunity to show GVMC members as a collaborative, united group to legislators in Lansing.

#### ***Legislator Meeting with Member Communities***

Inviting legislators to present to GVMC members, either at meetings or at a special lunch event, offers additional opportunities for dialogue and awareness building with key elected officials. Legislators will be interested in speaking to their constituents, and member communities will be interested in learning more about the legislators' work. Additionally, learning more about each legislator's annual priorities can lead to opportunities of collaboration, including testifying before committees or being highlighted through legislator-owned communication.

#### ***Legislator Communications***

Though legislators do not need the weekly newsletter, quarterly summaries for the GVMC delegation can be put together to provide a high-level of GVMC's work. Legislators should receive the full, and highlighted annual report.

## CALENDAR

When implemented, the tactics detailed in the previous section will offer GVMC and its members the ability to achieve the previously stated goals. The following outreach goals are recommended as a starting place to populate GVMC's communications calendar:

- One (1) annual report presentation a year to all board members and officials within GVMC's member communities.
- Ten (10) member community presentations by John at commission/council/board meetings each year.
  - Identify GVMC staff or Board surrogates to assist in making an additional 10 presentations to member communities.
- Six (6) media relationship meetings each year with key media outlets
- One (1) state legislator informational reception or each year
- One (1) legislative day each year – holding one on one meeting with key representatives.
- Four (4) legislator newsletters
- Two (2) statewide guest columns

Because of GVMC's need to adapt fluidly to regional needs, this communications calendar, broken into January - June and July - December, outlines general opportunities that will occur throughout the year. To maximize coverage and reach, as each event is solidified on GVMC's actual calendar it should have its own, mini-communications plan to implement specific tactics (news release, media coverage, social media etc.) to reach key audiences.

### January – June

- 2017 Annual Report Presentation
- 2017 Annual Report News Release
- Guest Column
- Media Relationship Meetings
- Two (2) Legislator Newsletters
- Legislator Capitol Day and Reception
- News Event: LGROW Spring Forum
- Spring/Summer Road Construction Report
- Ten (10) Member Community Presentations

### July – December

- News Event
- Media Relationship Meetings
- Two (2) Legislator Newsletter
- GVMC-Owned Announcement (Environment, Transportation, Funding or Grant)
- Guest Column
- Ten (10) Member Community Presentations

## EVALUATION

GVMC will need to evaluate the success of the implementation of the strategies recommended in this plan. Though evaluation will depend on implementation, possible measurables may include:

- Increased member engagement
- Increased member community engagement
- Positive news coverage generated
- New or enhanced media relationships gained
- New or enhanced legislator relationships gained
- Increase in statewide coverage and awareness of GVMC's work

## **GRAND VALLEY METROPOLITAN COUNCIL**

At a regular meeting of the Grand Valley Metropolitan Council, held on the 1st day of March 2018, at 8:30 a.m., in the Kent County Commission Chambers, Grand Rapids, Michigan.

PRESENT:

ABSENT:

The following resolution was offered by \_\_\_\_\_ and seconded by \_\_\_\_\_:

### **RESOLUTION TO AMEND ARTICLES OF INCORPORATION SO AS TO ADD THE VILLAGE OF CALEDONIA AS A PARTICIPATING LOCAL GOVERNMENTAL UNIT**

A local governmental unit may join or withdraw from the Grand Valley Metropolitan Council (the "Metro Council") upon satisfaction of certain requirements set forth in the Metropolitan Council Act, Act 292 of the Public Acts of Michigan of 1989, as amended (the "Act"); and

Pursuant to Articles VIII and XX, of the Articles of Incorporation, the legislative body of the Village of Caledonia, Kent County, Michigan, has adopted a motion stating it desires to join the Metro Council.

THEREFORE, IT IS RESOLVED AS FOLLOWS:

1. The first paragraph of the Articles of Incorporation of the Metro Council is hereby amended so as to add the Village of Caledonia, Kent County, as participating local governmental units.
2. This resolution amends the Articles of Incorporation only as stated above. All other provisions of the Articles of Incorporation remain in full force and effect.

3. Upon adoption of this Resolution, the above-stated amendment in the Articles of Incorporation shall be published at least once in a newspaper of general circulation within the participating counties, cities, villages, and townships of the Metro Council.

4. Upon the publication of the above-statement amendment, the amendment shall be submitted for a vote thereon by the members elected to and serving on the legislative body of each participating local governmental unit of the Metro Council.

5. Upon final adoption of the above-stated amendment, a printed copy of the amended Articles of Incorporation shall be filed with the Michigan Secretary of State, with the clerk of each county in which is located all or any part of a participating city, village, or township, and with the clerk of each participating city, village, and township, as required by Sections 9 and 11 of the Act.

Ayes:

Nays:

RESOLUTION DECLARED ADOPTED.

#### CERTIFICATION

I hereby certify that the foregoing is a true and complete copy of a Resolution adopted by the Grand Valley Metropolitan Council at a regular meeting held on the date first stated above, and I further certify that public notice of such meeting was given as provided by law.

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Executive Director