



CITY OF NOVI  
Long-Range Strategic Planning Committee Meeting  
**March 5, 2025, 4:15 p.m.**  
Mayor's Conference Room | Novi Civic Center | 45175 Ten Mile Road  
(248) 347-0445

**CALL TO ORDER:** 4: 16 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: Gurumurthy; Seconded: Casey; 3:0

**APPROVAL OF MINUTES – February 19, 2025 Minutes**

Motion: Gurumurthy; Seconded: Casey; 3:0

**PURPOSE OF THE MEETING**

1. 2050 Strategic Plan Consultant

Mayor Pro Tem Casey opened the meeting by stating that we're are gere to keep forward momentum from the last meeting where we requested more information from the potential consultants. She hopes that the Committee will come to a consensus and make a recommendation to City Council on the upcoming March 10<sup>th</sup> meeting. She is open to discussion or a motion from her fellow Committee members.

Councilmember Gurumurthy noted that there were two open questions from their last meeting: the City of Novi staff time that BerryDunn anticipated and the concern regarding feedback from other communities about the changing of facilitators during the process. Assistant City Manager Mahoney responded that she had talked further with Seth Hedstrom about both of those points. He relayed that City of Novi staff time will be primarily at the start of the process, doing things like gathering the appropriate stakeholders, gathering data, scheduling meetings, etc. Ms. Mahoney said that she felt better and more aligned about the workload having spoken to him on the topic as it is primarily coordination and liaison work. Councilmember Gurumurthy asked for a reminder as to the actual estimated hours of work for City of Novi staff had been. Mayor Pro Tem Casey replied that 110 hours in the beginning and then another 40-50 later in the process was the number given, she expects that this may be a safe number and that it may actually be less time in actuality. She thinks that it may differ City-to-City how easy it is for them to do that work and lay their hands on data, it may be a lighter/quicker ask for City of Novi staff. Councilmember Gurumurthy appreciated that, she suggests that the Contract clearly lay out the task expectations of our City of Novi staff in writing.

Councilmember Gurumuthy then asked if BerryDunn had provided an example of a 25-year plan. Ms. Mahoney said that she does not think they have completed one for that time frame however it did not give her pause. She believes that having access to the pool of resources BerryDunn has is going to be beneficial. Councilmember Gurumurthy acknowledged that as a firm they have great resources and a solid brand, she is still a bit concerned that they (we assume) do not have experience with a 25-year plan. She would be interested in how they would approach it since they haven't done it before. City Manager Cardenas said that he thinks that it would be ironed out, in part, during the kickoff for the Plan. We can show them examples of plans, like that for Olathe, and model our expectations on that.

Councilmember Staudt said that his questions had already been answered in advance of the meeting, so he has no further comment.

*Motion to recommend that City Council move ahead with BerryDunn for our Long-Range Strategic Plan.*

*Motion Maker: Gurumurthy*

*Seconded: Staudt*

*Approved 3:0*

Councilmember Staudt briefly noted that he is still not sold on having the plan be for 25 years but that they can make the final decision on the term later, he is in support of using Berry Dunn regardless.

The Committee then briefly discussed the recent futurist session. Councilmember Gurumurthy stated that she enjoyed the systematic process specific to Novi that Rebecca Ryan brought. It allowed them to understand some high impact items that they may want to focus on. She will be interested to see the differences in prioritization between the different teams. Councilmember Staudt noted that his "blank card" was that haves and have-nots in Novi is expanding but that they didn't discuss it much. Mayor Pro Tem Casey agreed that that is a real issue and should be captured as a trend. Councilmember Staudt added that the dynamics of those who live in Novi their entire lives versus those who move into one of the senior living communities as a senior may differ and are both issues of import. Mayor Pro Tem Casey agreed that she wants to make sure we keep an eye on those, and the other trends, as we move forward so that they remain enmeshed in the Strategic Plan.

**AUDIENCE COMMENTS:** None

**ADJOURNMENT:** 4:41 p.m.

Motion: Gurumurthy; Seconded: Casey; 3:0