

WHITEWATER TOWNSHIP PLANNING COMMISSION
MASTER PLAN SUBCOMMITTEE
SPECIAL MEETING MINUTES
May 4, 2023

Call to Order at 9:00 a.m.

Roll Call: Rebant (Chair), Mielnik, Peltonen, Beam, McElwee

Absent: Steelman

Also in attendance: Recording Secretary MacLean

Zoom attendance at start of meeting: 2

Set / Adjust Agenda: Set

Declaration of Conflict of Interest: None

Public Comment:

Open at 9:02 a.m.

Rachel Steelman

Close at 9:04 a.m.

Special Meeting Business:

1. Review and discuss draft five of the survey: The PC has expressed an approval of the survey as presented.
2. Discussion of survey mechanisms and timeline: PC would like to know the details of the expense of the survey including printing, distribution, etc.
Postcard mailing would include a QR code to complete the survey online.
Use social media to promote, help those who do not have internet access.
Would need to draft postcard language.
Even with the expense, this is important and needs to be mailed.
Internet only access is not necessarily good for reaching out to our whole community.
Mielnik can do a flyer that can be used for this.
Converting from paper to a digital format is noted as an issue with Networks Northwest (NN).
Will need a combination of digital and paper. Get it out in as many formats as we can.
Written comments can be made into a pdf while the check boxes are used for tabulating the data.
There are resources within the township to prepare the mailing inhouse. Tabulating can be done by NN.
Will the survey be online? NN has been asked if we can enter the survey into their tabulator.
Peltonen will get a quote of various ways of processing through NN.
The survey data sets, digital and printed can be separated and combined.
Individuals can request additional copies of the survey or come pick them up at the township.

Five options, yes or no:

Flyer – good method of signaling the survey to the community – consensus, yes (flyer can be on the website)
Digital – digital link on the township website and on the flyer – consensus, yes (with NN or Survey Monkey)
Paper survey – in house or external – consensus, yes
Postcard – NN with digital / QR code for survey access – consensus, no
Postcard as a leader to the survey going out - consensus, no
Campaign style road signs that can be moved – consensus, yes with a \$500 limit
Email blast to sending out a leader to the survey going out - consensus, yes
Social media, Record Eagle, Traverse Ticker, Elk Rapids News – consensus, yes

Tabulating, graphing, etc. through NN with the township receiving the data via a spreadsheet for future access.
Does Survey Monkey hold the data or does it come back in a “spreadsheet” type form?

Electronic via Survey Monkey or NN and mail the paper survey.

What are we asking NN to do?

They would create the hyperlink to the survey for online access.

Would need to find out what the process would be for entering the paper survey.

Will want the data of the online survey available at the township as the township wants to have ownership of all of the data.

Creation of the mailing list is inhouse at the township. One per household mailed with the ability to access online or pick up additional copies at the township.

Mielnik will update the survey with header information and provide to Beam for the outside print quote and to Peltonen for a quote from NN for approximately 3000 to be mailed.

Mielnik will prepare a draft of the flyer.

A note that can be posted at the township campground, at the WESA taco dinner.

3. Recommendations to PC: completed last night.
4. Any other related topic the committee wishes to discuss. Bigger picture timeline to cover at the next meeting.
5. Next Meeting for this committee: May 11, 2023 at 8:30. Revisit the quotes and timelines, big picture/overall timeline, workshop dates schedule in July, August, September can go out with the tax bill.
There are different formats for workshops. Mielnik will bring some options on how and what can be done.

Next Regular Meeting June 7, 2023, 7 p.m.

Public Comment:

Began at 10:34 a.m.

Lois MacLean

Ended at 10:35

Committee discussion:

Adjournment: 10:40 a.m.

Respectfully Submitted

Lois MacLean,

Recording Secretary