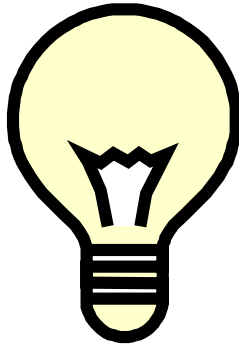


DETROIT PUBLIC LIGHTING AUTHORITY

Maureen Stapleton
Chairperson

Marvin Beatty
Vice Chair



Michael Einheuser
Secretary

John Davis
Treasurer

Cedric Dargin
Engineer/Advisor

Committee of the Whole Room 1340 Coleman A. Young Municipal Center Detroit,
Michigan 48226

Regular Meeting Minutes Of Wednesday – May 22, 2013

DETROIT PUBLIC LIGHTING AUTHORITY WEDNESDAY – MAY 22,
2013

The Detroit Public Lighting Authority (hereinafter referred to as
“The Authority”) held its Regular (public) Meeting on Wednesday,
May 22, 2013 at the following location:

Coleman A. Young Municipal Center
2 Woodward Avenue
Room 1340 - Committee of the Whole
Detroit, Michigan 48226

PRESENT: DETROIT PUBLIC LIGHTING AUTHORITY BOARD
MEMBERS

Maureen Stapleton, Cedric Dargin,
Chairperson Engineer/Advisor
John Davis,
Treasurer

Excused Absence: Marvin Beatty and Michael Einheuser,
Vice Chair Secretary

Also Present:

MAYOR’S OFFICE
Mr. Beau Taylor
Fellow/Advisor

THE ALLEN LAW GROUP, P.C.
Ronald C. Liscombe, Esq.
Legal Counsel
For: Detroit Public Lighting Authority

Also present:

Public Comment

Ronald Wilkinson
City of Detroit Resident

Reporter-of-Minutes: Madelyn Hurt

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DETROIT PUBLIC LIGHTING AUTHORITY

May 22, 2013 AGENDA

I	CALL TO ORDER	4
II	ROLL CALL	
	C. III APPROVAL OF MINUTES:	4
	Wednesday - May 08, 2013	4
IV	OLD BUSINESS	
	A. Berg Muirhead & Associates: Communications Plan Update	4
	B. Executive Director: Search and Interview	25
	C. Program Manager RFQ	26
	D. Discussion: RFQ Evaluation Process	26
	E. Bank Account Update	32
V	NEW BUSINESS - NONE	
VI	<u>PUBLIC COMMENT</u>	
	Ronald Wilkinson – Detroit Resident	34
	Motion to Convene into Closed Session	37
	ROLL CALL – PRIOR TO CONVENING INTO CLOSED SESSION	

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THE PURPOSE OF A CLOSED SESSION AND/OR EXECUTIVE SESSION:

To consider privileged information that is exempt from disclosure to the public by statute.

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CALL TO ORDER

- There being a quorum present, The Chair called the meeting to order @5:05p.m.

II ROLL CALL

- Roll call was conducted by The Chair.

THE CHAIR: Board Member Beatty?

THE CHAIR: Board Member Dargin?

BOARD MEMBER DARGIN: here.

THE CHAIR: Board Member Einheuser?

THE CHAIR: Board Member Davis?

BOARD MEMBER DAVIS: here.

The Chair indicated that Vice Chair Beatty and Secretary Einheuser would not be in attendance at today's meeting due to prior commitments.

The Chair continued with the roll call, acknowledged her presence, of which the record so indicated.

1 **III APPROVAL OF MINUTES**

- 2 • May 8th Minutes to be approved on Wednesday – June 5th.

4 **IV OLD BUSINESS**

5 **A. COMMUNICATIONS PLANS/Berg Muirhead**

7 -Ms. Georgella Muirhead and Mr. Peter Van Dyke
8 came forward to present further information on
9 this item.-

11 **DETROIT PUBLIC LIGHTING AUTHORITY**
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14 Mr. Van Dyke welcomed the Board's feedback on the following
15 information being presented regarding a Comprehensive and
16 Global look at a communications approach of building a new
17 structure for the communications plans, so when going out
18 into the community, the Board would have all of that
19 information, as well as access to resources, ready and
20 available to the community, as well as what it will look like
21 when the Board actually starts speaking to the community and
22 giving residents more information about what it is the
23 Board/The Authority trying to achieve.

24 Power Point presentation distributed
25 Previously sent to the Board

26 **MR. VAN DYKE:**

27 As we mentioned in our presentation previously sent to the
28 Board, the way in which we communicate to the community is
29 really critical. We want to make sure that we are fully
30 prepared to have all the information and all the resources
31 necessary for the community. And how we roll this out is
32 going to be essential to:

- 34 • Making sure that we have positive responses from the
35 community and that you are able to reach their
36 expectations as well.

- 1 • In this presentation there are five major elements:

- 2
- 3 1. Review and Examination
- 4 2. Media relations strategy
- 5 3. Website and branding
- 6 4. Community relations strategy
- 7 5. Time limit.

8

9 The time in which you think we can execute all of

10 these initiatives while trying to reach your goals

11 and timelines

12

13 Review and Examination

- 14 • We feel that In order to get a true understanding of what
- 15 The

16

17 DETROIT PUBLIC LIGHTING AUTHORITY

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19

20 Authority is going to be able to do and not do, and how to

21 communicate your goals and objectives to the community, we

22 feel we have to dive a little deeper and meet with the

23 appropriate person, whether that be an engineer or a person

24 that has examples of these lights, whoever that might be. We

25 feel we need to take a little bit more time to meet with the

26 people that really have this exact and detailed information,

27 and from that we'll be able to build all the other

28 communications elements that we've discussed.

29

30 Ms. Muirhead came forth interjecting

31 the following information:

32

33 MS. MUIRHEAD:

34 If I could just add to that, there are some questions - - as we

35 read the materials - - that have come to mind. We need

36 someone to answer those questions, because when

37 communicating to the public, we need to understand it well

1 enough so that we can not only communicate it, but
2 communicate it in layman's terms.

3
4 Another challenge that we have, - - and I was thinking of it as
5 a longtime resident - -most people know that a lighting
6 department exists, but they've never heard from them. They
7 don't pay a bill for it, and they don't send you brochures or
8 communications. So you're going to have to explain how they
9 work, somewhat, and what their charge was and how your new
10 role changes that. So we have some real challenges as to how
11 we explain this to the public.

12
13 And again, as Peter indicated in the first piece, "We really only
14 have one good shot at it." Because if we miscommunicate
15 something, if the expectations are different and your intent,
16 and the public gets that feeling, if they're expecting something
17 that's not going to be delivered, then the credibility of your
18 organization is already at risk.

19
20
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22 DETROIT PUBLIC LIGHTING AUTHORITY WEDNESDAY – MAY 22,
23 2013

24

25 So we really want to make sure that we really understand it,
26 that we've addressed all these questions, that we understand
27 them, and the information that we present, both to the media
28 - - Because they're another audience which is a little tougher,
29 and the public is already well thought-out and very, very solid,
30 and we just want to make sure that we understand it.

31
32 MR. VAN DYKE:

33 Website and Branding.

34 You have a URL Website established. The website needs to be
35 more robust, new stationary, business cards, presentation

materials, all of those kinds of elements that would add to coming out with a real credible Public Lighting Authority when you start going into the communities. The Authority already has a website in-place; however, we would like to build on that website and furnish more information connected to the progress of The Authority, before and after meetings.

Media Relations.

A great way to communicate messages, reminders of meetings. Using such things as U-Tube is also a great way to visually communicate. We would look at all of those tools and items to see what's the most appropriate for rolling out the Public Lighting Authority.

Media Relations is very critical because it's going to help in driving messages to the community. One of the first things we have to do is to create a great company. The initial press release will most likely formally announce the PLA and:

- 1) What it's going to do.
- 2) Who you are.
- 3) Who's your team.
- 4) What are your next steps.

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We will do a brief or possibly a Fact Sheet on The Authority (distribution to follow) encompassing such things as:

1. Why it was formed
2. What it is
3. Whose on the Board
4. Bios of the new board members.

1 Digging a little deeper, some frequently asked questions:
2

3 5. What are some of the hard-hitting questions of the
4 media?

5 6. Do you try to anticipate those?

6 7. Do you have a good answer for them?
7

8 MS. MUIRHEAD:

9 But actually, we brought along the press kit that we developed
10 when we wrote out the Water Meter Campaign; because they
11 do have some similarities to the kinds of things that you will
12 be looking at. But you can begin to see that even with the
13 organizations that are well-established, and the people
14 generally knowing what you're talking about, there's still a lot
15 of detail that you have to put into your press materials to
16 make sure that everyone's on the same page. Included in there
17 are some direct mail pieces that we're going to talk about a
18 little bit later, but even the general press release will have:
19

20 What you're doing
21 Why you're doing it
22

23 There's one example in there that even shows some of the
24 fixtures that you're talking about. In that case it was looking
25 at the kind of water meters that were being put into people's
26 homes. And if we're going to be talking about specific kinds of
27 lighting units, we might have to have examples and
28 explanations of all that.
29

30
31 DETROIT PUBLIC LIGHTING AUTHORITY
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33
34 And a fact that will come as a surprise to many people is that
35 the Lighting Department has part of the system and DTE has
36 the other part of the system; and why is that? And what does
37 that mean in terms of how quickly things might change? Just

1 so that we're kind of all on the same page, we thought we
2 might share that with you.

3
4
5 MR. VAN DYKE:

6 As Georgella mentioned, the Lighting Department exists, but
7 the Lighting Department has not really directly communicated
8 with residents; and so many people, although they know
9 there's problems with the lighting brand, they don't
10 understand what the lighting brand is, how they operate, and
11 how the different lighting structures are set up, and those
12 kinds of questions we're going to need the answers to in order
13 to fully understand before moving forward.

14
15 Once we've created the press kit and you have the media
16 relations documents in place, we would look at some sort of a
17 press conference or formal announcement saying:

18
19 The Authority is now ready to move forward
20 Here's where we are and what we're going to do
21 Here are the community meetings that we're looking to
22 have in the community.

23
24 It would be a great way to start engaging with the media,
25 make that formal presentation to the media and the
26 community so they know exactly who you are and what you're
27 going to do.

28
29 Often what we do after a press conference is a series of
30 editorial briefings. This gives you a chance to go in front of
31 each publication and/or media outlet to have a really
32 important conversation and allow them to ask questions, to
33 get that first-hand knowledge from you and your team's about
34 and what your plans are.

1
2 You'll see in the publication we've identified a number of
3 media that range from main-street media, The Detroit News
4 and Free Press, to the Michigan Chronicle and The Arab News,
5 to make sure that we locate all levels of our audiences and
6 that we're communicating to them effectively in a language
7 they understand and speak.

8
9 We've also approached those major news shows that people
10 listen to, their trusted sources of information, like Flashpoint,
11 Spotlight on the News, Mildred Gaddis, Craig Fahle, those
12 shows that we all listen to that have more in-depth
13 information about what's happening. Next is the:

14
15 Community Relations Plan.

16 Once we've created the infrastructure -- we have the website,
17 we have the materials, we have the media relations materials,
18 we've talked to the media -- we can start instituting the
19 Communications Plan. Because we think the most effective
20 way to do business is to make sure the community generally
21 has a foundation of knowledge about who you are and what
22 you're doing, so when they come to that community meeting
23 they know what to expect. There's always some red flag that
24 pops up, things you may not expect, but in general, they'll
25 understand what the intentions are of this meeting and what
26 they are going to leave from this meeting with.

27
28 MS. MUIRHEAD:

29 If I could add, one of the things you asked us to look at: What
30 would be some of the challenges or one of the things you
31 would not want to happen is a disruptive meeting. And one of
32 the ways you get a disruptive meeting is that you're talking
33 about something very different from what the audience has
34 come to expect.

1 We don't want them to come to the meeting expecting that
2 they're going to be able to tell you, right then and there, that
3 their street light is out, and in 72 hours it'll be on.
4

5
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8
9 THE CHAIR:

10 I think their expectations are much more than that.
11

12 MS. MUIRHEAD:

13 But you're a new organization, different than the Lighting
14 Department.
15

16 -Off the record discussion-

17 MS. MUIRHEAD:

18 But it's very easy for the public to misunderstand or to go off
19 in another direction, or even for one or two very vocal
20 residents to hijack your meeting and take it off in another
21 direction. So it's just really good planning, making sure that
22 you anticipate the crowds, making sure that you have a plan to
23 deal with that and making sure that expectations are what is
24 anticipated; and I can just give an example of where something
25 very good can turn out to have some ratifications that may
26 come out at a meeting.

27 E X A M P L E
28

29 The water system -- the City would go in and replace your
30 water-meter; however, if your water connection was in
31 such bad shape that they couldn't do that, then you were
32 responsible for paying that cost. Some residents weren't
33 able to do that.
34

35 It was not an anticipated problem, but was one that did
36 come up repeatedly and had to be resolved along the
37 way. Hopefully that doesn't happen. We try to think

1 these things through to make sure that it doesn't
2 happen, but there may be an unexpected result, but
3 we're aware of that, particularly before we get to a
4 Public meeting.

5
6 MR. VAN DYKE:

7 So in our Community related strategy, we saw the most
8 effective way to

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12

13 roll this out, have (7) meetings in the (7) City Council Districts.
14 But what
15 we thought would really make a lot of sense, and because the
16 district is so large, that within those meetings have "Breakout
17 Sessions." And I'll use my own district as an example, District
18 6.

19
20 E X A M P L E

21
22 If I were to have a PLA meeting:
23 I live in Midtown. The issues that I have in Midtown are
24 far different than the issues they're going to have in
25 Delray or
26 Hubbard Farms or Southwest Detroit or even North Cork
27 Town.

28
29 And so to bring us altogether at one meeting and say:

30
31 I'm going to address all of you in this same tone, the
32 same questions and the same answers. This would likely
33 be a little disingenuous to that group.

34
35 But if we do (1) PLA presentation, the overview of who you are
36 and what you have achieved, and then within that theme we
37 break-up and say:

1
2 Okay, Hubbard Farms goes into this group, Southwest
3 in this group, then we could have some more really
4 candid conversations and really narrow it down to that
5 specific
6 issue within that neighborhood.
7

8 Also, given my community specifically, and Detroit, language
9 barrier's
10 a huge issue. Most people in Midtown speak good English. The
11 people in Southwest Detroit do not. And so this would really
12 allow us to really target each community and do the
13 translations we need to do. We've done this for other clients
14 in the Skillman Foundation, to which I have meetings,
15 simultaneously, in English, Spanish and German. And so that's
16 what we'd want to look at, to make sure that everybody is
17 truly engaged.

18
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21
22 MS. MUIRHEAD:

23 Oh, one other thing I'd like to say: Engaging facilitators from
24 those particular neighborhoods so that there are more
25 neighbors involved. There are people there that understand.
26 When they give their intersection, they'll know what
27 intersection you're talking about, and they'll be able to direct
28 the conversation in a more coherent and effective manner.
29 And so we think that way we'll get better results because
30 everyone will be engaged and we'll have better data to move
31 forward with.
32

33 The other thing too, is that, as you all know, communicating to
34 Detroit
35 can be very challenging. We have some residents that prefer
36 not to take

1 the daily newspapers; or for that matter, pay attention to
2 materials that are delivered to their home.

3
4 We have a reading barrier for many of our residents, so that
5 written information may not get across well. And you just
6 have a lot of other ways to spend your time. Everybody just
7 doesn't sit around waiting for Detroit information. They may
8 be on some other station or watching satellite television or
9 whatever the case might be. So we need multiple ways to try
10 to get the message out, so that as many individuals as possible
11 hear that message in whatever way is most effective for them.

12
13 **Recommendations:**

- 14 • Direct mail pieces.
- 15 • Door knockers. Drop-off via canvassers.

16 **COMMUNITY MARKETING**

- 17 • Lip-Dropping to neighborhood organizations that mail to
18 family-parent organizations.

19
20 **BREAKDOWN OF HOW COMMUNITY MEETINGS SHOULD GO:**

- 21 • Presentation explaining:
 - 22 Why PLA was formed.
 - 23 Outline goals and responsibilities of the PLA.

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25 **DETROIT PUBLIC LIGHTING AUTHORITY**
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28 **Breakdown – continued:**

29
30 Show the Detroit Lighting Map.
31 Explain the lighting infrastructure.
32 Outline short term and long term steps.
33 Goals and expected results.
34 Show examples of existing fixtures as well as the
35 new.
36

1 This is basically rolling out who you are and what you're going
2 to do; and eventually going into break-out sessions designed
3 for each district, specifying how we would do those and who
4 would be helping in the facilitation.

5
6 **TIMELINE**

- 7 • Timeline is anticipated to be fast-moving/quick.
8 • Development by the press: The next 2 to 3 whole weeks.
9 • Review process: Takes time.

10
11 Basically there are three-first-things:

- 12
13 1) Website
14 2) Branding
15 3) Press Development

16 The above three-first-things will happen at the same time.

17
18 MR. VAN DYKE:

19 Once this is done, we're looking at late June. This gives us a
20 chance to roll out the PLA to the community and the media. In
21 that time, we'd start to secure those meeting invitations,
22 working with the neighborhood organizations to secure our
23 facilitators, who they would be, and then training them on
24 what our goals are so they can help us facilitate effectively.
25 Also helping to develop the meeting presentations, making
26 sure that it effectively communicates all of the objectives, and
27 holding these community meetings in May until late July.

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31
32 **FINANCIALS:**

33
34 Printing and Postage Costs
35 for Direct Mail piece City-wide: \$60,000.00.

36
37 MUIRHEAD:

1 The door-knocker and the canvassing piece might be done a
2 little less expensively. So we need some decisions from you as
3 to what makes sense.

4
5 QUESTION & ANSWER SEGMENT

6
7 **BOARD MEMBER DARGIN:**

8 At the Community Relations Meetings, how do you anticipate
9 what the local expectations will be?

10
11 **MS. MUIRHEAD:**

12 That's a tough one. I suspect that you'll get more
13 participation from different neighborhoods. Where people are
14 having a lot of outages or a lot of problems with theft, perhaps
15 those kind of things we may get a lot more residents that will
16 turn out for those kind of meetings. Or where people feel,
17 quite frankly, they don't have as much of a voice, you're going
18 to get more turnout there.

19
20 One of the reasons why we're looking at the structure that we
21 put together is because it is so hard to tell, and with the
22 structure that we put together even - - for example, if we
23 have hundreds of people who show up, they won't all live in
24 the same neighborhood. So that you then can break those up
25 into smaller groups and have a more realistic conversation
26 than trying to talk to 400, 500 people at one time.

27
28 If we have a smaller turnout, those groups might be much
29 smaller, maybe only 25, 30 people in the different sessions.
30 But we're pretty comfortable that that is manageable. If
31 anything, make some changes during the



1 presentation. If you have a smaller group, and on one side of
2 town only a hundred people show up total, you may decide to
3 just keep it a meeting of the whole. But if you do have these
4 larger meetings, then you really need to break them up in a
5 manner where they feel they're not missing anything.

6
7 I think "Lighting," as Peter had indicated, is right up there with
8 Public Safety. I think it would have some good numbers.

9
10 -Brief pause -

11 MS. MUIRHEAD:

12 I'm trying to come up with some numbers for you.

13
14 With the Water Meters, I think we had three (3)
15 community meetings and the meetings were all under a
16 hundred; but remember, they'd already received the direct
17 mail piece, so they pretty much knew what was going to
18 happen anyway.

19
20 We've done other community meetings where they've not
21 had as much information, so the turnout seems to be higher,
22 because people are first wanting to know what you're talking
23 about. There's nothing for them to sort of rely on.

24
25 THE CHAIR:

26 Board Member Dargin, do you have any more questions?

27 BOARD MEMBER DARGIN:

28 No.

29
30 THE CHAIR:

31 Board Member Davis?

32 BOARD MEMBER DAVIS:

33 No. I just had a concern as to the \$60,000.00. We need to
34 look at other ways to get this out.

1
2 THE CHAIR:

3 And I think I share the same concern with that. This is a “one-
4 shot, once in a lifetime opportunity” to spend the public’s
5 money the right way, but let’s get the information out on the
6 meeting, and be really, real stewards in getting as many lights
7 on in the City as possible. I saw a little bit of sticker-shock
8 myself, but what I think Berg Muirhead has indicated is that
9 with other options like the media, using community-based
10 organizations to get the information out, we could probably
11 get around some direct mail and use those other ways.
12

13 MS. MUIRHEAD:

14 There’s one thing I didn’t mention to you. We can also
15 consider augmenting this with paid advertising. You can do it
16 at a much lower level, you can do it in a very short time frame,
17 but it would push out the concept of the meetings.
18

19 The concern we have is that everyone feels that they’ve got
20 the information. And it’s just tough to do that with just one
21 layer. But that’s a lot. You can do that with a five to
22 \$8,000.00 buy, and you can hit enough radio stations that
23 address a very different audience, so that people, in addition
24 to hearing it on the 1:00 news, or whatever, have also heard
25 that a meeting was taking place .
26

27 THE CHAIR:

28 So I can have that conversation with you tomorrow.

29 MS. MUIRHEAD:

30 Okay.
31

32 THE CHAIR:

33 I just want to talk with Board Members Dargin and Davis about
34 what they think is more appropriate to spend on that.
35

36 MS. MUIRHEAD:

37 I understand.

4
5 THE CHAIR:

6 Any other questions?

7 BOARD MEMBER DAVIS:

8 No.

9
10 BOARD MEMBER DARGIN:

11 None.

12
13 THE CHAIR:

14 You started with a premise that it's important to the public to
15 know the difference between PLD and PLA. We won't be able
16 to tell you that anytime within the next 20 days, because there
17 are some policy decisions that have to be made by this group
18 about what our Agreement will be with the City. So
19 unfortunately, we will have to go forward without that piece
20 of information. It will be negotiated with the City.

21
22 As an example: Do we, as an Authority, as these five
23 people will have to make a decision on:

24
25 Do we decide as an Authority that we're going to take
26 over all PLD operation and maintenance or will some of that
27 remain with the City of
28 Detroit? And whatever division, department or whatever, it
29 exists. We haven't made those decisions.

30
31 And so know that we are going to have to move forward
32 without having those specifics. Having said that, I think
33 there's enough information and the differences between what
34 PLD did and what we'll be doing, because we have that
35 infusion of money that PLD hasn't had in years, right, to
36 actually make things happen in a very quick, quick way.
37

1 MS. MUIRHEAD:

2 That would not cause a problem for us, because we can
3 continue working with the information you have. And as those
4 decisions are made, they

5
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7 DETROIT PUBLIC LIGHTING AUTHORITY
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9
10 can be rolled in towards the end. Ideally, we might want to
11 know those
12 answers before we go before the editorial groups. But we can
13 plug that into the release or whatever, at the back.

14
15 THE CHAIR:

16 We will not have the answers before we need to go before the
17 board. There are some things that are pretty clear, -- you've
18 all read them and they're outlined - - that we can talk about;
19 but I'm worried about the timeline, very, very worried,
20 because this is way beyond my expectations of when we
21 should begin and/or start.

22
23 Your original timeline that you sent with your proposal was
24 more appropriate. I'm thinking that something went wrong in
25 the communication process that we can discuss, but I just
26 don't know if we'll know that.

27
28 BOARD MEMBER DAVIS: I think for now, initially, we need to
29 explain what we are going to do; not so much as comparing us
30 to PLD, but what are we going to do. That's the most
31 important thing.

32
33 THE CHAIR:

34 Yes. And so we can talk about that offline. But I just think
35 we're not even going to get to that information. So I don't
36 want that to stop what we're doing.

37

1 Questions that you have as you went through materials? You
2 have some number? Again we can talk offline. But as those
3 questions come up, I would say: Please, please, please, versus
4 waiting, to get those answers, give us a call. Now all of us are
5 available to you.

- 6
- 7 • If it's Financial, understanding finances, I would say
- 8 call Board Member Davis.
- 9 • If it's creation in the Law, I would say I'm the one who
- 10 could probably answer your question.

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12 DETROIT PUBLIC LIGHTING AUTHORITY
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-
- 14
 - 15 • If it's something Legal, certainly Board Member
 - 16 Einheuser or The Allen Law Group can answer.

17 THE CHAIR:

18 But we don't want you sitting there waiting until the next
19 board meeting to get an answer. Please feel free to give us a
20 call.

21

22 I totally, totally get and understand and appreciate the way
23 that you put together the Community Relations Meeting. And I
24 think some of us were more worried than others about not
25 having a disruptive meeting. You see those sometimes. I,
26 personally, and based on talking to my neighbors. We're not
27 talking about the people who have frustrations with maybe the
28 times. This is an opportunity to do something different; even
29 though I agree with you, that shaping that message is very
30 important. But I'm not sure we will have those same issues.

31

32 THE CHAIR:

33 Timeline

34 And again, this is a learning experience. We have no Executive
35 Director. The only person who's been fielding this is me , and
36 the board members, they all have full time jobs except for one
37 of us, who's lucky enough to be retired, and he's only partially

1 retired. But it has been an amazing amount of time that we've
2 put into this as "gratis" public service.

3
4 But my question to you on the timeline:

5
6 Q: The timeline that you submitted in your proposal - -
7 and I think you said this about two-to-three weeks ago.

8 Was the difference between the timeline that you gave
9 and the timeline that you used for the power point
10 presentation because we did not call you and say "move
11 forward"? (interruption)

12
13 MS. MUIRHEAD:

14 Well, yes. We thought that we needed to get some reaction
15 from the

16
17
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20
21
22 board before moving forward. Let me just say that
23 understanding that now we're looking at a more
24 condensed outreach effort, not as extensive as that. We
25 probably can shave some time off of this, with the
26 understanding though, that our ability to reach all segments
27 of the community, depending on how we finally roll this out,
28 we'll be diminishing it too. But we probably could get to the
29 meetings by the end of June. But it's going to take some time
30 to just get the work done and then back it up to being able to
31 notify – given enough time to notify that there are the
32 meetings.

33
34 THE CHAIR:

35 There are a number of things that I think will have to happen
36 simultaneously.

37

1 MS. MUIRHEAD:

2 It will be. But even with that, we need time to understand
3 and write them, to get them designed. We need time to
4 review. We then need to identify the locations for the
5 meetings and those kind of things. And then, quite honestly,
6 next week is, for many of us, a year's commitment in advance
7 to be up in Mackinaw. So, it shifts there too. But let us look at
8 the timeline. But again, it does take a little time to do the
9 work.

10
11 THE CHAIR:

12 And to the extent that -- and this is how important it is. To
13 the extent that we can chip in and help you do some of it, if
14 there's something we can do to assist you, please let me know
15 first, because it's important for us to get this done.

16
17 MS. MUIRHEAD:

18 What's your ideal timeline for this?

19
20 THE CHAIR:

21 Yesterday; and I think I've said that now three or four times.
22 So I'll tell

23
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26
27 you, we can talk offline about the expectations, but I certainly
28 believe that mid-to-late June. When I saw the original
29 timeline that you had, I was okay with that, and that was
30 actually two weeks beyond what I thought we could do, as we
31 started with creating the logo, getting some slides done to
32 show us, getting some things off the ground, doing some kind
33 of behind-the-scenes stuff before we went to the public,
34 Michael nor I, when you came in, tried to tell you what we
35 wanted to see done. And
36 so I think that's fair to say "yesterday."
37

1 -laughter-

2 MS. MUIRHEAD:

3 We'll go back and look at the timeline, because there may be
4 some things that we can do to start rolling. I still think about,
5 you know, the 3rd week in June. And can we do all of our
6 meetings? You know, we're doing (7) meetings. We haven't
7 talked about time. We're only doing one meeting in an area.
8 We're probably talking about an evening meeting.

9
10 THE CHAIR:

11 We had talked about -- at me and Michael, -- we had talked
12 about a public board meetings in the past. I know we had it
13 when we talked about it at the last board meeting. Using
14 some of the Wednesdays that we have, I'm ready, that can
15 knock out a couple, because we'll do our Public meeting, keep
16 the information, after everything else we have short, and use
17 that to have the Public meeting, and then filling in our dates
18 and times. We had even gone so far as to say Monday's and
19 Wednesday's. It was Monday's and Wednesday's that were
20 better days for us. Clearly there are people who work , who
21 want to meet on one Saturday, and we can do that if we plan
22 for it.

23
24 MS. MUIRHEAD: Now are you looking at a Wednesday meeting
25 in chambers?

26
27 THE CHAIR:

28 No, out in the community. We had just moved the location.
29 All we have

30
31 DETROIT PUBLIC LIGHTING AUTHORITY
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33
34 to do is notify the public, through whatever mechanisms the
35 City needs to notify. We would use our Wednesday meetings,
36 do our business real quick, move into an agenda.
37

1 -off the record discussion-
2

3 THE CHAIR:

4 Do you have an idea of the meeting location and the logo and
5 all of that, the kind of design? Do you have ideas that you can
6 share with us, the kind of mock-ups of what you've been
7 working on?
8

9 MS. MUIRHEAD:

10 Not at this meeting, no. And there are some meeting locations
11 that are just pretty much standard.
12

13 THE CHAIR:

14 The Northwest Activity Center.
15

16 MS. MUIRHEAD:

17 The Northwest Activity Center in Southwest Detroit.
18

19 THE CHAIR:

20 What I would ask is that you, at a minimum, begin to get us in
21 the next couple days, a mock-up system, design items, so that
22 we can move forward. We do have office space now on the
23 2nd floor of the Cadillac Tower.
24

25 The other thing that I would ask is that we move very quickly
26 to identify the locations that you might want to use, so that
27 we could look at them and at least say, "well, maybe we do
28 need to have," as an example, "a meeting down in 4207, or in
29 Southwest Detroit," or do a special outreach out there if
30 we're going to have a meeting in midtown, because they're
31 both in the same district. And so try to find central locations
32 where people can come. I think would be helpful.
33

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1 So thank you very much for the work you've put in at this
2 point and I look forward to talking with you about the things
3 we can or cannot do or you think we should or shouldn't do.
4

5 I would ask that the Board take a look at this, Board Member
6 Davis and Board Member Dargin. You can send me an email as
7 to what you absolutely think needs to happen, and I can give
8 you a call tomorrow. And again, thanks for your time and the
9 report. Like I said, "we have one shot" to do this for the
10 community right, and I really appreciate you doing that.
11

12 MR. VAN DYKE: Thank you.

13 THE CHAIR: And thank you.
14

15 -Whereupon Ms. Muirhead and Mr. Van
16 Dyke
17 departed the meeting-
18

19 BOARD MEMBER DAVIS:

20 Just a couple of minor adjustments I would make. I'll get it
21 out tomorrow. And If you have any suggestions, let me know.
22

23 THE CHAIR:

24 And I will make a note to email the two absentees if they have
25 people who they want to forward it to.
26

27 BOARD MEMBER DAVIS: They'll have the email.

28 THE CHAIR: Okay. So what's the deadline?
29

30 BOARD MEMBER DAVIS: I would suggest the deadline be in the
31 next week, the middle of the following week.
32

33 BOARD MEMBER DAVIS: This is a bad week.

34 THE CHAIR:

35 Right, it's the holiday week.
36

3
4 BOARD MEMBER DAVIS:

5 They'll have this weekend; and they'll have next week too.
6

7 THE CHAIR:

8 If you could ask Board Member Einheuser to have his staff put
9 it up on the website, it's fine.
10

11 BOARD MEMBER DAVIS: Okay.

12 THE CHAIR:

13 All right. We're on our way to getting Accounting/Processing
14 in place.
15

16 OLD BUSINESS (continued)

17 B. Executive Director: Search and Interview
18

19 THE CHAIR:

20 For the public's knowledge, there were 9 or 10 candidates that
21 came in for interviews. There is a letter going out to those
22 who have not been successful in moving to the next phase.
23 Three people have been identified to move forward and have
24 been contacted. Public interviews will take place with those
25 three individuals this Saturday, May 25th, starting at 12:15 at
26 the Northwest Activity Center. We are going to ask for some
27 assistance from the Mayor's Office in getting a Public Notice
28 out, and I will talk to Georgella in the morning about whether
29 there will be a Press Release put out.
30

31 The other part of it is, I'd like to suggest that we have a
32 standard set of questions that we ask each of the applicants.
33 We can ask additional things, but there's a standard set of
34 questions, so that we have apples-to-apples in terms of
35 comparison.
36

1 I'd also ask that Ms. Hurt -- if you did not know -- that you be
2 made available for that meeting at the Northwest Activity
3 Center.

4
5 MS. HURT: Yes.

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9
10
11
12 THE CHAIR:
13 Does a standard set of questions make sense?

14 BOARD MEMBER DAVIS: Yes.

15 THE CHAIR:
16 And we'll go on from there.

17
18 C. Program Manager: RFQ

19
20 THE CHAIR:
21 At the last Regularly Scheduled Meeting of the Public Lighting
22 Authority we read the names of the companies that had
23 submitted bids. Inadvertently, one company was left out of
24 that list. That does not mean that we did not get the proposal
25 on time, because we did, that does not mean that we did not
26 read the proposal, that does not mean anything other than it
27 was a typographical error and we apologize

28
29 That bid was the bid from Motor City Electric, so I don't know
30 if there's anybody from Motor City Electric in the room today,
31 but I wanted to let you know that all is well with the world. It
32 was a typographical error and we apologize for that error.

33
34 D. Discussion of RFQ Evaluation Process

35
36 THE CHAIR:

1 All of us have received them, we need to quickly move on
2 them; and so this really is your item. It's about Engineering
3 and it goes to Board Member Dargin.

4
5 Board Member Dargin, could you advise us or just talk through
6 what you think the next steps should be and how will we
7 quickly get that done, so that we can decide whether to split
8 this up? Explain to us what you think should be the next steps?

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12
13 BOARD MEMBER DARGIN:

14 Originally when we sent out the RFQ's we had some debate, if
15 that was the process we wanted to do or did we want to try
16 something different. What we decided to do was continue
17 with the process, received what we received, and then after
18 we received all of the Requests for Proposals, then we would
19 make a decision as to what type of procurement system we
20 wanted to have, if we wanted some type of design built or
21 construction management or whatever.

22
23 We did get a variety of responses in the Request for
24 Qualifications. So we did receive 7 different Requests for
25 Proposals. The Board Members are evaluating - - we did
26 actually receive #7 from Motor City. And just because it
27 wasn't on the list, doesn't mean that it wasn't in the
28 evaluation process.

29
30 So the question is: Where do we go from here? Where we go
31 from here is that In the review process our plan was to come
32 up with a reduced list of three Requests for Qualifications and
33 then the Board as a whole needs to decide what do we want to
34 do with those.

35
36 Do we want to Take one of these requests and start some type
37 of contract talks with them?

1
2 **BOARD MEMBER DAVIS:**

3 I thought initially when we came up with this proposal , we
4 were going to restructure it so that we would have one or two
5 options.

6
7 One being: Select the one's that we thought met the
8 Qualifications and do a Request for a Proposal.
9 That was one option.

10
11 The other option was to review them and see if there
12 was enough there; then we say: Well, we have enough
13 information there; and if we liked what we saw, that

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17

18 we could decide to not do a request for a proposal and to
19 make a selection and do no negotiations but one -- more
20 than one.

21
22 But I believe that was the two options that we talked about.
23 Do a Request for Proposal, we saw them all, get more facts
24 and substance, expect more details back, or go the other route
25 and say we have enough here and negotiate with the one.

26
27 **ATTORNEY LISCOMBE:**

28 If I may, those are still options. It may be difficult to have a
29 substantive RFP response because the whole scope of the
30 project is still very undefined; and so I don't know if it would
31 be able to have a price tag on it, if you will, through an RFP
32 process.

33
34 **BOARD MEMBER DAVIS:** These are the designers.

35
36 **ATTORNEY LISCOMBE:**

1 I think that there's a lot of unanswered questions still. I think
2 when we were initially going through the process of how to go
3 about doing this, I think the expectation would be that there
4 would be some questions answered at this point.

5
6 And so what I think what you can do is: You can do an RFP, if
7 you would like or you can enter into contract negotiations or
8 you can have presentations done by the companies that have
9 responded.

10
11 THE CHAIR:

12 A portion of the RFQ response, can we cherry pick parts of this
13 to move forward with? Let me give you an example. Because I
14 think it makes it clear. I was trying not to give an example,
15 but I think it makes it clear.

16
17 E x a m p l e

18 Part of the RFQ response was to talk about emergency lighting.
19 Now emergency re-bulbing in areas that makes sense. Not on
20 one grid that

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24
25 may fail at any moment, but on a grid that isn't going to fail,
26 that we know is good, use of emergency lighting would give us
27 a chance to do some other things.

28
29 Can we move forward with that based on the responses? I saw
30 all of them pretty much deal with it, in some way, shape or
31 form.

32
33 And can we take that out? I thought we had the ability to pick
34 one or more companies to do one or more pieces of this.

35
36 BOARD MEMBER DAVIS:

1 First of all, some did respond to it, and some in more detail
2 than others. It was the concept that we said could be done.
3

4 ATTORNEY LIBSCOMBE:

5 Legally, you could. I would want to do a little bit more
6 research on it. But yes, you can.
7

8 THE CHAIR:

9 Okay. That was just for curiosity.
10

11 ATTORNEY LIBSCOMBE: And let me clarify it. Do some research
12 on some of the implications of it.
13

14 THE CHAIR:

15 Yes. Yes.
16

17 BOARD MEMBER DAVIS:

18 Did you review all the proposals in detail?
19

20 ATTORNEY LIBSCOMBE:

21 I did not.
22
23

24
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27
28 THE CHAIR:

29 I've read all of them; and I really wanted to spend some one-
30 on-one time with Board Member Beatty so he could explain
31 some things to me. But it was educational. When I began to
32 compare apples to apples, I could see some changes and
33 differences between them. So, I mean it was absolutely a
34 learning process.
35

1 May I suggest that we spend the next five (5) business days
2 getting our report to Board Member Dargin, individually,
3 manually or otherwise?
4

5 BOARD MEMBER DAVIS:

6 Yes, I think we should do that.
7

8 THE CHAIR:

9 But whatever we do, we need to do it quickly because we have
10 respondents that are looking to hear something
11

12 BOARD MEMBER DARGIN: I too I reviewed each and every one
13 of the qualifications in detail, and we have a lot of different
14 experiences.
15

16 And I do agree that we do need to find some way to get a re-
17 lamping on some spots. And I know that PLD was doing it.
18

19 THE CHAIR:

20 They are still.
21

22 BOARD MEMBER DARGIN:

23 Still are? I'm not sure how long they can hold out.
24

25 THE CHAIR:

26 They had some emergency money - - they found some money
27 to do some rebulbing, and they're rebulbing pretty rapidly.
28

29 Isn't that right, Mr. Tenney?

30
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33

34 -Mr. Tenney responded from the
35 audience-

36
37 MR. TENNEY:

1 Yes, we are re-lamping a bunch of streetlights.

2
3 THE CHAIR:

4 And so they may be re-lamping in areas tat

5
6 And so they may be re-lamping in areas that we wouldn't do.

7
8 -Off the record discussion-

9 - Back on the record-

10
11 BOARD MEMBER DAVIS:

12 We really need a Manager.

13
14 THE CHAIR:

15 No question. There's no question, but I don't think we can
16 wait to get a Manager to make the decision on what we're
17 going to do with the RFQs and what process we're going to be
18 moving towards.

19
20 I also think we need to spend some time truly understanding -
21 - and I think it will be very, very clear, after we have the
22 process on Saturday, and how we handle it, and how quickly
23 we'll be able to make that happen.

24
25 So within the next five (5) days I would ask that each of us –
26 and I will send a message out just in case. But I think we all
27 have these questions. I spoke with Einheuser, I know he had
28 read them, and Dave indicated so a week ago.

29
30 BOARD MEMBER DAVIS:

31 I need to go back and reread them.

36
37 THE CHAIR:

1 Right. So the next five days we will have it all webbed up and
2 we will talk with our attorney to determine what the next step
3 is. Because these folks are waiting for a response, They have
4 tied themselves up. And we really need to deal with the
5 immediate issue of re-lamping. That's very, very important.

6
7 **BOARD MEMBER DAVIS:**

8 I do believe we can, especially if we hire a Manager or
9 Executive Director. At least one.

10
11 **THE CHAIR:**

12 I don't think one is contingent on the other.

13
14 **BOARD MEMBER DAVIS:**

15 No.

16 **THE CHAIR:**

17 Okay.

18 Account Update?

19
20 E: Bank Account Update

21
22 **THE CHAIR:**

23 We do have re-lamping money. We'd like to share the news, if
24 nobody read the paper or heard the radios over the last two
25 weeks.

26
27 Laughter

28
29 **BOARD MEMBER DAVIS:**

30 We received 800 and something. I forgot the exact number. It
31 has been deposited in the bank account.

32
33 **MR. WILKINSON: (member of the public)**

34 How much is that? I couldn't hear. You said \$800,000.00?

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1
2
3 **BOARD MEMBER DAVIS:**

4 Eight-hundred-plus. (800+) I don't remember what the last
5 two digits were. A bank account has been set up, we have
6 checks, account checks, and we're in the process of getting
7 some more formal checks.

8
9 **THE CHAIR:**

10 Two signatures are required for any check over \$3,000.00.

- 11
12
 - Low thresholds have been placed in effect until all

13 procedures have been finalized and put in place.

14
15 **THE CHAIR:**

16 And again I want to publicly thank the Emergency Manager
17 Kevyn Orr for not only meeting with me a month ago as I
18 shared some of the concerns of the board, but for moving
19 quickly to adhere to what we needed the Board to move
20 forward on as an Authority. I thank him for that and hope that
21 that level of cooperation will continue to exist with his office
22 and ours. Again, that was a pretty tough decision on a brief
23 month's swearing-in.

24
25 **Other items to discuss before the Board:**

26
27 **FYI**

28 **THE CHAIR:**

29 A personal note: I will be going to Lansing, Michigan
30 tomorrow, and as a part of my going back to what was my
31 second home for the last two years, I am going to have a
32 conversation with the Governor's Chief of Staff. Actually I
33 have another issue, but I can guarantee you that he will ask
34 me questions.

35

1 I will talk to him about some of the challenges that we had,
2 he's aware of those, and has expressed his consternation. But
3 if there's any business
4 that you want me to share with him tomorrow, just let me
5 know offline

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9
10 and I'll make that happen. But they are very interested in
11 what we are doing and they are happy with the progress that
12 we've been able to make. They of course wanted lights on like
13 yesterday. And they're unaware of some of the struggles that
14 we've had. But I just wanted to let you know that I am having
15 a conversation on a whole different matter.
16 But I guarantee that if there is anything that you want to share
17 or you want me to share, I'll be more than happy to discuss it
18 with you.

19
20 Any other items for the Board to discuss?

21
22 V. NEW BUSINESS: None

23 VI PUBLIC COMMENT

24 THE CHAIR: Public comment?

25 Any member of the public wishing to make a comment?

26 Any member of the public - - please come up, sir, and give
27 your name, for the record, at the table, and the neighborhood
28 you represent. You do not have to give us your address, just
29 the neighborhood you represent or the organization.

30
31 RESIDENT:

32 I represent the Greenwich Park Association.

33
34 THE CHAIR:

35 Your name, sir?

36
37 RESIDENT:

1 My name is Ronald Wilkinson. I have a couple points here.
2 You mentioned that we have a website - - you have a website.
3 Could you give us the website address? I've tried several
4 times.

5
6 THE CHAIR:
7 Publiclightingauthority.com

8 MR. WILKINSON:
9 I've tried several times, I haven't been able to. I've asked
10 people in the

11
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14
15 City of Detroit.

16
17 BOARD MEMBER DAVIS:
18 It's .org.
19 THE CHAIR:
20 It's .org. That's how I messed up.

21
22 MR. WILKINSON:
23 What is it?

24
25 THE CHAIR:
26 It's publiclightingauthority.org. It has nothing on it except our
27 resumes. It was a temporarily put up website to adhere to
28 state law policy which we've tried to comply with. In the
29 absence of an Executive Director, there will be nothing put on
30 that website until Berg Muirhead and some others get
31 involved. But you'll see our resumes, and there may be some
32 minutes, but I'm not even sure of that. I haven't been up
33 there to see what's on it.

34
35 And thank you to the members of the audience who corrected
36 me.

37

1 MR. WILKINSON:

2 The other thing, you had a gentleman that was up explaining
3 his program, and the lady mentioned "Advertisement." One of
4 the biggest advertisements you can get is to turn on the lights.
5 Turn on the lights and the news will start traveling.
6

7 Our community's out here in the City of Detroit, and we're
8 waiting for any kind of news; and once we see the lights, and
9 one side brings back information and other people bring back
10 information from these meetings, then this will start traveling.
11 As we start to see lights in different communities, it really
12 helps. Thank you very much
13

14 THE CHAIR:

15 Thank you very much for being here.

16
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19
20 THE CHAIR:

21 Anybody else from the public wishing to make a comment?

22 Anyone else wishing to make a comment?

23 Final call: Anyone else wishing to make a comment?
24

25 We thank you all for being here today, we continue to want
26 you to come; especially those folks who have bothered to
27 participate in this process, this concept, the potential
28 contractors and the like. Know that we're doing what we can.
29 The skills we got, the time we got, the amount of money we
30 got; and now that we have a little of all those things, we will
31 be moving as quickly as we possibly can.
32

33 Please tell others to joins us at these meetings, we want the
34 public to be involved in this process. Again, this is a once in a
35 lifetime opportunity and we want to make sure that we're
36 dotting all the i's and crossing all the t's. So with that, you
37 will note on the agenda that we go into a Closed Session to

1 have some conversations with our legal staff, and so we thank
2 you very much for being here. At the conclusion of our closed
3 session we will be adjourned.

4
5 THE CHAIR:

6 May I have a motion to go into closed session, please?
7

8 BOARD MEMBER DARGIN:

9 I make a motion that we go into Closed Session.
10

11 THE CHAIR:

12 Motion by Board Member Dargin.
13

14 Second?
15

16 BOARD MEMBER DAVIS:

17 Second.
18

19
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22
23 THE CHAIR: Seconded by Board Member Davis.
24

25 VII ROLL CALL PRIOR TO GOING INTO CLOSED SESSION
26

27 THE CHAIR:

28 Roll call.
29

30 Board Member Davis?

31 BOARD MEMBER DAVIS: Aye.
32

33 THE CHAIR: Board Member Beatty?
34

35 THE CHAIR: Board Member Einheuser?
36

37 THE CHAIR: Board Member Stapleton?

1 BOARD MEMBER STAPLETON: Aye.

2
3 THE CHAIR: Board Member Dargin?

4 BOARD MEMBER DARGIN: Aye.

5
6 THE CHAIR:

7 We have a majority. That was a unanimous vote to go into
8 Closed Session. We'll wait a few minutes for the public to exit
9 the room.

10
11 **VIII ADJOURNMENT**

- 12 • There being no further agenda items to discuss at the
13 Regular Public Meeting, the Board went into Closed
14 Session @ 6:25p.m.

15
16 The purpose of a Closed Session and/or Executive Session
17 To consider privileged information that is exempt from
18 public disclosure by statute.