



CITY COUNCIL AGENDA ITEM

October 18, 2010

To: The Honorable Mayor and City Council Members

From: John Szerlag, City Manager
Pamela Valentik, Economic Development Specialist

Subject: Thank You Letters to Attendees of the October 13, 2010
City Manager's Roundtable Meeting

The attached letter addressed to Mr. Nate Forbes of The Forbes Company was also sent to the other attendees of the October 13, 2010 City Manager's Roundtable Meeting:

Mr. Robert Gigliotti of Rehmann
Mr. Alan M. Kiriluk of Kirco
Mr. Christopher Stark of Kelly Services



500 West Big Beaver
Troy, Michigan 48084
Fax: (248) 524-0851
www.ci.troy.mi.us

October 18, 2010

Mr. Nate Forbes
The Forbes Company
100 Galleria Officentre, Suite 427
Southfield, MI 48034

Area code (248)

Assessing
524-3311

Bldg. Inspections
524-3344

Bldg. Maintenance
524-3368

City Clerk
524-3316

City Manager
524-3330

Community Affairs
524-1147

Engineering
524-3383

Finance
524-3411

Fire-Administration
524-3419

Human Resources
524-3339

Information Services
619-7279

Law
524-3320

Library
524-3545

Parks & Recreation
524-3484

Planning
524-3364

Police-Administration
524-3443

Public Works
524-3370

Purchasing
524-3338

Real Estate & Development
524-3498

Treasurer
524-3334

General Information
524-3300

Dear Nate:

Thank you for attending our new City Manager's Roundtable Meeting last Wednesday morning. Your willingness to participate in this community outreach initiative is greatly appreciated and the perceptions and ideas that were shared are highly valuable. As I stated in the meeting, this recession will end, and one of our tasks as City Management is to assure that Troy is positioned to attract positive investment and retain growing businesses. To accomplish this we must create an environment that fosters innovation, leadership and customer service that cannot be found anywhere else.

My staff and I have met to discuss the many ideas, insights and suggestions that were shared at the table and I want to quickly summarize some of those items that were discussed:

- Tell our story! Develop a positive message about Troy's recent efforts to be business-minded in the management of City finances and operations by creating a lean, effective organization.
- Use all of our assets – including businesses, to spread good news about the community and "sell Troy" to potential incoming investors.
- Develop a strategy to market the City's new zoning ordinance; one of which will be to a targeted audience of key, non-residential investors and professionals including property owners, developers, financial institutions, brokers, etc.
- Create and implement a marketing strategy that develops a "Place To Be" environment for residents, businesses and our workforce.
- Develop a stronger relationship between elected City officials and the business community and recognize that local economic development success comes when City leadership and business executives work hand-in-hand.

- Get aggressive in economic development efforts by building our resource toolbox in order to be proactive in business attraction, business retention and entrepreneurship in tomorrow's growth sectors and the global economy.

As executives within your company, we understand that you represent thousands of employees that work in Troy and/or call Troy home. As we strive to address the ideas that were shared, we ask that you continue to pass on information about our initiatives within your organization. We would also like to reconvene on December 9th to recap all of our discussion points and update you on what actions the City has taken to address your comments. Please contact me if you have any questions or further ideas you would like to discuss. We look forward to seeing you in December.

Best regards,



John Szerlag
City Manager

Cc: Mayor and City Council
John M. Lamerato, Asst. City Manager/Finance & Administration
Mark F. Miller, Acting Asst. City Manager/Economic Development Services
Cindy Stewart, Community Relations Director
Pamela Valentik, Economic Development Specialist