



**Carlisle | Wortman**  
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**Highland Township  
Strategic Initiatives**

**Joint Study Session of the  
Township Board and Township Commissions  
Highland Township Activity Center  
209 N. John Street  
Highland, MI 48357  
January 18, 2018 – 6:30 p.m.**

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| <b>6:30 p.m.</b> | <b>I. Introduction, Purpose &amp; Process</b><br><i>Rick Hamill</i><br><i>Township Supervisor</i>                        |
| <b>6:40 p.m.</b> | <b>II. Identifying and Acting on Strategic Initiatives</b><br><i>Carlisle/Wortman Associates</i><br><i>Dick Carlisle</i> |
| <b>6:50 p.m.</b> | <b>III. Brain Streaming Exercise</b><br><i>Dick Carlisle and Sally Elmiger</i>   |
| <b>8:00 p.m.</b> | <b>IV. Public Comments</b>   |

## **BRAIN STREAMING DESCRIPTION**

Brain Streaming is a method of public engagement that works successfully with groups of diverse interests and employs a creative visioning technique. It is similar to “brain storming,” but it asks participants to write down their ideas rather than voice them out loud. This technique can be used if all the meeting participants are in the same room; or, participants can contribute through e-mail if they are joining the meeting via conference call. The following describes this technique:

- 1) A limited number of topics, idea categories, or questions are written on large sheets of paper, which are taped to the walls or placed on easels around the room. The topics or questions are directly related to the information that is being sought from the group. For example, Brain Streaming questions related to a Master Plan could include: 1) Should the Township plan for a greater variety of residential housing types to accommodate young professionals and seniors? 2) Do you think the current commercial districts are sufficient in size to meet the needs of Township residents?
- 2) The meeting facilitator will provide a quick description of each topic/question to the group. The participants will then be directed to use post-it-notes (provided at the beginning of the meeting) and take 10-15 minutes to write down the top idea they have about each topic/question; one idea per post-it-note. They will then be asked to attach their post-it-notes to the relevant topic/question sheet on the wall. If they have more than one top idea for a topic, they can then go back and do a second round. They can place unlimited notes for each topic/question on the topic sheets. (If people are attending the meeting via conference call, we can set up an e-mail sheet that they can fill out on their computer and e-mail to us at the meeting.)
- 3) As participants are adding their ideas to the topic sheets, the facilitators will be consolidating them into similar ideas and categories. This consolidation process creates “priorities” as more and more post-it-notes on the same/similar idea are added to the sheet.
- 4) Once the time is up, the participants will find their seats, and the facilitator will review the ideas posted to each topic sheet with the group. If any ideas presented are not clear, the facilitator will ask the person who supplied the idea to clarify if they so choose. The facilitator also engages the audience in discussion while he/she is reviewing the ideas and drawing conclusions.

This method has several important benefits:

- It works well with a large group, as everyone has a chance to contribute their ideas.
- It gets a lot of ideas out on the table in a relatively short period of time.
- It minimizes the potential for one or two people to dominate the discussion.
- It is a comfortable way for those who are reticent about speaking up to participate.

# Highland Township Strategic Initiatives

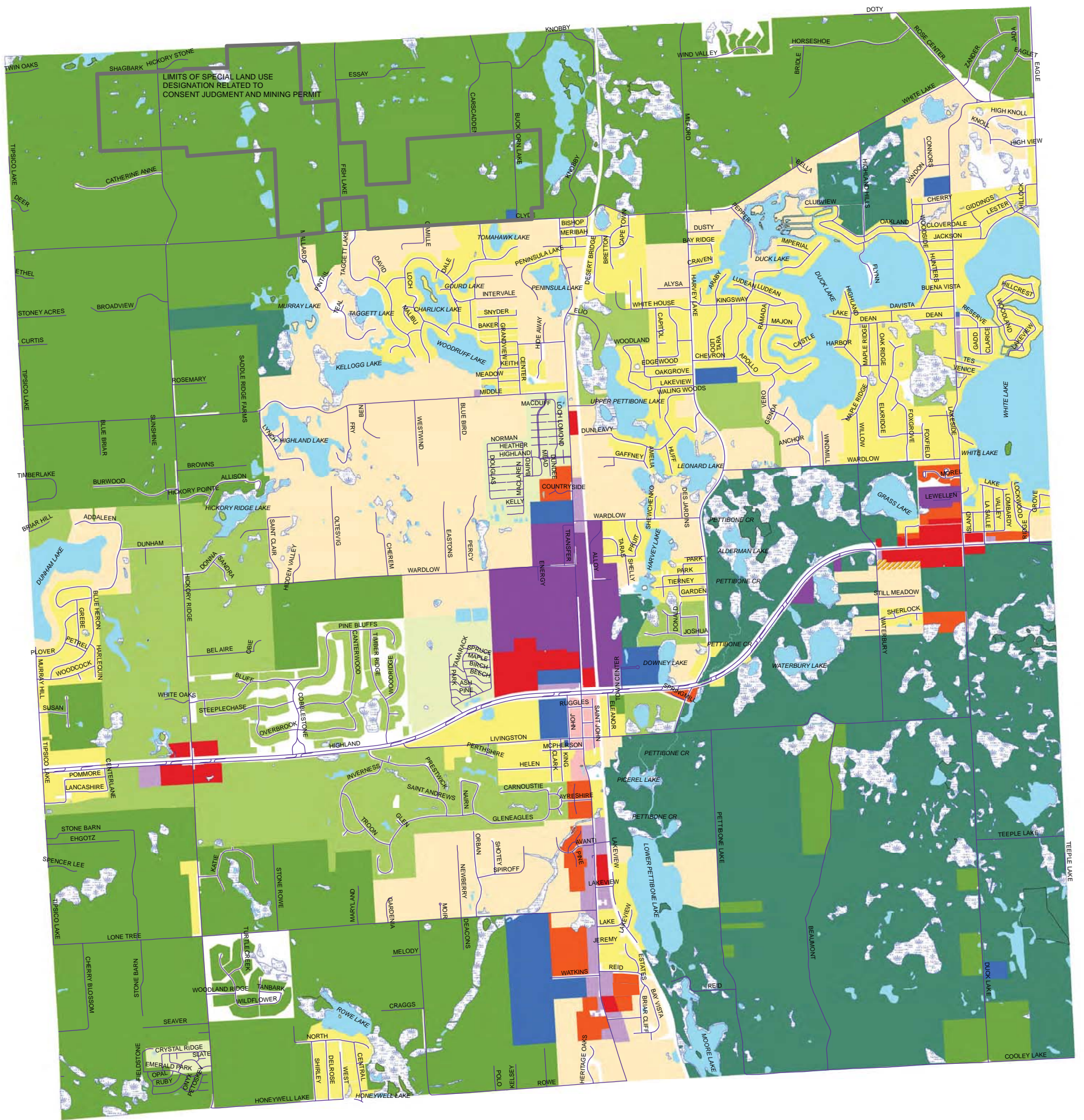
*Joint Study Session Questions/Topics*

January 18, 2018

## Brain Streaming Exercise Questions

- 1. Agricultural Business Opportunities:** The Township values its agricultural lands, and the character they provide. Should the permitted land uses on agriculturally-designated properties be expanded to include “agri-tourism” uses, such as harvest festivals, riding stables, B&B’s, air-soft or paint ball courses, and other uses that increase the economic opportunities for the land owner? If yes, what uses would you consider appropriate?
- 2. Open Space preservation:** Should the Township discuss additional measures to preserve open space?
- 3. Historic Preservation:** Are there historic areas of the Township or specific historic buildings that you would like to see preserved? If yes, please describe/name them.
- 4. Zoning Inconsistencies with Existing Land Use/Development Potential:** Are there areas of the Township where the current future land use designation does not reflect economic realities? (Future Land Use map attached for reference).
- 5. Sewer Service:** Should the Township prepare a comprehensive Sewer Service Plan that identifies the extent of future sanitary sewer, implementation schedule, and funding options? What other related issues could be addressed through this planning process?
- 6. Other:** What other issues not discussed above do you want the Planning Commission to look into, and present solutions for?

# CONSOLIDATED MASTER PLAN



HIGHLAND TOWNSHIP 1999 MASTER LAND USE PLAN MAP  
 ADOPTED JULY 6, 2000  
 AND INCORPORATION OF MICRO-AREA ANALYSES THROUGH DECEMBER, 2010

re-adopted 06/20/2013

## Legend

### MasterPlan

#### FUTURE LAND USE

- AGRICULTURAL AND RURAL RESIDENTIAL (5 acre min. lot size)
- OPEN SPACE RESIDENTIAL
- MEDIUM AND SMALL LOT RESIDENTIAL (1.5 to 3 acre min. lot size)
- MEDIUM AND SMALL LOT (LV Zoning)
- MULTIPLE FAMILY RESIDENTIAL
- MANUFACTURED HOUSING COMMUNITY
- OFFICE AND LOW INTENSITY COMMERCIAL
- HIGHLAND STATION
- GENERAL COMMERCIAL
- COMMERCIAL TRANSITION ZONE
- INDUSTRIAL
- INSTITUTIONAL
- PARKS AND RECREATION

