

# Farmington Observer

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Twenty-Five Cents

## Tour bucks spur cities into action

By Diane Gale  
staff writer

Farmington and Farmington Hills are dots on the map often overlooked by outsiders and potential tourists.

But business and community representatives from Farmington, Farmington Hills and Novi are brainstorming on how to sell the area as a place for people to visit and spend their money by shopping, dining and staying in hotels.

The committee is working to change the area's image as simply a "pass through" on the way to other places.

"I've been thinking about this for years," said John Anbut, luncheoner at the Botsford Inn.

Anbut decided to take action on the idea at the beginning of the year by calling a meeting of 18 city officials, organization heads and public relations experts to form a travel and tourism committee.

"Our goal would be to actively participate in the tourist dollar, and to get a rub-off of the dollars people are spending in other areas," Anbut said.

During the Grand Prix in Detroit, many visitors stayed in the suburbs, Anbut said, and if more people knew that these communities have to offer, this would happen on a regular basis.

A recent proposal agreed on by the

committee lists a set of goals, and strategies to achieve within five years.

**THE INITIAL COST** for the proposals is a salary to be determined for a director, and a budget covering office equipment, telephones, promotional expenses, mailings and advertising.

The travel and tourism committee contemplates requesting a \$4,000 grant from the Economic Development Corporations from each of the communities.

The money would be used to investigate and analyze the potential of travel and tourism in the area by establishing an understanding of tourism among political leaders, business and residents.

"The big clientele group to capitalize on is business people dealing in our community, because a lot of them don't know that Farmington Hills is a fine place in itself with its restaurants and hotels," said Bill Costick, Farmington Hills city manager.

"I think if we were successful in publicizing our assets, that we'll naturally have more business people, and that will have a spin-off in shopping and spending," Costick said.

Idea of luring visitors include creating a major tri-community event, providing tour packages and developing

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A familiar sight is about to appear once again in Farmington — the annual Farmington Founders' Festival. Once again, crafts people will be back to sell their wares.

## Planners see a big year at festival

By Diane Gale  
staff writer

New strategies are being executed for the 20th Farmington Founders' Festival to prevent a replay of last year's bad review.

"There's a lot of really pleasant activities planned, and it's much more controlled than last year," said Jonathan Grant, festival president.

Organizers of the annual event, which takes place July 17-21, are spreading the activities throughout the city to avoid complaints of what some called a congested, carnival-like atmosphere in downtown Farmington.

LAST YEAR a petition was signed by 25 merchants, employees and employers who opposed the organization of the event.

Another change is only vendors sponsored by local groups will be allowed to sell goods downtown.

"Last year there was a whole new committee that organized the festival, and we were told by the (Farmington) Chamber of Commerce that the festival had to financially stand on its own two feet, and the only way we knew how to do this was to book a lot of people," Grant said. "If we didn't make enough money there was a chance there would be no festival."

A new attraction this year is a carnival from July 19-21 with all the glitter and excitement of rides, games and food at Grand River and Orchard Lake. Its purpose is to recoup the money lost from not booking as many stands in the downtown area, Grant said.

ANOTHER NEW site for activities will be Greenwood Square, featuring a Moon Walk, live entertainment, a Battle of the Bars drink competition and a number of other events sponsored by various businesses in the area.

The kick-off activity Tuesday, July 17, is Kids' Day at Silverstone Park from noon to 4 p.m. Face painting and an art fest for children to display their creativity will be the main attractions.

The Miss Farmington Scholarship Pageant will begin at 7 p.m. Wednesday, July 18 at Vladimir's on Grand River. The winner also will compete in the Miss Michigan pageant.

The popular Founder's Festival parade will begin at 10 a.m. Saturday, July 21 in front of the Grand River Drive Inn, and will proceed to Farmington and Grand River.

Eight and seconds will fill the air at Oakland Community College, Orchard Ridge Campus beginning at 8 p.m. Sunday, July 21 with a Salute Under the Stars presentation by the Farmington Musical Chorus. A fireworks display will follow.

## Jaycees wait and see on top court decision

By Joanne Malzerowicz  
staff writer

Former Michigan Jaycees President Terry Sever of Farmington Hills "is pleased" with a recent U.S. Supreme Court ruling that states may use anti-discrimination laws to force Jaycees to admit women.

But his pleasure includes the hope that the probable change in membership of the national organization will be slow and that the Jaycees and its auxiliary, the Jaycees Women will be maintained separately.

"I am very pleased that they ruled the way they did. I'm pretty confident that before the year's end, the U.S. Jaycees will vote to change the by-laws," said Sever, who last week completed his term as a national vice president.

The U.S. Supreme Court voted 7-0 last Tuesday that Minnesota's anti-discrimination laws require the Jaycees to admit women.

The ruling stemmed from a case in which the office of the national Jaycees tried to revoke the charters of the Minneapolis and St. Paul chapters because

they had begun to admit women as full and regular members.

"It appears it (the ruling) would affect Michigan," said Dan Loopp, press secretary for state Attorney General Frank J. Kelley.

Although Loopp said they have yet to receive the full transcript of the ruling, "it appears" the court ruling is "a strong precedent" for a group that didn't admit women.

REGULAR MEMBERSHIP in the Jaycees is limited to men 18-35 years

old. Although women have been permitted to become associate members, they cannot vote, hold office or receive awards. The national organization specializes in leadership training.

While hoping the national Jaycees "react positively" to the ruling, Sever is convinced the ruling will "affect the Jaycees Women more."

The Jaycees Women (formerly known as the Jaycettes) have their own leadership roles that would be virtually lost if the organizations joined forces. That's because the Jaycee men, he said,

have a greater voting power.

"Most of the women would lose the local, state and national" positions, such as president and vice president, Sever added.

Many women, Sever said, still prefer "the all-woman atmosphere" of the Jaycees Women. "Without stereotyping," he added, the Jaycees Women is "more for the housewife than for the businesswoman."

Business and professional women, Sever said, would fit into the Jaycees if

and when they begin allowing female members.

"I think the time is right," he said. "I would like to see more to spend money to go state by state to keep women out. We're wasting money that could go for better purposes."

Chevy Barton, president of the Michigan Jaycees Women, said the ruling "is going to have quite an impact." But she added that "officially we have no comment." An official news release, she said, would be issued from the national headquarters in Tulsa, Okla., either today or later this week.



A landmark in Farmington, the Kroger at Grand River and Halsted, could soon be just another memory because of financial problems being experienced by the corporation.

## Shoppers disappointed over Kroger problems

By Diane Gale  
staff writer

While negotiations continue between Kroger Co. and employees unions, some shoppers at the local store dread the possible closing.

"Management and union representatives met Friday, but nothing was settled," according to Paul Bernish, a Kroger spokesman.

In a settlement last weekend, Kroger will close the Grand River and Halsted location along with its other stores in southeastern Michigan on July 21. Management is requesting employee wage and benefit concessions.

"I don't want them to close, because they're very convenient, competing

and they keep the other stores on their toes," said M.E. Zellen of Farmington Hills. "I've been shopping here for as long as the store has been here, and this is the second time today."

"I really like Kroger, so I'll really miss them," said Hazel Meranda of Farmington. "I've been shopping at Kroger for more than 20 years."

John Croker of Farmington Hills

predicted a heavy impact on all grocery shoppers if Kroger decides to close its doors.

"I think I'll hurt all of the communities of southeastern Michigan, because the competition would be lessened, and the prices of food would probably go up," Croker said.

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## C'ville board ratifies contract

By Teri Basso  
staff writer

Consent on an increase in state aid this year, Clarensville school trustees last week approved a school raise and a one-year contract extension for the district's 144 teachers.

Members of the Clarensville Education Association (CEA) will vote on the proposed contract Aug. 27.

With local property taxes only expected to rise by \$2,600 this year, CEA said the schools are depending on increased state aid payments to make up the difference.

"If the governor's proposed state aid package is approved, we don't see a chance to bid on our bridges," he said.

CEA said the contract's annual world payment to \$9,000, \$90,000 for transportation in the next school

year. The projections put the district's state aid total at \$1.8 million, compared to \$1.5 million this year.

According to the proposed teachers' agreement for 1983-84, a top-of-the-line teacher with a bachelor's degree will earn a base salary of \$27,188. A teacher with a master's degree and a master's degree will earn \$31,761.

"A Clarensville, Falls said, no teacher has less than 25 years of experience and consequently 75 percent of the teachers are at the top of the

scale." In addition, some 60 percent of Clarensville's teachers have earned master's degrees.

Grant also noted the proposed health insurance provisions for most teachers, and detailed the increase to another 1 percent salary hike.

was estimated to be \$1,000,000 from \$800,000. A dental insurance program which covers most teachers, is

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