### Attempts to revive membership

# Jewish Community Center begins renovations

memoership.
Shoddy finishing touches to the \$12.5 million building, displeasure with services and the center's location are reasons for resignations by at least 2,000 members.

2,000 members.
Gary Leo, associate executive director, reports center membership was 14,000 after it opened in January 1975, complete with a 200,000 square foot facility on 132 acres.

Membership now is about 12,000. The major exodus was from the health club which helps foot the bill for other

which helps foot the bill for other services.
"But we're coming into a time when things are on the upswing." Loe said.
"We're very 'optimistic about what we're doing. The dust has settled, We've started to move in good directions." Soon, \$225,000 will be spent to improve health club facilities, to attract men and women at namual fee of \$500 and \$315, respectively.
An additional \$255,000 will got add six racquetball courts to an existing

five to placate urkuppy members who have been unable to get court time.

LEM discovered the court of the cour

family since opening day.
Concurrently, there were severe
cutaseds in staff the center, at Mapleand Drake and the center, at Mapleand Drake does also also are one of the
the bulk of the Jewish population.
The bulk of the Jewish population
resides in the Southfield area, and
many determined the distance was too
far to travel.

Although many would-be members
find it difficult to reach the West
Bloomfield Center, Leo says that only
7,000 members belonged to the center
when it was located at its previous
Detroit location, now the Northwest
Activities Center. That's an increase of

more than 5,000 compared to
Leo quotes figures which put 14 per
cent of the Jewish population of
metropolitan Detroit in West
Bloomfield and Nerth Farmington with
18 per cent expected by 1882. The
center recently put out a mailing
directed at these residents featuring
sweedal envolument offers. special enrollment offers.

part of it. He cites cultural, educational and social services for all ages and interests for members and also the general community. The center generates 55 per cent of

The center generates 55 per cent of:
its own revenues with the rest supplied
primarily through the Allied Jewish
campaign and United Foundation.
Five per cent of money collected
through Allied Jewish Campaign;
contributions goes to fund center
operations. The recently amounced
renovations will be paid out of a
revolving capital improvement fund
authorized by the Jewish Welfare
Federation.

#### Realty post for Carey

Robert H. Carey, a Farmington Hills real-for, has been appointed chairman of the resolu-tions committee of the consideration for in-tions committee of the clustion in the associ-tion of Realtors.







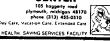
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