

Chamber launches 5 point action crusade

By STEVE BARNBY
Farmington Editor

A five-point program has been outlined to the Farmington Chamber of Commerce in an attempt to make the town's economy more effective in addressing the needs of the town's citizens.

The goals were outlined by newly elected Chamber President Ed Balden, who took over the reins of command in a reshaping of the organization.

We decided to change the chamber's year to run from September to September, the incoming president has more time to get things going," said Balden.

Previous chamber officers served from January to January, leaving them hampered by the summer holidays.

As the president will get a good start before summer vacation comes along and members leave town, said Balden.

The very important part of these goals will be to make certain that the chamber does more than it has in the past," Balden takes over from outgoing President Peter Hays, a local contractor, master plumber and electrician.

Although Hays was president, he was not active. Hays expressed hope that the chamber would lead the town and its citizens in the future.

The Chamber has had a community development committee for some time. It is a committee that handles all the town's and special events, such as which it will be added to in the future year.

With these goals in mind, the officers will have a more organized program in the year to year. They will know where the chamber is going," said Balden.

At a meeting of the people of the community will know just what we are doing.

The goals outline comes in the form of the various departments of the chamber and the Farmington Observer will have the widening and paving of the East Mile

corridor between Orchard Lake and Farmington Roads.

Under community development the chamber will establish specific need for the development of a general economic study of the area. It also will study how to keep its membership informed about governmental issues which may affect the business community.

Transportation also will be a major concern under the community development plan.

We are going to update our AAA traffic studies and make recommendations to city council and county commissioners regarding traffic flow and road maintenance," Balden said.

The chamber will be investigating and planning transit routes through the two cities.

A third focus under community development will be a link at the educational of the people.

The business group will attempt to provide through the Michigan Chamber of Commerce, a local teacher with training in business. It also will provide support for the Junior Achievement program and private enterprise training programs in the schools.

With an eye towards beautification, the chamber also is going to be making its cooperation with local beautification committees to encourage a campaign of better cleanup including streets and backyards.

Under business development, the chamber plans to encourage and support additional industrial areas and help improve services to existing industry.

Taxation always an important inquiry in Michigan, also will get chamber attention.

The chamber is taking care of erection and maintenance of signs on I-75, seeking improvement of road signs in the community, actively seeking out suggestions that would be suitable to the facilities in the area and conducting a survey of facilities for convention use.

On the retail end of the scale, the chamber is going to encourage an active retail organization of the chamber for the purpose of improving retail services.

In hopes of heightening communications with the local governmental bodies, the chamber has outlined a four-pronged approach. The first step already taken is to appoint two chamber members as regular liaison persons with the cities of Farmington and Farmington Hills.

To stay in better communication with Lansing officials, trips to the state capital are planned. Also periodic legislative bulletins will be published.

The breakfast meeting programs, featuring government officials, also will be expanded.

To increase interest in internal matters, the chamber has planned a number of functions.

Besides publishing a monthly newsletter, it will sponsor an annual membership outing, contact new businesses on a continuing basis and conduct an annual membership campaign to increase membership by 50%.

Other measures will be to encourage publication of an historical newsletter and to institute a continuing program of providing certificates of appreciation to individuals who work to better the community.

Special events are being planned which should interest the community as a whole. Besides continuing its sponsorship for the Farmington Founders' Festival, the chamber will work with both cities' departments of public safety to educate the community in police and fire fighting responsibilities.

Educational fair days will be sponsored. Under this program, students will be given tours of retail, industrial and professional outlets in the community.

In addition to the citizen of the year award, a retailer, industry and educator of the year also will be named.

Finally, the chamber will promote a community pride week.



New Farmington Chamber of Commerce officers plan their strategy for the coming year. They are (from left) Roger Walker, vice-president; Ed Balden, president; and Donald Harms, secretary. (Staff photo by Harry Mauthe)

Physician bets on humanity for senior citizen living

Dr. Edwin Blumberg of Farmington is quick to admit that he may be making a multimillion dollar mistake.

"But I don't think I'm wrong," he adds.

Sometime within the next two months Blumberg will open a senior citizens living and care complex in Livingston County at the Livingston Civic Center.

Based on similar centers in Sun City, Arizona and in Florida, it will offer five kinds of living arrangements for persons over 60 years old.

Residents will be able to enjoy independent living in separate apartments or can have meals, nursing care, laundry service and housekeeping provided for them if they are bed bound.

The hospital facility, the focal point of the complex, is available to residents who need light, intermediate or constant care.

All residents will be checked once a day by a social worker or a nurse," Blumberg said.

We should be doing more than just packing people in rooms.

When I was a medical student one of the first places I went to see was a county mental asylum in the midwest. It was just like the movie Snake Pit. There were about 40 people in the ward unshowered just milling around.

But I'm not saying that I think I can change that. Things are changing now."

To make his center seem less like a human warehouse, Blumberg plans to have the rooms decorated in bright colors such as gold and orange.

This complex is built 11 per cent larger than required by the state.

The rooms will have lowered, tiled ceilings. Hospital rooms for persons who need a light amount of care will have regular beds and bedroom furnishings including small desks.

For the independent living apartments, the efficiency apartments are larger than most efficiencyes. I know of some efficiencyes that go unrented because they're too small. Mine will be 350 square feet. Most of the single bedroom apartments will be between 675 and 725 square feet," says Blumberg, who also owns the Oak Hill Nursing Home in Farmington.

Blumberg said that he is not sure if he is making a multimillion dollar mistake.

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Construction workers put the finishing touches on electrical poles, directional signs and other parts of I-275 freeway between Schoolcraft and the I-96 freeway, scheduled to open to traffic Wednesday morning. (Staff photo by Art Emanuel)

I-275 greets traffic

Freeway opens Wednesday

Suburban motorists will be able to cut their driving time to and from western Wayne and Oakland Counties next Wednesday morning when a five-mile stretch of the I-275 freeway is scheduled to open.

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Open water best for Pernick

An environmental impact study commissioned by Southfield officials last year, has recommended open waterways and retention ponds be used in the Pernick Drain area rather than enclosed storm drains.

The study by Dr. Clifford Humphrys of Michigan State University was given to city officials Friday, Nov. 5.

The study consists of two volumes of findings by 100 graduate research students at MSU's water resources department, and an environmental impact statement and summary by Dr. Humphrys, a professor in the resource development department at MSU.

The \$400 study, financed by the City of Southfield, researched plans for storm drainage in the Northwestern-Telegraph-Twelve Mile area including sections of Franklin Village and Farmington Hills.

The study has been forwarded to Jim Heurich, chairman of the Pernick Alternative Citizen Team (PACT) for review prior to the Southfield City Council's study and recommendations to the Oakland Drain Commission.

PACT CONSISTS of home owners and organizations which have been critical of proposals to construct enclosed storm drains.

Copies of the study have also been given to Mayor Donald Fracassi and the city's engineering consultant Frank Burn of Hubbard, Mich. Both men said the proposal appears to point the way to considering both environmental and engineering concerns.

Council President Martin Hollander said he was sure the study will be helpful in arriving at a decision about the drain.

"A number of concerns have been taken into consideration," Hollander said, "including engineering, safety, the environment, aesthetics and financing. I fully expect the solution to be in the best interest of the citizens of Southfield."

History of the controversial Pernick Drain dates back to 1969 when a master drain plan for Southfield was completed. The plan included recommendations for about 22 drains, a number of which have since been completed.

The Pernick Drain was proposed in 1969 and soon became the center of attention. Public information meetings were conducted by the city, and Oakland County Drain Commissioner George Kuhn agreed to defer action on the drain until a study was made by Dr. Humphrys.

Humphrys reported that the major objections to the proposed enclosed drain included:

- Loss of certain natural sections of Pernick Creek.
- Possible threat to existing artificial or ornamental ponds in Pernick Creek watershed.
- Aesthetic and environmental damage to the Pernick Creek watershed.

Humphrys added the Franklin residents objected to the inclusion of their community in the assessment district. However, Franklin is in the Pernick Creek watershed, Humphrys said, and cannot escape involvement in the drain project legally, economically and politically.

BEFORE MAKING its recommendations, the university group studied various aspects of the drainage area. The study centered on water flow and acreage in the area, problems of flooding caused by drains, parking lots and other types of construction.

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SNOW

Brace for the inevitable

Farmington and Farmington Hills snow removal crews are gearing up for another cold war by hauling out the snow plows and preparing to purchase more road salt.

Bob Shaw, superintendent of Farmington Hills Department of Public Works, has 17 men, eight trucks with plows, two large road graders one huge plow and 900 tons of salt, waiting for the first snow.

His counterpart in the City of Farmington, David Jones, director of public services, has rounded up 14 men, 150 tons of salt, four salt trucks, four plows and one undergrader for the seasonal challenge.

Both men face an unpredictable opponent.

"You can't say it won't snow because this isn't Florida," Shaw said. "But we don't know how much it will snow."

The Hills has invested \$300,500 in snow removal equipment, according to Shaw.

"We're looking into the possibility of employing a weather forecasting firm. They would give us 24 hour and 12 hour alerts," Shaw said.

For the present, Shaw's team relies on the Hills police to tell them about evening snow.

Shaw has two foremen who can be alerted after hours and during weekends. The men alternate duties every other week.

The City is in a similar position. Farmington Police alert a standby man who

must be available the receive calls the entire time he is on duty.

Once alerted the men begin to clear the major roads of the cities. The Hills has 30 miles of main roads and 210 miles of local roads, such as subdivision roads to clear.

The City has to tackle 28 miles of residential roads and seven miles of major avenues and well traveled streets.

For a light snow the Hills plans to salt the roads and follow that up by cleaning the curbs with scrapers lined underneath the truck.

"For 12 inches of snow or more, we use the big plows," Shaw explains.

The main roads and the school routes are plowed first, he said.

"These routes get within a quarter of a mile of almost everyone's house," he added.

Farmington's crew uses salt for light snow falls and plows for more than two inches of the white stuff.

"If we can't keep up with the salt, we plow. We work around the clock with a storm."

"WE KNOW from past experience that if we stop and go to bed and come back to the job, we'll have a bad situation on our hands," Jones said.

"We follow the storm, even if it means working overtime.

Although the Hills keeps 900 tons of salt

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Michigan world

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