

By TOM LONERGAN

# Oakland politicians scrutinize Wayne's overhaul

As the Michigan Legislature tackles Wayne County reorganization, Oakland County officials will be keeping their ears to the ground for possible repercussions.

A county executive versus a county manager appointed by the board of commissioners — that is one of the main issues legislators will grapple with before approving a law that will allow Wayne to vote on becoming a charter county. A charter would be subject to voter approval.

The debate over what kind of home rule to allow Wayne County has implications for Oakland, which has adopted a county executive system but not home rule.

IT COULD mean a stronger position for the state's first elected county executive, Oakland's Daniel Murphy, a Republican.

According to Patrick Nowak, Murphy's aid for intergovernmental relations, the "spin off" of a Wayne county executive "will be recognition of the need for a strong executive form of government."

Nowak said Murphy agrees with Gov. William Milliken that a stronger county executive is synonymous with "talking about county govern-

ment accountability."

Milliken has asked for changing state law to allow a stronger county executive, Nowak said, but so far the Democratic-controlled legislature has resisted.

According to one Detroit area state representative, state law doesn't allow the executive clerk to be much more than "a glorified clerk and records keeper."

Stronger executive powers would not only increase Murphy's authority within county government but also in lobbying Lansing for state tax dollars. The only other county with an executive is Bay County.

SINCE HE TOOK office in January 1975, Murphy's authority has been in dispute among the Board of Commissioners, prosecutor's office, district commissioner and road commission.

The latter three departments don't fall under the executive's domain, under present state law.

A stronger executive will likely be pushed by Milliken and House and Senate Republicans as part of the Wayne reorganization issue. Milliken has said he sees no way out of Wayne's financial woes except through unified county government under a strong executive.

Detroit Democrats in the legislature are expected to oppose a county executive, fearing it would generate competition with the mayor of Detroit for state aid.

MILLIKEN earlier this year demanded deficit-plagued Wayne County change its governing structure. The chief executive vowed to hold up state assistance to alleviate Wayne's expected \$19 million budget deficit this year if reorganization does not proceed.

If the legislature passes an enabling bill, Wayne County voters would elect charter commissioners, possibly in November, but more likely in May of 1980. The state will pay for the election.

The charter commission would draft a county charter, similar to a city home rule charter, subject to voter approval, within the guidelines the state mandates. Wayne would thus become the first charter county in Michigan.

WHETHER the county has an elected county executive supported by western Wayne and Downriver communities, or an appointed county manager supported by Detroit, commissioners, depends on what options the charter commis-

sion has under state law.

The county home rule act now only gives a charter commission the option to recommend a county executive, which Milliken and the Republicans support. They will likely be joined by Democratic legislators from western Wayne districts.

Suburban commissioners are circulating petitions favoring an elected county executive. They reportedly have 34,000 signatures.

ANOTHER KEY Wayne reorganization issue is whether to continue having an elected board of auditors, county clerk, treasurer, prosecutor, sheriff, register of deeds and drain commissioner.

The Wayne County Board of Commissioners has recommended the prosecutor continue to be elected, but wants to give the charter commission the option on whether the other offices will be elective or appointive.

Oakland was allowed to dissolve its board of auditors when it adopted the executive form. In Oakland the officers of clerk and register of deeds have been combined under one elected post. The other offices — drain commissioner, prosecutor, treasurer and sheriff — are all elected.

## Ad agencies will merge

Yaffe Stone August, Inc. of Southfield will merge with a Kansas City firm July 1 to form a new national advertising agency.

The new firm, Barkley & Evergreen, Inc., will rank among the top 100 advertising agencies in the country with annual capitalized billings of more than \$32 million.

The firm's new name is derived from the street each of the merged agencies are now located. YSA is at 26555 Evergreen in Southfield.

Yaffe Stone August (YSA), according to the merger announcement, has more than 20 "top-grade" clients in Michigan and Ohio with billings in excess of \$12 million. From, Inc., of Kansas City, has accounts in the automotive aftermarket and franchising fields with 30 national clients and billings of \$19 million.

The third party in the merger is All-day Associates of Dallas with billings of \$1 million.

The new ad agency will maintain offices in Southfield.

Fred Yaffe, president of YSA, will be chairman of the board of directors of Barkley & Evergreen.

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