



RANDY BORST/staff photographer

On the campaign trail

A news crew from the Tokyo Broadcasting System, Japan's largest commercial TV network, is touring major U.S. cities to prepare a special news program it intends to broadcast live, via satellite, from New York City on Election Day, Nov. 8. This past Tuesday, the news crew spent part of the day with Farmington Hills city councilwoman Jan Dolan (second from left), Republican candidate for the 69th state House district. The crew accompanied Dolan as she made appearances at the Shiawassee Adult Education Center and the Farmington Rotary Club, then campaigned door-to-door. Above, Dolan greets

Eleanor Doyle, a resident of Schulte in Farmington, as the Tokyo Channel 6 news crew rolls the tape. From left are Tetsuo Matsushima, cameraman; Kazuhiro Maruyama, video engineer; and Mitsunaga Tabata, producer-director. The Election Day broadcast will feature American grassroots campaigning in Los Angeles, Chicago, Boston, Detroit and New York. News correspondent Yoshio Fukumoto said the biggest difference between American and Japanese grassroots campaigning is that the Japanese mostly campaign by car using loud speakers to spread their message.

DDA eyes stronger marketing presence

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headed the DFBA since its formation but recently resigned.

DDA board members concurred that a strong marketing force is needed to complement the DDA revitalization, and gave a variety of opinions on the issue.

"I think you still need a retailer chair or president," said DDA member Jody Soronen, who serves as executive director of the Farmington/Farmington Hills Chamber of Commerce. "We've had difficulty finding someone else to chair the group. You need that cheerleader."

"They have to have a project and goal they can sink their teeth into," added Frank Clappison, board member and insurance executive downtown. "You have to get the project, then you have to get people on the bandwagon."

'They have to have a project and goal they can sink their teeth into.'

— Frank Clappison
board member and insurance executive downtown

Clappison said in his buildings, tenants seem to be doing well and are requesting extended, long-term leases.

"I TOTALLY agree that marketing is a key to a downtown," said city manager Robert Deadman, who sits on the DDA board. "Nobody's had much time during the building (DDA construction). We've kind of let the enthusiasm carry it. I don't

think we can ignore it."

The subcommittee studying the marketing issue includes Hohler, Soronen, Wingerter and DDA board member Larry Lenchner. It will also involve DDA executive director Wendy Strip Sitsamer, who would coordinate the activities of any sort of marketing arm.

Hohler had already scheduled a committee meeting for the middle of this week.

2nd phase of project planned

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member with pricing. "In spite of some problems encountered with Concord, we consider their construction ability . . . to be above average," Wzacny said in a letter to the DDA. "Likewise, we consider their cooperation, response and scheduling to also be above average. Finally, they were originally selected as the low qualified bidder. They can be expected to remain competitive."

THE BOARD voted to approve negotiations with Concord but did not approve waiving the bid process.

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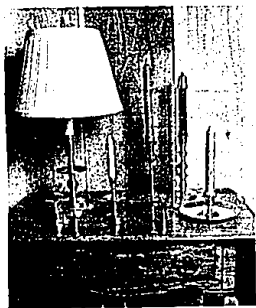
Wzacny had suggested the board waive taking bids and negotiate with the previous contractor for the project.

No dollar amount has been set for this second phase of work, but DDA member and city manager Robert Deadman said he did not believe the comparative amount should exceed that of the project's first phase.

"It seems to me the next element should be easier than the first element," he said. "Chris has got to come back and justify the price is the same or less. He's the one suggesting that we do this."

The second project phase includes pedestrian lighting and additional trees along Farmington Road from State Street to Alta Loma.

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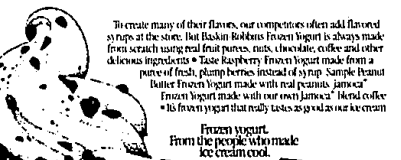
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