

## Goodfellows gather

Farmington Area Goodfellows have been busy packing baskets of joy for delivery this Saturday morning to 130 needy families and 150 needy seniors — in lime for Christmas. Above, Goodfellows (from left) Eddie Weber, Fred Tuck, Bill Liba and Durward Hester pack canned goods, most of which were donated by Farmington Public Schools students. Each basket of joy includes canned

goods, apples, cornflakes, dried beans, fresh bread and gift certificates to a local grocery and discount store. Families also will receive toys and children's clothing. Seniors also will receive stationery, stamps, soap and paper goods. Financial support enable the Goodfellows to buy what's needed to round out the baskets of joy, tailored to each recipient's needs.

## DDA, merchants separate but share a common goal

The Downtown Development Authority will not link up with any
downtown Farmington merchant's
group, but will dovetail into promotional efforts when possible.

DJA board members held extensive discussions this week, trying to
determine how far the city authority
should go in marketing the downtown area in conjunction with its improvement project, which includes
town area in conjunction with its improvement project, which includes
storest part of the project of the several years, phase one was
streetscape project is expected to
take several years, phase one was
completed this year.

"The ones (citled that are successthave dynamic today and cooperstation from the governments," said
DDA member and city manager
Robert Deadman, adding that a DDA
and any merchants group must be
kept separate but able to work
toward a common goal.

"I'm concerned. I don't want to
spread the executive director so thin

she can't get the job done. Wendy's (Strip Sittsamer) done a great job. I don't want to see that diminished."

con't want to see that diminished."

FOR THE past two years, the Downstown Farmington Buthess Association, which recently lost its president, Jerry Wingerter of the Bon Ton Shoppe, has been responsible for developing promotions. No relation to the city's DDA, the group is comprised of merchants and businessmen and women with an interest in the downtown area.

Concerned with the future of that group and the downtown in general, the DDA appointed five members this week for a special promotion committee to continue studying how the downtown is being marketed.

Board members voiced concern that once their streetscape project is complete, the marketing and promotion of downtown needs to continue. The promotional committee comprises a quorum of the DDA board, so their meetings will be posted and open to the public.

Members include DDA president."
Harry Wingerter and DDA members
Greg Hohler, Jody Soronen, Frank,
Clappison and Larry Lenchner.

MOST OF Tuesday's discussion revolved around how to get the DFBA merchant's group back on its feet and moving in the right direction without involving the DDA direction without involving the DDA direction. rectly.

"It's a fledgling organization that. needs a catalyst to get things move ing," said DDA member Hobler, who chairs the new promotion commit-tee. "There's no simple fix, no sim-ple solution. We would be remiss-to-ignore it."

ignore it."

A majority of businesses responding to a recent DFBA survey said they felt a business organization was worthwhile, but the same number did not indicate an interest in serving on the group's board of directors or serving as a block captain. About 50 percent of the downtown businesses responded to the survey.





- Gold & Silver Coins
  Coin Collections
- Diamonds Precious Metals
- Scrap Gold

MELNICK'S CURIOSITY SHOPPE

474-4070

Dressed in Hollday Style

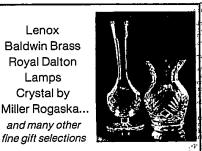
Fashlonable

gift wraps, bags and accessories

AMERICAN EAGLE COINS & JEWELRY In the Orchard 14 Shopping Center 30890 Orchard Lake Rd. • Farmington Hills 737-3820



New American Eagle Silver Dollare 1987 & 1988







family enjoyment ALL TRAIN SETS ON SALE
Special Discounts on Lionel, LGB, Kalamazo
Large Scale Accessories

M-Sat. 11-7 455-4455 904 Starkweather Sunday 11-3 455-4455 Old Village • Plymouth Content of the Starkweather Sunday 11-3

RAMS<u>vs</u>49ERS

€ Twice a week is better € Twice a week is better €

NFL GAMEDAY

Picks and previews. 11:30AM

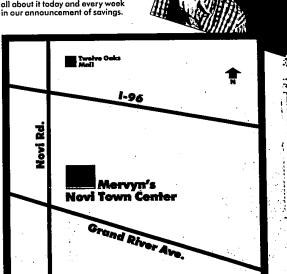
NFL PRIMETIME All the day's highlights. 7PM





Look for our insert in today's paper.

It's no secret. There's a Mervyn's right here in your neighborhood. We're at the Novi Town Center, with outstanding values on fashions for women, men and kids, and accessories for your home. Come visit our convenient location on Novi Road at Grand River Avenue, south of 1-96, and take advantage of dozens of sensational buys for the entire family. But first, read all about it today and every week in our announcement of savings.



Novi Town Center, Nevi Rd. at Grand River Ave.

## **MetroVision**,

Sunday, December 18th on MetroVision

Redford Livonia Oakland Channel 25 Channel 30 -Channel 40

Phone 538-1313 Phone 422-3200

Phone 553-7300