

Civic

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"But we wanted to put this into a brochure that would (generate) the same reaction. They'll be in the (city hall) lobby and we'll use these as part of all of our promotions."

Spectacular color photography and graphics dominate the brochure, complete with text detailing various rental offerings and opportunities.

About 2,500 copies were printed and will be distributed with the help of the Farmington Downtown Development Authority to large businesses and hotels in Farmington Hills, Novi, West Bloomfield and Livonia.

"The DDA executive director (Judy Downey) will meet with people from hotels, who schedule conferences and seminars, and make them aware that the Civic is available for daytime corporate use," Lauffoff said.

Meet you there

Auditorium rental fees currently range in price from \$208 (including a minimum labor charge) to \$882, depending on whether the 250-seat lower auditorium or 136-seat upper auditorium is rented. Commercial rentals are limited to 7 a.m. to 5 p.m. Monday-Friday, for a two-hour, half-day or full-day block.

The Civic Theatre was purchased last summer by the city council, ending the longtime ownership of the Greg Hohler family. M.K.A. Inc. manages the facility for the city, which took over the Grand River landmark effective last Sept. 1.

According to Lauffoff, the brochure - with the title "Meet You at the Farmington Civic Theatre!" - cost about \$2,500 to produce.

Funds came out of a separate Civic Theatre budget, Lauffoff

The brochure is titled "Meet You at the Farmington Civic Theatre!"

said all expenses and revenues of the theater are included in that budget, separate from the city's general fund budget.

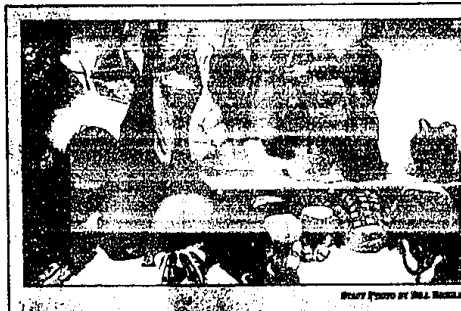
Evening movie business has been somewhat slow over the winter months, but Lauffoff said that the lag period was consistent with industry trends. He expects numbers to improve in tandem with the weather.

Meanwhile, the theater will be

the venue for upcoming performances by comedians The Gaylords (Sunday, April 9, two performances) and Soupy Sales (Sunday, May 7, two performances).

The Gaylords and Soupy Sales shows are being put on by Classic Productions. Lauffoff invited anyone interested in more information to call the promotions company at (248) 478-7777.

The city is inviting companies to come to the Civic and tour the facility. To set up a tour or find out more information about rentals, call Lauffoff at (248) 474-5500.



Be safe

Taking cover: Springtime brings thunderstorms to Michigan, and thunderstorms can spawn tornadoes. William Grace Elementary students in Kathy Sadoway's first-grade class take cover during a Tuesday morning practice tornado drill.

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preview day: Friday, March 31
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and Saturday
April 1, 2000

15% off

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CALL 1-800-455-7722 for more information. STORES LOCATED: Laurel Park Place, Novi, MI; 12-4, Men-Set, 10-6.

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LOCATED AT LAUREL PARK PLACE IN NOVI, ON THE CORNER OF NEWBURN ROAD AND DEE HILL ROAD (TAKING THE DEE HILL ROAD EXIT OFF INTERSTATE 75).

PARISIAN

Tow

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Vicki Barnett had with the proposal was its apparent "front-end loading."

"How does 26 cents in gas translate into a two dollar surcharge?" she asked. "I'm concerned about the inflationary signal this sends."

Liess said his fuel costs have increased 40 percent over when his contract was originally awarded. Settling the initial surcharge at \$2 was a way of recouping some of those costs.

An added complication has to do with Hadley's having been the only supplier qualified when the contract was bid, Lasley explained. The company was the only bidder located in Farmington Hills, with enough trucks to provide adequate service.

Lasley said the city had dropped one contract with a paper supplier, when the company bumped up its minimum order for free delivery.

"We haven't been hit with any direct surcharges we haven't been able to get out of at this time," he said.

Liess argued his contract was a little different. While a paper supplier could pass along cost increases by marking up product prices, Hadley's provides a service. The company tows throughout the Hills' 36 square miles and is on call 24 hours a day.

"If it's an accident scene, we could be there three or four hours," he said.

Council member Barry Brickner asked, "When you go to the scene of an accident, you can't turn your vehicle off, can you?" Liess said drivers are required by law to keep their lights going so trucks are always running. He also noted his vehicles get just five or six miles to the gallon on the road, and gas prices have a major effect on his business costs.

Ellis asked what other major customers, such as AAA and State Farm Insurance, were paying. Liess said AAA had begun looking into a surcharge program that would work retroactively, from the time fuel prices increased. He is working with the company and the Michigan Towing Association to work out the details.

Liess noted his fuel suppliers expected prices to jump as high as \$2 a gallon by Memorial Day and \$2.50 by the Fourth of July.

Officials approved the emergency surcharge for 90 days. Liess said he wanted to see how major customers like AAA handled the problem.

"I'm still a little dubious about it," he commented, "but this is a unique situation... Hopefully, in the 90 days, we'll have a better feel for the industry standard."