

DDA hires marketing agency with local history

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The Farmington Downtown Development Authority has hired Marketing Communications Counsel, Inc. to help promote downtown businesses.

While MCC will have a new role, Owner and Chairman Ron Baker and his Farmington-based company aren't new to the Farmington area.

Executive Director Judy Downey contacted five marketing agencies. Three — MCC, Inc., RocketScience Marketing Inc. and J. Blashill & Associates

— responded. Board member Suzanne Paul and Downey met with their representatives.

Paul explained that Blashill & Associates only place ads that have already been prepared.

"We don't know what we want to place yet," Paul said. "They do not do creative. You have to have your ads ready. We were concerned that they come back to us with a vision — something which we could actually sell to the public."

Baker came to Farmington Hills from Ohio in 1978. Half of his business is oriented toward municipalities. The other half is

automotive and high tech.

Baker said the company will create a campaign that's geared toward building business relationships and bringing business to the city and continue to monitor and evaluate results.

"I like to call it brutal honesty," Baker said. "The only thing that counts at the end of the day is if you have money in the bank account. We need to know if we are bringing people downtown. If we're not, we begin again."

MCC helps cities in different capacities, from bonding issues to the DDA newsletter.

"We're a people management company, everything is a project," Baker said. "I do not consider our company a PR company. We are a market communication company."

More than 700 people have subscribed to the e-mail newsletter after MCC put displays local stores. One goal is to keep customers coming to downtown Farmington during the Farmington Road construction. Merchants have offered e-mail coupons as an incentive.

"That's 700 people we know who shop in downtown Farmington," Baker said. "They had to be

in a store to sign up. We talked to merchants and they are happy they have an outreach program. That will play heavily on the program we recommend today for research and outreach purposes."

Baker noted his company has a history with the community and manages 23 different Web sites. "You may not know this but the city (Web) site was the first in the state. Some of you may recall that my company was involved for seven years in the Founders Festival. We did the media relations."

Baker also mentioned his com-

pany's involvement with John and Peter Ginopolis, who own Ginopolis Restaurant in Farmington Hills. They wanted their establishment to have a different atmosphere, one that felt "family."

"We changed the identity of the restaurant," Baker said. "The Ginopolis name identity changed. The brand changed to more of what they are today."

The company will work with a \$25,000 budget for the DDA project, which includes \$5,000 for the agency fee and \$20,000 for the marketing effort, Downey said.

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'Main Street' to a very visible location," Downey said.

The DDA will need to hire a part-time assistant and could benefit from a larger office if the grant is approved, said Downey, who plans to retire at the end of the year.

She recently wrote a letter to Farmington Properties asking that the DDA be released from its lease as of June 30. The two-year agreement for the office, which is located on Grand River west of Farmington Road, would end in December.

Main Street readiness

The Oglesby building where the DDA will relocate has a 240-square-foot office with adjacent secretarial space as well as use of a conference room.

Dorothy Oglesby, the landlady, does not require a lease or a security deposit, and Ron Oglesby, her son, she offered to pay the DDA office rent of \$250 for five months at its present location at 33425 Grand River if the board approved the relocation. The rent will be \$500 per month starting July 1, according to a memo from Downey. This includes utilities and office cleaning.

Downey wants a prominent sign for the new office and hopes to purchase a fax machine. "It doesn't seem time-saving to run over here every time to use the fax machine," Downey said of the trips required to Farmington City Hall.

Farmington City Manager Frank Lauhoff said there is no other location available on Grand River to relocate the office with regard to size, location and cost. "I spent the last two days looking at this location specifically," Lauhoff said.

DDA Board Member Suzanne Paul suggested redecorating the new office, which she said looks dated.

"The last tenant who moved out was there 20 years," said Ron Oglesby.

CAMPUS PIPELINE

CLARE BOOTH LUCE SCHOLARSHIP
Eva-Marie David of Farmington, a junior at Xavier University, has been awarded a Clare Booth Luce Scholarship.

Funded by a \$148,008 grant from the Henry Luce Foundation, this two-year scholarship is for female students majoring in computer science, chemistry or physics. Recipients who maintain high academic standing and remain in the major will be eligible to receive the award again as seniors.

The scholarships fund tuition, room and board, fees and book expenses for four women who are in their junior year. Two additional students will receive scholarships in fall 2003.

David is majoring in physics and mathematics at Xavier. She plans to attend graduate school to study astrophysics or particle physics. She is considering becoming a research physicist for a company involved in the NASA space program or for the government.

According to Steven Herbert, associate professor of physics, David is an excellent student.

"Eva displays characteristics that we would wish every student to possess," says Herbert.

"She is punctual to class and appointments, polite and considerate in her interactions, attentive and interactive in class, and inquisitive outside of class. She asks superb questions that demonstrate a thoughtful contemplation and understanding of the material. I honestly do not believe that you could choose a better person to receive the scholarship."

SALE ENDS SATURDAY! OPEN SATURDAY AT 8:00 AM

mother's day

SATURDAY 8:00 AM - NOON DOORBUSTERS!



80% OFF JEWELRY EXTRAVAGANZA
An assortment of diamond accent bracelets. Reg. 100.00-125.00, doorbuster price 19.99-24.99, after doorbuster price 29.99. IN JEWELRY



60% OFF ENTIRE STOCK OF STERLING SILVER JEWELRY Reg. 20.00-300.00, doorbuster price 8.00-120.00, after doorbuster price 10.00-150.00. IN JEWELRY



19.99 SLEEVELESS TOPS Choose from a great selection of sleeveless v-neck tops from Joseph A in a variety of colors. Reg. 40.00, doorbuster price 19.99, after doorbuster price 24.99. IN LADIES' SPORTSWEAR



60% OFF FOOTWEAR FRENZY Large selection of ladies' sandals from Enzo, Two Lips, Nine West, Naturalizer, Rocket Dog, Unisa, Steve Madden, relativity and more. Reg. 49.00-75.00, doorbuster price 19.60-30.00, after doorbuster price 24.50-37.50. IN WOMEN'S SHOES

doorbuster coupon
TAKE AN EXTRA 30% OFF
any single sale or clearance item
valid Fri-Sat-Sun, Saturday May 11 only
*for take 10% off any single sale or clearance item in shoes, men's suits and sport coats and small electronics.
*Excludes doorbusters, 99¢ sale promotion, cosmetics, fragrances, fine jewelry, maternity, formal wear, pillows, & more dress shirts, towels, ladies' dresses and suits, special orders, everyday low price items, day spa and salon services, car services, electronic gifts and gift certificates. Coupons cannot be combined. Must present coupon for discount. Not valid on previously purchased items.

PARISIAN

GIVE HER YOUR LOVE WITH LONG-STEMMED ROSES FOR 9.99



ROSES for 9.99 With any purchase of 40.00 or more, you may buy a bundle of a dozen long-stemmed roses for just 9.99! While supplies last.

FREE GIFT WRAP

Bring in this coupon for one complimentary gift wrap with a Parisian purchase of 50.00 or more.

valid thru Sunday, May 12

PARISIAN

TAKE AN EXTRA 15% OFF
any single sale or clearance item
valid Friday May 10 and Saturday May 11
*for take 10% off any single sale or clearance item in shoes, men's suits and sport coats and small electronics.
*Excludes doorbusters, 99¢ sale promotion, cosmetics, fragrances, fine jewelry, maternity, formal wear, pillows, & more dress shirts, towels, ladies' dresses and suits, special orders, everyday low price items, day spa and salon services, car services, electronic gifts and gift certificates. Coupons cannot be combined. Must present coupon for discount. Not valid on previously purchased items.

PARISIAN

TAKE AN EXTRA 15% OFF
any single sale or clearance purchase* in fine jewelry
valid Friday May 10 and Saturday May 11
*Excludes special events, special buys and watches in Fine Jewelry. Coupons cannot be combined. Must present coupon for discount. Not valid on previously purchased items.

PARISIAN

FREE FLOWERING MUM FOR MOTHER'S DAY
With any cosmetic or fragrance purchase of 50.00 or more, receive a beautiful flowering mum as a free gift. Also, with any cosmetic or fragrance purchase, you may purchase this pretty 8 1/2" terracotta planter for just 12.50. *excludes sale merchandise.

ELECTRONIC GIFT CARD It's the easiest way to give Mom the perfect gift for Mother's Day! Available at Customer Service from 5:00 and up

P·A·R·I·S·I·A·N YOU'RE SOMEBODY SPECIAL

CALL 1-800-424-8185 TO ORDER ANYTIME. STORE HOURS: Laurel Park Place (953-7500) open Sun. 12-6, Mon.-Fri. 10-9, Sat. 8-9. FOR INFORMATION call 953-7500. CHARGE IT! Parisian Credit Card, MasterCard, Visa, the American Express® Card or Discover®. LOCATED AT LAUREL PARK PLACE IN LIVONIA, CORNER OF NEWBURGH ROAD AND SIX MILE ROAD, (TAKE THE SIX MILE ROAD EXIT OFF INTERSTATE 275.)