



Karen Breen-Bondie, President
Carol Frederick, Vice President
Anne Williamson, Second Vice President
Darcey McLaughlin, Secretary
Katrina Collins, Treasurer

Minutes Monday, March 22, 2004

The meeting was called to order at approximately 7:10pm in the Media Center of Roosevelt Elementary School.

In attendance: Carol Frederick, Bill Frederick, Judy Garlock, Debbie Sobolewski, Katrina Collins, Heather Carmona, Andrea Townsend, Debby Hill, John Clark, Karen Breen-Bondie, Lori Kodan, Tom King.

Secretary's Report of the Minutes for Monday, January 26, 2004 were presented by President Breen-Bondie. John Clark moved to approve, Carol Frederick seconded and the minutes were approved.

Treasurer's Report – Treasurer Katrina Collins presented the Treasurer's Report that summarized dues collection status and noted expenses. Our checks have Phil Kauffmann's (previous Treasurer) address on them. President Breen-Bondie indicated that that information can be changed directly on the check. Snow removal is paid per month (\$1,000 each month from December through March). Our new contract was effective from the end of January through the end of March. The contract will be renewed each year. A question from the floor was asked about collection rates from past years. President Breen-Bondie indicated that there was an 81% collection rate for 2002, 77% 2001. So far we are at 67% for 2003. We also will experience an increased cost for the annual Beautification Award plaque. This year the cost was \$145; next year the cost will be \$220. The first year's cost is usually the most because the company must cast a mold. The cost for the remaining years until 2010 remain unchanged. We have nothing in writing from Colonial Brass (29 Vine Street, PO Box 511, Middleboro, MA 02346 1-800-549-8670) guaranteeing a price for the remaining years so unless we find a cheaper source, we will stay with this company.

Revisited the website domain name issue from the January meeting since we now have a better outlook on our income and expenses. President Breen-Bondie suggested registering our domain name as www.wpiaferndale.org with register.com. One year registration is \$19.95, two years \$39.90 which includes ad banner that can be removed for \$50. After two years we pay \$39.00 yearly. Bill Frederick moved to go forward for the two years, Katrina seconded. Motion carried. President Breen-Bondie will make arrangements and notify when the website is up and running at this new domain. (Addendum: The website has been temporarily moved to <http://mywebpages.comcast.net/wpiaferndale/>, but not all links are active. To access the archives for minutes, newsletters, bylaws, contact info in the meantime go to <http://members.aol.com/wpiaferndale/pdfs>. It is unknown how long the former website address will be available.)

Guest Speaker: Heather Carmona, Executive Director of the Woodward Avenue Action Association (WA3)

The WA3 was formed in 1996 from an Oakland County planning study at County Executive L. Brooks Patterson's request. Purpose of study was to determine what was happening in communities along Woodward. Land use, zoning, façades, private investment and parks were studied. The main focus was to attract business, as the Automation Alley designation does.

Woodward Avenue Action Association, a non-profit organization, was formed to implement the study. Pontiac and Bloomfield Township have since joined. Bloomfield Hills is not part of the association. Each community pays dues to the association relative to their proportion. The WA3 also is the recipient of grants. A mayor and a business representative are part of the board. Dave Stroud is the Ferndale rep. Thirty businesses in Ferndale are part of the association, on and off Woodward. The total number of Woodward businesses is 250-300. In comparison, there are about 800 in Royal Oak.

Through all these endeavors, the county applied for Heritage Route designation through the state. This is similar to the Great Lakes Circle Tours designation. After that designation was awarded, they applied for a National Scenic Byway designation as a funding mechanism and were levered \$1M for marketing and beautification. There is a four-point approach, similar to the Main Street program for the National Trust for Historic Preservation that Ferndale's DDA was awarded two years ago.

Heather displayed a poster of the Woodward Avenue logo and design. The branding is a way of bringing CEOs and marketing people together. We need people to take pride in the assets we have in Metro Detroit. WA3 creates the framework to get people working together.

The next project is signage on Woodward of the brand. Heritage Route comes through the state. MDOT signs are on Woodward at Fairwood in Pleasant Ridge—on the median. WA3 is working on guidelines for banners, curbswalks and unifying elements through MDOT.

Heather had lots of WA3 handouts from maps to brochures. The map handout listed historic sites and events. Events have to be in existence for at least three years to be included on the map. The map covers the intrinsic values of Woodward activities, historic basis and preservation. WA3 is working with another non-profit organization to bring awareness to a Top 10 Endangered Building, the Model T plant. It is number one. Ferndale was the bedroom community for that Ford plant.

In terms of activities from Ferndale viewpoint, the Ferndale DDA is working on pedestrian problems in joining the city's east-west crossing at Woodward and Nine Mile. The WA3 has applied for a grant from the state on behalf of the Ferndale DDA for funding of the Woodward-Nine Mile median design. Hoping to get a \$160K grant from the state within the month; after the resurfacing in summer will do beautification.

The WA3 offers the following services to businesses: design, budgeting, façade improvements and consultation. There have been three such projects in Ferndale. The meetings are Chamber of Commerce-type. Each community has a master plan that residents need to help encourage. Trying to be bolder in priority redevelopment for communities.

There are median projects in Birmingham and Pontiac. The WA3 is working with Birmingham on a way-finding system that will guide visitors to larger off-Woodward event locations.

The WA3 is also involved in SuperBowl host committee partnering. The NFL pursues a lot of business ahead of time (minority business encouragement, as well).

In the works is an WA3 expansion plan that will include Wayne County all the way down to the river. Initially, it was only Oakland County. The partnership helped to secure the national Scenic Byway designation. Oakland and Wayne Counties both see the funding advantages to regional partnering. This partnership will officially take place in two weeks.

On May 8th, the WA3 hosts an annual "Clean Up on Woodward" event. The information is available on their website at www.woodwardavenue.org.

Heather will work with us on an as-needed basis to assist us in obtaining historic designation.

Annual Elections: Everyone present is willing to stay on. Anne Williamson is moving to Pleasant Ridge. The Stones (on Lower W. Drayton) are interested in her vacated position of 2nd VP. Heather Kolwich to remain on as sole block director for West Lewiston. Need 20 for quorum at a general

meeting. No quorum present; no election can take place. Because it's an "even" year, Drayton and Maplehurst are up for re-election. Those block directors will stay on.

Committee Reports:

- a. **Beautification Award:** Karen showed the plaque for the Sullivan's 2003 Beautification Award. Nomination deadlines for 2004 will be up to the new 2nd VP. Officers and block directors will be notified.
- b. **Yard Sale:** Carol Frederick stated that the Yard Sale is scheduled for August 28-29. Sign up at block party. Fee will be \$7; ads will be placed in local papers. The committee consists of Carol, Katrina Collins and Upper Woodland resident, Gretchen Benson.
- c. **Block Party:** We are in need of a chairperson. Judi Near-Hunt stepped down and co-chair Nicole Cotter moved. Karen has approached Becky Dokho, who was in charge of cleanup last year. She lives on Maplehurst. She declined because she is too busy and is too new to the neighborhood to recruit helpers. If no chairperson, party will be cancelled.
- d. **Oakridge Park:** Debby Hill and Lori Kodan reported on progress. Lori asked about a fence after the vote. Called back and talked to Byron. Shawn Slocum often has excess trees and bushes in the fall. Debby and Lori will also talk to the Ferndale Garden Club. It was expressed that we need to get a true designation.

Debby said that she received confusing statements from the mayor regarding actual "park" status of the land. President Breen-Bondie suggested designating a Nancy Schmidt memorial (she passed away in 2003 and was a member of the Ferndale Garden Club in addition to her family living right behind the park in Pleasant Ridge), including a welcome sign to Woodland Park Association. We need to prove that a park is the appropriate use for the land.

Debby has a videotape from Frank and Betsy Fernandez (former Lower Oakridge residents) showing a designation made years ago, but we need to find out how to do it officially to prevent the proposal/rezoning/sale of the lot. Perhaps Pam Cunningham, master gardener (and Debby's sister), will work with us on a garden plan (Addendum: President Breen-Bondie approached Ferndale resident and Landscape Architect, Stacey Tobar, about working with the group on a *pro bono* cursory plan. She has agreed and we will meet.) The city provided a water spigot for the median park near the border of Ferndale on West Drayton, perhaps we could get one as well. Heather Carmona mentioned that the WA3 may be able to help us. President Breen-Bondie noted that since we have an official committee with Andrea Townsend, Debby Hill and Lori Kodan, we need to have a chairperson. Lori Kodan volunteered to chair the Oakridge Park Committee.

President will get the group together, disburse petitions to WPIA residents through block directors and approach city council with our plan.

- e. **Historic Neighborhood Designation:** Do we want to proceed? Hearing no objections, President Breen-Bondie indicated that she forwarded a semi-completed application to the Fredericks for their input as architects, to assist. It is protocol to apply through the state for National Register of Historic Places designation. If approved, it moves through to national consideration. Residents will be advised of the application process.

Snow Removal: The President talked to Jim, owner of GreenScapes, Inc. A few residents on Lower Maplehurst expressed concerns and do not want their snow removed. Jim has the addresses and will skip them. However, he indicated that the first go-round was difficult due to the fact that there was already a large amount of snow on the ground that he had to navigate through. He is confident that getting a head start on the snow removal will alleviate their concerns in the future. He expressed that with proper identification (flag markers similar to what is placed on lawns during fertilization) and early intervention by them, there would be much less damage. He is also willing to place a rubber edge on the bottom of his blade. If we are still not satisfied, he will look into purchasing a brush.

It was expressed by the President that these residents do not wish to rescind block association participation, they are just concerned about the new service. They must notify the President each year in November if they do not wish to have their snow removed so the President can notify GreenScapes accordingly. Tracy Parrish will coordinate this with those residents.

Pinecrest snow removal of corner lot brought up by homeowner John Clark. Previous snow contractor cleared his sidewalk from the corner of Lewiston north along Pinecrest to Maplehurst. Perhaps we could have GreenScapes remove this portion as well. Discussion on whether St. Luke's Church should be approached if they want to contribute in order to be included in snow removal. President will follow-up with GreenScapes on both. (Addendum: Since these notes were transcribed, resident Tom King informed President that St. Luke's Church contracts their own snow removal and is not interested in our offer.)

New Business:

Tom King, of 630 W. Maplehurst, is a member of the Ferndale Foundation. He gave a short report on the Foundation and its purpose. It was formed a little over a year ago, but hasn't been active. He was appointed by Tom Barwin, Ferndale City Manager. It is similar in scope to Pleasant Ridge Foundation. Meeting next month. They would like to raise money through grants, donations and contributions for city-wide projects. Volunteers to do beautification—flowers in median, etc. There are nine people on the Foundation (two city council members, Covey being one). Tom would like to see the Block Clubs work on the median, especially at Christmas with decorations. President indicated that MDOT is in charge of the median and would have to give approval for such. We look forward to hearing what the Foundation proposes.

Judy Garlock, Upper West Drayton Block Director, stated that Phil Poole and another resident, brought up the Gypsy Moth concern to her. It was decided that this is a city/county issue. The Association understands the concern for the welfare of our trees, however, there is no money or resources at our disposal.

The meeting adjourned at 9:00 p.m.

Other: Carol Frederick asked that residents familiarize themselves with school board candidates. The Ferndale PTA Council will be hosting a "Meet the Candidates" evening on Tuesday, May 18 at the Ferndale High School Media Center. There are two seats up for re-election.