

**VILLAGE OF GROSSE POINTE SHORES, A MICHIGAN CITY
MINUTES OF THE AMBASSADOR COMMITTEE MEETING
May 8, 2012**

A meeting of the Ambassador Committee of the Village of Grosse Pointe Shores, A Michigan City, was held on Tuesday, May 8, 2012 in the Council Chambers of the Grosse Pointe Shores Municipal Building. The meeting was called to order at 10:05 AM.

Present:

DJ Boehm, Chair
Madeleine Phillips, Member
Chace Wakefield, Member
Kay Felt, Council Liaison

Absent:

Gloria Anton, Member
Alex Lucido, Member

Also Present: None

Any items pertinent to this meeting are either attached or placed on file.

APPROVAL OF MINUTES

The minutes of the April 10th regular meeting and the April 18th special meeting were both approved.

ACTION AND DISCUSSION ITEMS

A. Committee Budget

The recently submitted Ambassador Committee \$2,500 budget was approved by Mark Wollenweber. The budget was within allowances for both this fiscal year (ending June 30, 2012) and for FY 12/13.

B. Realtor Conversations

The Realtor conversations, organized by Chace Wakefield, will take place on Wednesday, May 9, at 10:00 AM. Our committee will focus on the "GPS brand," while the realtors will sell homes. The meeting will be offsite. Kay Felt stated that it will no longer be necessary for the Grosse Pointe Ambassador Committee to comply with every Open Meetings Act provision because our committee does not make public policy.

C. Sign Ordinance Update

Chief Schulte will propose to City Council if there is a need to retract or amend the sign ordinance. As a reminder for all realtors, no signs are allowed on any medians. Signs must not

block a house walkway. “Open House” signs may be on Lake Shore. Open House signs may be displayed only between 1-5 PM on Sundays only.

D. Designers’ Show House

The Junior League of Detroit, although initially willing to support the GPS Ambassador Committee promotional activities, quickly backed off from their support. The only allowance they would make was a 3’x4’ sign at the corner of the Designers’ Show House driveway and sidewalk. The sign that was posted, featured Tom Krolczyk’s GPS photographs and remains on display throughout the Show House dates.

E. Special Meeting with School Officials – Debrief

Our committee “got the issue out there: for discussion.” “Metro Detroit - A Source,” publication was shared, which is a source book for school listings, graduation rates, and percentages of students seeking continuing education. A number of “incidents” were discussed. Issues included a lack of acknowledgement of concerns by Mr. Bearden as well as a new issue regarding “fear of retribution.

***Action Item:** DJ Boehm will contact Superintendent Harwood to schedule an offsite conversation with the Ambassador Committee.*

F. Park Suggestions

The committee is considering anything that would make the Shores more attractive to families, e.g., enhancements like a splash pad (costly?), possibly repurposing the one tennis court in disrepair into a paddle tennis court.

***Action Item:** All committee members should talk with neighbors and come up with any Park enhancement ideas for the June meeting.*

G. Marketing, Promotions, and Target Clients

For the Ford House Events, the Lions Club will handle the parking (July 13-14 DSO events), the Princess events, and Jazz (in August). On behalf of the Lions Club, Chace Wakefield generously offered to feature GPS promotions at the Lions Club booth. GPS will be providing police patrol for the Ford House events.

***Action Item:** Madeleine Phillips will prepare a calendar of Ford House events which would draw attendance from outside of the Pointes.*

The committee discussed potential Chamber of Commerce activities to promote all of the Pointes. Madeleine Phillips shared the “Birmingham” magazine with the idea that the Chamber may be able to similarly promote the Pointes.

The committee will need to come up with a promotional piece for GPS to use with Detroit businesses and other events. We discussed the importance of making it simple and elegant.

***Action Item:** All committee members should consider key messages, tag lines and branding for discussion at our June meeting.*

Chace Wakefield noted that Midtown Detroit is overflowing, improving the Grosse Pointe Park

rental environment. The Housing Foundation is subsidizing renters (graduate students). Chace Wakefield also noted that we should consider Macomb County businesses, for example, the engineers moving into Warren. We should also consider meeting with business owners who live in the Shores and talk to them to see what their expectations might be.

***Action Item:** All committee members should be on the lookout for target client opportunities for potential new GPS residents.*

ADJOURN

The meeting adjourned at 11:12 AM.

NEXT MEETING

The next meeting of the Ambassador Committee will be Tuesday, June 12 at 10 AM in the Council Chambers.

Respectfully submitted,

Madeleine Phillips, Member and Recording Secretary