

**VILLAGE OF GROSSE POINTE SHORES, A MICHIGAN CITY
MINUTES OF THE AMBASSADOR COMMITTEE MEETING
April 10, 2012**

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

Present: DJ Boehm, Chair
Gloria Anton, Member
Alex Lucido, Member
Madeleine Phillips, Member
Chace Wakefield, Member
Kay Felt, Council Liaison

Absent: None

Also Present: Jeanne Lizza

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

APPROVAL OF MINUTES

Gloria Anton moved to approve the March 9th minutes, seconded by Alex Lucido. The minutes were approved.

ACTION AND DISCUSSION ITEMS

A. Grosse Pointe Shores 2012 Census Data

The dip in 20-39 age group compared to the US overall data likely reflects the high percentage of students going to college, as well as the lack of apartments, starter jobs and starter homes in the community. The census profile fits with expectations for our established community.

B. SWOT Analysis

There were no additional suggestions or changes to the SWOT document on file.

C. Interview Data

The interview data are on file with the city. Residents all gave strikingly positive responses in their responses describing Grosse Pointe Shores.

D. Meeting with the Schools

The meeting with Grosse Pointe Public Schools Superintendent, Tom Harwood, Principal Cathryn Armstrong, Parcels Middle School and Principal Tim Bearden from North High School is scheduled for April 18 at 10 AM. Several examples of safety incidents at the schools were

discussed at length. Residency issues were also raised.

- **Action Item:** *DJ Boehm requested that committee members write up narratives of issues so that we can share them with school officials prior to the April 18 meeting.*

E. Off-Site Realtor Conversation

The committee discussed the format and realtor attendees for the brainstorming conversation, as well as the importance of honest and candid conversations. The session will be held offsite.

- **Action Item.** *Chace Wakefield will organize the realtor conversation within the next month.*

F. Open House Sign Ordinance

Kay will check with Mark Wollenweber regarding the sign ordinance. She believes there could be concessions. Alex Lucido tested the regulation on a recent Sunday on Ballantyne by using six open house signs, including one on Lake Shore Road. In the past, police officers have brought the signs to the realtor and handed them to him at the open house. This time no police returned signs.

- **Action Item:** *Kay Felt will look into the possibility for an ordinance amendment for open houses.*

G. Chamber of Commerce Issues

Alex received an email from Chamber Board Chair, Cathy Champion. The Chamber Ambassador Committee supports all five Pointes. Cathy's concern was that the GPS Ambassador Committee doesn't support all five Pointes and should. DJ Boehm met with Cathy and Chamber President Jennifer Boettcher. Although we will shine the spotlight on Grosse Pointe Shores, there are positive synergies with the Chamber. The chamber suggested that our committee work with the Designer Show House and distribute calendars, etc. DJ Boehm will work with the Chamber in their Marketing brainstorming session.

The Chamber "Go Fish" program hasn't been sponsored by the GPSIF, although the four other Pointes are sponsors. Kay Felt is working with Mark Wollenweber to help with sponsorship for the program and he is personally committing to make a donation. The Mayor also committed to a donation. The committee also discussed the GPSIF's stance. DJ Boehm encouraged GPSIF to consider donating to "Go Fish" at some level, even if it is only 10%. Our committee is encouraging others in the Shores to support "Go Fish."

H. Designer Show House

Madeleine Phillips will approach the Junior League of Detroit Designer Show House co-chair, Barbara Prues, regarding a sign to be used at the 22 Webber House that will welcome visitors to Grosse Pointe Shores. Alex Lucido thought that was a great idea and would like to piggyback PR for our City. Several different ideas were suggested including: realtor guided tours of homes, self-guided tours, with stars or dots on maps representing homes for sale, a promotional piece available with video, "Buy a home, get a boat well", creating literature or postcards, home listing giveaways, and "marathon Open Houses" on Sundays during the event. Whatever we do will depend on the Junior League of Detroit's willingness to let us participate. Kay Felt made the point that GPS has "bent over backwards" to be helpful to the Junior League of Detroit, providing both parking at the Park as well as security. The Designer Show House runs from

May 5 - 20.

Action Item. DJ Boehm to talk with Shores photographer and create brief copy for the Show House sign.

I. Ford House Events

There are four events held at the Ford House annually. When guests arrive and park to walk across the street to the Ford House, they may have no idea where they are in relation to the Grosse Pointes and the eastside in general. Our committee could create a “mini visitor center” with a staffed table.

Action Item: Madeleine Phillips to contact Ford House to discuss how to implement this arrangement.

J. Additional Action Item from this meeting:

As of today’s meeting there are 27 homes for sale in Grosse Pointe Shores. That is considered a “low inventory.”

Action Item. Chace Wakefield to estimate how many properties are rented in GPS?

K. Other

1. Finance Committee and the Park

Kay Felt discussed that the pool is not appealing to high school-age kids. What is the perception of the Park on the part of young families? Kay Felt suggesting running a focus group of youngsters up to ten-years-old.

The committee members came up with several quick suggestions to make the Park more child friendly, for example, a Splash Pad at Pier Park, 100 x 100, behind the baby pool because our park does not cater to four-to-nine-year olds. Other suggestions included a Putt-Putt golf area, repurposing the tennis courts to something else, tearing up one tennis court and replacing with Paddle Tennis, and replacing hard courts with lower cost clay courts. The discussion ran short due to time constraints. The discussion will be continued at a future meeting.

2. Mayor’s Prayer Breakfast

We are invited to the Mayor’s Prayer Breakfast on Thursday, May 3, at the Grosse Pointe Yacht Club, from 7:30 – 9:00 AM.

Next Ambassador Committee Meeting -Tuesday, May 8, 2012