

Focus Macomb: A Partnership for Economic Development
Quality of Life Committee Meeting
August 23, 2007
Summary

Members Present:

Suzanne Coats (Turning Pointe)
 Susan Doherty (MC BoC)
 Larry Garrisi (Sunshine Homes)
 Patrick Green (Aon Risk Services of Michigan)
 Karen Parenteau (Health Alliance Plan)
 Chris Pozios (Pozios Properties, LLC)
 Roy Rose (Anderson, Eckstein & Westrick)
 Fred Thompson (Indian Summer Recycling)

Members Missed:

Joe Abdo, IBEW
 Michele Barnard (Beaumont Hospital)
 Ameldia Brown (St. Joseph Health Care)
 I.J. Campbell (City of Roseville)
 Tony Comito (Retired, TACOM)
 Ken DeCock (Boyka's Farm Market)
 Jay Goscinski (Remax Acclaim)
 Jack Liang (HCMA)
 Frank Marella (CARE House)
 Arthur Mullen (Mount Clemens DDA)
 Mounir Sharobeem (Judson Center)
 Paul Socia (Citizens State Bank)

Guests: None

Staff: Maria Zardis

The meeting summary from July 26, 2007 was made available with a reminder that the meeting that was scheduled for August 9 was cancelled. In reviewing "Next Steps," there was consensus that the vision and mission distributed by Mike Rozny via e-mail captured the essence of the project. The intended audience is primarily the Macomb County resident assuming that what would be useful for those within the region would also be of value to those looking to visit or relocate.

Karen reiterated the point that this would not be a newly created website but would instead enhance the county's existing site. She provided a copy of "Scope & Objective Analysis" notes dated 8/22/06 as a means of pulling together a preliminary site map (the outline – or "skeleton" of the website). The following major areas were identified:

	Working Title	Meeting Notes/Discussion	Assigned To:
I	Arts & Culture	All things related to art, general information about cultural diversity (with links to specific information (United Way?), etc.	Karen Parenteau <i>Art Mullen</i>
II	Recreation & Leisure	"The Great Outdoors" and other recreational pursuits	<i>Jack Liang</i>
III	Shopping	Malls, downtowns, specialty shopping areas	Susan Doherty
IV	Schools (and universities)	Overview of the quality of primary and secondary education in the county with links to all schools districts, colleges and other schools in the county.	??
V	Events	Most likely a calendar that highlights special events and activities for all audiences.	
VI	Public Safety	Overview of overall safety of the county including information about special initiatives. For instance, computer fraud initiative (MACE), vehicle theft	Patrick Green Susan Doherty

		coalition, etc.	
VII	Sports	Professional, semi-professional, amateur, youth, etc	Larry Garrisi
VIII	Health	Health care facilities, wellness programs, etc.	Chris Pozios
IX	Food & Entertainment	Dining, night life, movies, etc	Karen Parenteau Chris Pozios
X	Religion (and Spirituality)	Churches	<i>Ameldia Brown</i>
XI	Nonprofits & Service Organizations	Nonprofits and fraternal orgs (Kiwanis, Rotary, etc) +++ <i>Foundations?</i>	Sue Coates
XII	Lifelong Learning	Continuing educations of a leisure nature (art classes, language, etc (MCC Lifelong Living, adult enrichment, etc.)	Fred Thompson

It was agreed that a dozen different areas within the website may eventually change but that, for now, they appear to address all of the areas where greater awareness is needed in terms of quality of life assets.

The homework assignment for the next meeting (9/27) is to begin the process of sub-categorizing each of the areas. Each work group (see “assigned to”) is asked to identify the logical categories for each heading:

I. Arts & Culture

- a. Art Galleries
 - i. Anton Art Center
 - ii. Starkweather Gallery
- b. Theaters
 - i. Macomb Center for the Performing Arts
 - ii. Richmond Community Theatre
- c. Music
 - i. Warren Symphony Orchestra

Those committee members that were unable to attend will be called and asked to get involved. This task is something that might easily be accomplished by e-mail. Each group should forward their work by September 20 (maria.Zardis@macombcountymi.gov) so that information can be consolidated for discussion at the next meeting.

Other Discussion (things to keep in mind for developing the formal proposal:

- To keep the website current, a system for allowing entities to self-identify their existence should be in place. This could be as simple as a button on the site that states, “It is our intention to accurately reflect all of the many assets that make Macomb County a great place to prosper and live. If you feel our information is inaccurate or incomplete, please let us know.” A form could then pop up that would allow users to communicate with the Webmaster regarding suggested changes.
- As we would like to provide links to other places through this website, a disclaimer statement needs to be developed, “You are now leaving the Macomb County site. Macomb County assumes no responsibility for the content of the website you are about to visit (blah, blah, blah).

- It would seem an insurmountable task to list ALL of the restaurants throughout Macomb County (although the MC Health Department inspects ALL restaurants and must surely have a database that we could start with). A good idea might be to link to an existing dining guide . . .
- At some point, a time line should be established for launching the new website. Review of content, in terms of liability issues, might be considered as a necessary step.
- As the content and design of the website reaches a final stage, it might be a good idea to assemble a focus group to review and use the site to insure that it is user friendly.
- Is it possible to generate revenue by charging a cost to include a link to a commercial website. This could be a nominal fee that when added up, might provide enough to keep the site fresh.

Next Steps:

(as established in 7/26 meeting summary)

3. (continue to) develop website content
4. Design the site (how it will look and work)
5. Develop a structure to operate and maintain the site
6. Develop a marketing plan to reach intended users

Next Meeting:

Thursday, September 27 from 4:00 – 5:30 p.m. at Citizens State Bank on M-59, east of Gratiot