

Focus Macomb: A Partnership for Economic Development  
Summary – June 14, 2007 Quality of Life Committee Meeting-Citizens State Bank

**Members Present:**

Arthur Mullen, Mt. Clemens DDA  
Chris Pozios, Pozios Properties, LLC  
Fred Thompson, Indian Summer Recycling  
Jack Liang, HCMA  
Jay Goscinski, Remax Acclaim  
I. J. Campbell, City of Roseville  
Paul Socia, Citizens State Bank  
Roy Rose, AEW, Inc.  
Commissioner Susan Doherty, Macomb County  
Suzanne Coats, Turning Point, Inc.  
Ursel Mayo, May Real Estate Group

**Members Missed:**

Ameldia Brown, St. Josephs Health  
Michele Barnard, Beaumont Hospital  
Frank Marella, CARE House  
Joe Abdo, IBEW  
Karen Parenteau, Health Alliance Plan  
Ken DeCock, Boykin's Farm Market  
Larry Garrisi, Sunshine Homes  
Mounir Sharobeem, Judson Center  
Patrick Green, Aon Risk Services of Michigan  
Tony Comito

**Staff:** Mike Rozny

**Guests:** None

**Introduction:** Each member introduced him/herself to the Committee.

**Discussion:** Paul Socia opened the meeting at 4:10 p.m. The Committee reviewed several websites on the internet, and identified features deemed that would enhance or detract from our objective to create a website that will entice interest and use by the public. The following results were obtained:

The web page should be intuitive and easily navigated. The San Diego Quality of Life, Henry Ford, Macomb County Business and a few other sites were identified as exemplary. On the other hand, we should avoid over-populating the main page with too much information. Several other websites were identified as bad examples.

The QoL website could be accessed directly from the Macomb County site, through a menu button entitled either "Focus Macomb" or "Quality of Life". This would eliminate the need to create an entire website, and would enhance functionality of both the County site and our own.

The main page should be organized by functional area and age, with each area linked to other, more detailed pages specific to that area of interest. This would enhance usefulness to the individual, and increase use by the public. We should incorporate a calendar to highlight events and increase attendance at them. This could increase business subscriptions.

The Committee needs professional insight concerning web design and procedures. Mike Rozny will speak with Justin Robinson, who was involved with the development of the County's website.

**Result:** The Committee agreed on several necessary features.

**Next Steps:**

Mike Rozny will invite Justin Robinson to address the Committee on July 12.

**Next Meeting:** Thursday, July 12, 4-5:30 p.m. at Citizens State Bank (Hall Rd. between Gratiot and I-94) in the 2<sup>nd</sup> Floor Conference Room.