

Preservation Wayne VIP News

March, 2003

Welcome to the second edition of the 2003 PW **VIP (Volunteers in Preservation) Newsletter**.
Tour season planning has started and we sure have lots of enthused VIP's!! **Lots going on - please read it all!!**

VIP News this month

- **Note from the Board-**
- **Tour Updates**
- **PW email policy**
- **Publicity update**
- **Calendar (save the dates!!)**
- **Meet that VIP!!**
- **Your thoughts are welcomed!!! and notes from the Editor**

Note from the Board - PSA's and Committee needs

First - exciting news about the "History in our Hands" PSA's sponsored by the National Trust for Historic Preservation (NTHP). This was announced at the NTHP conference last October and is taking shape.

Preservation Wayne has partnered with the NTHP, the Michigan Historic Preservation Network and the AdCouncil to produce a public service announcement (PSA) for radio, television and the print media. This PSA was designed to promote the preservation and reuse of older and historic structures and sites. For the next three years the "History is in our Hands" announcements will bring awareness, and hopefully support, to the preservation efforts made by Preservation Wayne, the Michigan Historic Preservation Network and the National Trust.

This initiative has already started in the radio media, and should start shortly in the print and TV media. Look at the NTHP website http://nationaltrust.org/why_preserve.html to get a glimpse of the PSA's (note the picture - the print ad, which asks: "When your children ask you where you got married, will you have to say, 'Over there, by the unleaded?")

Second - we are working to build our committee structure and need active volunteers!!
Contact Karen Nagher (details below) for more info.

The following committees need additional members:

- **Publicity (chair - Bob Goldsmith)** - furnish PW promotional pieces to media contacts, city agencies, travel organizations, etc.
- **Marketing (chair - tbd) and Outreach (chair - Norb Keller) Committees** -- deliver PW's mission, goals and accomplishments to corporate groups, neighborhood groups, etc.
- **Events** - coordinate special events (such as the Awards meeting, Members meeting, and volunteer appreciation events)
- **Advocacy** - prepare position papers, as well as become a presence and a voice in support of endangered buildings, districts and neighborhoods
- **Membership/Volunteer** - develop and maintain membership and volunteer participation through promotions and relationship building campaigns

- **Fund/Friend Raising** - advance and implement yearly fund and friend raising efforts
- **Grant Writing** - expand the organization's grant efforts and develop associated programs where necessary.

Each committee will have a PW board member playing a role as well as providing oversight and support. **If you have skills or an interest in any of these areas**, please leave a voicemail message for Karen Nagher at (313) 577-7674, fax to (313) 577-7666, or mail your inquiry to Preservation Wayne, P. O. Box 02562, Detroit, MI 48202.

Tour Updates

- **Two recruitment meetings were held in February.** Unfortunately, our publicity efforts for the first meeting fizzled (through no fault of our own - blame the economy and other pressing news...), but serendipitously, a spot on WDET got us a lot of publicity for the February 22 meeting - which was great and a sincere thank you to those who managed to find out about the meetings in spite of everything. Be assured that we have this on our 'need to do this better next year' list...

- **A very sincere welcome to our new recruits!!** Looking forward to having you join us on another great tour season. Your interest and the expertise you all bring is really outstanding!!

To:

- **Devon Akmon** - Downtown and Outreach
- **Andrea Berez** - Eastern Market
- **Kerry Burke** - New Center
- **Marilyn Citron** - Eastern Market
- **Mary Elizabeth Coon** - New Center
- **Judith Ellison** - New Center
- **Elena and Paul Fracassa** - Auto Heritage
- **Lisa Goldstein** - Midtown
- **Wallace Gregory** - New Center
- **Matt Hoffman** - Eastern Market
- **Gloria Mann** - Tuesday Tours and Outreach
- **Jim Mellet** - Midtown
- **Catherine Paukstis** - Eastern Market
- **Cyndi Philpott** - Eastern Market
- **Muriel Simmons** - Outreach
- **Kim Skeltis** - Midtown
- **Kurt Spieles** - Downtown
- **Kathleen Tillson** - Midtown and Outreach
- **Carol Watkins-Babcock** - Eastern Market
- **Lisa Westman** - Eastern Market

Plus two of our 'last year' shepherds are planning to expand their knowledge by joining another tour - wonderful!! There is so much that ties together between all of our tours. **Thanks to**

- **Ayanna Smith**
- **Rochelle Banks Jackson**

We also have two people who didn't provide volunteer sheets at the meetings. Alan (Calunas???) I'm sorry - can't make it out. Detroit address) and Tony Wagoner (Harper Woods address). We don't have a phone or email contact for these folks, so I will send them a mail copy and follow up.

Tour Team Updates

All tour teams have reported that their **initial meetings with new guides/shepherds-to-be have been fun**, and they **are looking forward to working with their new team members**.

- the **Auto Heritage Tour** is considering a modification to the route they used for the past two tour seasons, with the intention of incorporating some additional sites that exhibit excellent examples of reuse/continued use of existing buildings.
- **Auto Heritage** is also looking forward to an exciting summer in 2003, with celebrations planned for the Ford & Buick centennials.
- **the Midtown area** - has been the focus of several news articles in recent months (one is http://www.freep.com/news/metro/des8_20021208.htm) Another indication of the revitalization of the city! The Midtown team is looking forward discovering the changes over the winter in one of the most rapidly changing areas of the city.
- **Downtown** has the distinct advantage of a large core group of returning volunteers. In fact, several new volunteers for Downtown were re-directed to other tours, so we appreciate your flexibility.
- **Eastern Market** also welcomes our new volunteers, and we are looking into streamlining our training program this year by developing a mentoring process and expanding our research activities.
- **New Center** is planning to start Tuesday night tours on the second Tuesday of the month May - September. The target audience will be workers in Cadillac Place, Albert Kahn Building, Fisher Building and New Center I.
- • **Tuesday Tours** leader Bob Goldsmith will be walking the five different Tuesday Tour routes on Tuesdays at 5:30 PM starting on March 25th.

Practice sessions will be:

- 3/25 and 4/22 - "Downtown Restaurant, Bars and Club" tour
- 4/01 - "Downtown Buildings of Albert Kahn"
- 4/08 - "Downtown Buildings of Louis Kamper"
- 4/15 - "Downtown Skyscrapers"
- 4/29 - "Downtown Sculpture, Fountains and Art"

The Tuesday Tours officially start on May 6th. If you are interested in learning any of these routes, please meet in the lobby of the Ponchartrain Hotel by 5:30. These sessions may be rescheduled if it is raining.

PW email policy

We covered this in our last newsletter, but due to the expanded distribution list, we wanted to emphasize it again.

Communications is always a difficult challenge. We want to use a vehicle to get information out to everyone in the best and timeliest way possible. So we intend to use email for this communication, and this is new to us as well...

We have gotten responses from members who want to keep their email addresses private, and understandably so (who needs more mail??) That is pretty much impossible to do (based on your tour team email lists, the PW master list, and other things) although we do try (sending things bcc (blind carbon copy), etc. when possible.)

But better is to remember PW's email policy - we will not and do not distribute email addresses for any purpose other than PW or preservation-related activities to the general group. We ask that you do the same. Thanks for your help on this.

Publicity update

- at the last Publicity Committee meeting in February, the text for the '**calendar blurb**' and for **five 'mini-articles' (one for each tour) was finalized**. Committee members have been assigned 'community calendar' update responsibilities, and the 'mini-articles' will be provided to each facilitator to distribute as appropriate for their tour. We intend to have this all out by mid-April, in time for tour season.

- the next step is to make some **direct media contacts**. Bob Goldsmith is drafting a letter to send, which will include our flyer, and an invitation (certificate for a free tour) to take one of our tours. This will be sent to key media contacts who have been 'preservation and history-friendly' in the past. Hope you'll see them on your tours!!

- the **Outreach Committee**, under Norb Keller, has scrambled, but has **successfully staged two activities in the past few weeks** - at Compuware and at a Woman's Day conference in Southfield. They're still in the organizational stage, but have started gung-ho in spite of that!! Norb will give us an update next time.

- the **tour brochure is here!!!!!!** The office has copies. They turned out very nice - in color and very well done. Your Facilitator should have some for your next meeting. We want to keep track of the distribution of these brochures, so please let your Facilitator or the Publicity Committee know where you have distributed them.

Calendar (save the dates!!)

- **March 22 or 23 - document the Belle Isle Horse Stables** (the building was formerly Eastern Market Shed 1, and moved to Belle Isle when I-75 was built), the building is likely to be torn down. Contact Lisa Rush (LERush99@aol.com) for info.
- **March 25 - Outreach Committee meeting** (6:30 at PW). Contact Norb Keller (norbkeller@hotmail.com) for info.
- **April 2 - Publicity Committee meeting** (6:30 at PW). Contact Bob Goldsmith (bobgoldsmi@aol.com) for details.
- **April 11 - 12 - Michigan Local History Conference**. Wayne State University. I don't have the details, but if you want info, let me know (LERush99@aol.com), I will have the info prior to the conference.
- **May 3 - Motor City Makeover in Midtown**. 9 am to noon. Part of the City's cleanup effort. Meet at WSU Welcome Center on Woodward at Warren. Lunch and get-together afterwards. For more information or to volunteer, call UCCA (University Cultural Center Association) at (313) 577-5088.
- **May 3 to September 30 - Tour season!**
- **May 7 - In-depth seminar in Troy on "Historic Preservation in MI; Tax Incentives and Litigation."** 8:30-4:30 at the Northfield Hilton on Crooks Road. \$299 per person (discounts for multiple members of groups). For more info, contact Bob Goldsmith (bobgoldsmi@aol.com)
- • **August 16 - Theatre tour** more on this later...

Meet that VIP!!

Ellen Howell is one of our longtime **Facilitators (for the New Center Tour)** and was nominated by her Co-facilitator Paul McDowell. Ellen - don't kill Paul - we need you both!!

Ellen joined PW in 2001, lured by the newspaper article about the inaugural PW Detroit Heritage

Tours for the Detroit 300 celebration. She got involved in the New Center tour early on and she (shy soul that she is...) became a key player and then co-facilitator for the New Center tour. She says it was a natural fit - she's always been interested in Detroit history and likes to tell the story of the enormous wealth that came to Detroit.

Ellen mentions that she learned a lot in the New Center tour - how many times have we all been in those buildings, but didn't know the details? The New Center Commons area, the intricate details of the Fisher Building (40 different kinds of marble alone!!), the beautiful interior of the Albert Kahn building, and the history of Cadillac Place (the former GM building.)

Ellen especially credits the "great volunteers on the New Center tour team" for their dedication - the group is very cohesive and overcame lots of obstacles over the past two years (intense government security after 9/11 which unexpectedly closed buildings, reorganizing the tours as 'reservation only' last year, and planning a weekday evening tour of New Center area for this year.)

Ellen has also been actively involved in promoting PW and is part of the new Outreach Committee. Ellen works for Compuware and organized an initiative to make Compuware aware of our walking tour program (as they move their offices downtown.) The Outreach Committee is expanding upon those efforts.

Thanks Ellen, for your dedication and hard work in telling the story of Detroit!!

Next time, we'll meet VIPs from the Midtown and Auto Heritage tours!!

Your thoughts are welcomed

Please get any ideas for future articles, info to share, thank you notes, input/feedback regarding this newsletter to the editor. This is '**our newsletter**' to share what's going on with our volunteers, and we certainly want to make this an effective communications mechanism to our volunteers, so **INPUT IS VERY WELCOME!!** The next VIP newsletter is scheduled for May, 2003. Thanks...Lisa LERush99@aol.com

Note from the Editor

Thank you for the comments from our first newsletter. We still have some problems to overcome (odd characters inserted in yahoo and flash.net mail users that we haven't figured out yet) and no time to get the pictures and PrintShop working. Stay tuned, and if you can help a technologically-challenged person with these things, please give me a call!! (**Where are** those 4th graders when you need 'em??)

Our last newsletter was distributed via the Saturday walking tour guide networks, so unfortunately we missed lots of other dedicated PW volunteers. We are fixing that with this newsletter. Katherine has a distribution list (and I will have a copy) of all volunteers, so we will send this out bcc to everyone. If I have a new guide's email address and a confirmation of their tour, I have sent Katherine the information, so they should be on her list.

I have a **list of 'mail only' recipients** (currently Donna, Gene, Jim F., Rochelle, Wallace, Kim S., Gloria, and Muriel) that I mail directly, so if you'd rather receive this newsletter that way, let me know.

We're also **close to having our PW web site updated on a regular basis** - so the newsletter and more updates will be out there very soon. **Thanks Susan!!** (who has a lot of ideas and did a great job on the web contacts and suggestions for us last year. She has volunteered to do quite a lot of work on the web communications for us this year. This is **very much appreciated.**)