

NOTICE

THE CHARTER TOWNSHIP OF SHELBY BOARD OF TRUSTEES

**WORK SESSION
LOBBY CONFERENCE ROOM
MUNICIPAL OFFICES
52700 VAN DYKE
SHELBY TOWNSHIP, MI 48316**

**WEDNESDAY, APRIL 6, 2011
6:00 PM**

AGENDA

1. Discussion of Longhorn Estates with Township Attorney (This item may be discussed in Closed Session.)
2. Discussion of request for funding assistance by the Detroit Film Theater at Stony Creek
3. Discussion of New World Records Management System/Computer Aided Dispatch System for Police Department

And any other matters that may lawfully come before the Board

Posted: April 1, 2011 9:00 a.m.

Amended and reposted: April 4, 2011 11:30 a.m.

(586) 731-5100

Charter TOWNSHIP of SHELBY

(586) 726-2731 TDD

Individuals with disabilities requiring auxiliary aids or service at the meeting should contact the Shelby Township Clerk's Office at 586-731-5102, TDD 586-726-2731



2.18.2011

Project Proposal

Summer Outdoor Cinema

by Michigan Community Media

to Detroit Institute of Arts' Detroit Film Theater & Stony Creek Metropark

Mi Community Media proposes a yet-to-be-branded film screening event by the Detroit Institute of Arts' Detroit Film Theater, to be hosted by the Huron Clinton Stony Creek Metropark—a combination that capitalizes on the popular outdoor cinema. It would be a wonderful summer experience to watch a movie under the stars with nature as a backdrop. Furthermore, the film event has the potential to attract a diverse audience, including a different set of persons who otherwise may not venture into the parks or vica-versa, to the Detroit Film Theater.

2.16.2011

Project Proposal

Dates

Friday, June 17

Also occurring on the same evening is the Friday night concert w/local groups at Eastwood Beach from 7:30 - 9:00 pm (500-700 attendees); *Rustic Family Camping* weekend, 60 camping sites occupied. Additional persons already circulating in the park could attend a concert then be directed to Baypoint beach to take in a film.

Friday, July 22

S/A; particular concert venue draws 2,000 - 3,000 attendees

Rustic Family Camping weekend

Friday, August 12

S/A; concert (500 - 700 attendees); *Rustic Family Camping* weekend

Other potential dates for Baypoint beach include almost any Friday or Saturday throughout the summer months. These Friday dates include other attractions happening in the park, therefore may engage a larger audience.

In the event of rain, ponchos will be offered (branded merchandise?) or if a rain date, to be determined.

Event Location

Stony Creek Metropark's Baypoint beach—water, shoreline with a natural incline for seating, same site of the DSO summer concert. Address: 4300 Main Park Road, Shelby Township, MI 48316

Associated Costs of bringing DFT to Stony Creek

Stony Creek Metropark, local communities

—Outdoor movie equipment rental, merchandising (ponchos, pop corn buckets, etc.), necessary staffing, imaintenance, emergency crews/equipment, etc.

Detroit Film Theater

—Advertising and marketing, film rights

MiCM

—Local advertising and marketing, facilitating costs

Advertising and Marketing

—Huron Clinton Metroparks' summer newsletter

—DFT promo publications: printed quarterly member magazine—June/July/Aug

The DFT will also offer its extensive advertising—”including (at least) weekly/monthly e-blasts sent to 60,000+, homepage panel banners on the DIA's high-traffic Website, a slew of so-called traditional advertising options, and the DIA social media network which is well developed and very active: 40,000 friends on FaceBook and great interaction/content; YouTube Channel with a range of interesting videos; Flickr page; Twitter (8,000+ followers), and a lot more.”

—MiCM will promote the event beginning with the launch of its new website in early spring, and the airing of promotional spots on its public access station, WBRW, reaching the communities of Washington, Romeo, Bruce, Almont, Richmond, Sterling Heights, Shelby, Rochester, Rochester Hills, Troy, and Oakland Twp.

—Additional press coverage

Merchandising

Premium vendors for branded merchandise (ponchos, pop corn buckets, etc.).

Chamberline Marketing Group

Taylor, MI

866.458.1264

734.946.6221

LogoVision

1950 Stephenson Hwy, Troy, MI 48083-1333

248.526.0300

Non-Michigan based company:

Green Pond Group

Larry or Delores

610.250-9512

<http://www.green-pond.com>

Easton, PA

Concessions

Concessions are exclusive to the park, Kosch catering in Rochester:

<http://www.koshcatering.com/index.php>

Contacts

Michigan Community Media

Representing the communities of Washington, Romeo and Bruce Township
Diane Hellner, ddhellner@yahoo.com (WBRW TV, ph 586.752.5202)
57900 Van Dyke, Washington, MI 48094

Detroit Film Theater [DFT]

Larry Baranski, LBaranski@dia.org
Matt Fry, MFry@dia.org
Elliot Wilhelm, EWilhelm@dia.org, 5200 Woodward, Detroit, MI 48202
(ph 313.833.7887)

Huron Clinton Metroparks

David Moilanen, David.Moilanen@metroparks.com (ph 810.494.6034)
Mike Lyons, Mike.Lyons@metroparks.com (ph 800.477.7756)
Stony Creek Metropark, 4300 Main Park Road, Shelby Township, MI 48316

Outdoor Movies

Bob Deutsch,
Direct +1 301.637.5682
Main +1 301.838.4544
Fax +1 202.478.1880
Skype - bobdeutsch
www.outdoor-movies.com
14803 Southlawn Lane, Suites L - N
Rockville, MD 20850

Similar Events

Screen on the Green, Turner Entertainment in Atlanta
Open Space Outdoor Cinema, Traverse City Film Festival

Immediate concerns

Detroit Film Theater

- Provide technical specifications from Chicago's Grant Park event so that associated screening costs can be identified.
- March 9 promo copy deadline for DFT printed quarterly member magazine—June/July/Aug—out date is May 16.
- Language of sponsorship tiers w/regards to JP Morgan Chase funding; looking for the inclusion of Mi Community Media, AV company (help offset costs), and the Huron Clinton MetroParks.

MiCM

- Quote pending from Bob Deutsch at Outdoor Movies, based on additional information

Stony Creek

- Need copy deadline of Metroparks' summer newsletter

Outdoor Movies

- Equipment technical specifications, site inspection, quote

