

Present: President Woodrow; President Pro-Tem Koss; Members: Berndt, Oen, Peddie and Pfeifer

Absent: Stearn

Anniversary Committee Members: Rita Battocletti, Patricia and Don Greening, Irene Davis

Also Present: Manager, Spallasso  
Assistant Manager/Clerk, Marshall

President Woodrow called the special Council meeting to order at 9:07 a.m. in the Village of Beverly Hills municipal building at 18500 W. Thirteen Mile Road. This was a joint meeting of Council and members of a committee formed to organize a 50<sup>th</sup> Anniversary Celebration for the Village of Beverly Hills. The purpose of the discussion was to reach consensus on a plan for celebrating this milestone.

Bob Simons was present from the Lions Club along with Mary Simons, member of the Village Woman's Club. Resident Tom Tabor of 16942 Marguerite commented that he and his family would like to take part in the Village's 50<sup>th</sup> Anniversary celebration in Beverly Park. The house where he grew up on 18280 Devonshire was featured on the front page of the March Villager Newsletter.

Woodrow recapped that there has been recent discussion among Council members about the pancake breakfast planned as the main event for the 50<sup>th</sup> Anniversary celebration. Suggestions have been made to either combine the pancake breakfast with additional activities or move it to coincide with the Memorial Day festivities in the park. It was noted that Council had previously decided against combining the anniversary celebration with the Memorial Day event. This meeting was scheduled to talk about the status of preparations and what Council can do to assist with expanding proposed plans for Village's 50<sup>th</sup> celebration.

Woodrow related that he participated in the Birmingham/Bloomfield Chamber of Commerce Forecast Luncheon last week, at which time a member of their executive board suggested that the Village approach the Chamber with a request for assistance for its 50<sup>th</sup> Anniversary celebration. The Chamber also offered to post information on its website that could bring in sponsors for the commemorative event. The Birmingham Bloomfield Chamber is attempting to reach out to community leadership and expand their chamber into a marketing tool for businesses. Local businesses often want to sponsor community activities but don't know who to contact.

Marshall commented that she spoke with Kathleen Tillson from the Chamber this week about the 50<sup>th</sup> Anniversary.

It was mentioned that Brady's restaurant was interested in assisting the Village in some way with its 50<sup>th</sup> Anniversary celebration. Marshall stated that Brady's has offered to cook burgers in the park or make a monetary donation. Woodrow said that he would not have a problem if Brady's wanted to cook and sell food in the park.

Koss offered to approach local merchants including Market Fresh, Starbucks and Laurencelle and ask for their assistance with 50<sup>th</sup> celebration. Oen said that he talked to the owner of the drug store at Fourteen Mile and Pierce, and he was willing to contribute something towards the event in the park.

Peddie proposed that the group make a decision on a plan and a date for the celebration so there is clear direction in terms of requesting assistance. A show of hands confirmed that the majority of those present favored a stand-alone event rather than coordinating the 50<sup>th</sup> Anniversary celebration with the Memorial Day parade and carnival. The Saturday, June 14 date will be retained for the 50<sup>th</sup> celebration. However, there was agreement to propose that recognition be given during the Memorial Day parade and carnival that it is the 50<sup>th</sup> Anniversary of the Village of Beverly Hills. It could be the theme of the parade.

It was suggested that the 50<sup>th</sup> Anniversary celebration continue throughout the year. Council was looking for direction from the committee relative to ongoing marketing strategies considering the Village's limited financial position.

Bob Simons stated that the Lions Club is prepared to provide limited funding, but they need to know what or how much the Village wants. The Lions Club sponsors the Fun Run held prior to the Memorial Day Parade. They issue 500 tee-shirts as part of that event. Simons stated that the Lions Club could add wording on the shirts that would publicize the 50<sup>th</sup> Anniversary of Beverly Hills.

Marshall mentioned that Village letterhead and envelopes have been ordered with the 50<sup>th</sup> Anniversary logo on them. An anniversary stamp will be ordered.

It was thought that the Village needed to have a concise plan in place before the Chamber, merchants, or service organizations are approached for assistance. After some deliberation, Council and the committee members reached a consensus to have a pancake breakfast in Beverly Park on the morning of Saturday, June 14 that would last until 12:30. After a break in the afternoon, the festivities would continue at about 5 p.m. with a hamburger cookout and band concert to be followed by an outdoor movie. There would be activities scheduled that would appeal to different groups of people on that day.

The Parks and Recreation Board has offered to assist with the pancake breakfast. Brady's will be approached about cooking hamburgers in the park. The Beverly Hills Club will be contacted about sponsoring a movie in the park as their contribution.

Battocletti stated that she drafted a letter to business leaders in the community indicating that the 50<sup>th</sup> celebration will be a continuous celebration. She suggested offering different levels of sponsorships so merchants can determine what they can give. Battocletti listed a number ideas and events that could be tied into the 50 year celebration:

- Fall home tour in the community sponsored by realtors
- Marshall mentioned that local realtor Carol Clark is coordinating a garden tour in the Village this year a week after the June 14<sup>th</sup> event.

- The National Night Out Safety Program in August could be sponsored by an insurance company or alarm company.
- Tigers Day or Night
- Ice Cream Social honoring long term businesses in the Village
- Night Flight Nature Urban Campfire Stories could be sponsored by Cranbrook. Cranbrook could give a demonstration of the world at night. Borders might want to be involved in this.
- Movie in the Park. Also, the Palladium in Birmingham sponsors movies for different organizations.
- Dream Cruise weekend event. Drive in the parade with a classic car.

Battocletti stated that the committee is in the process of arriving at a design for a banner to be placed under the Village entry signs. Koss stated that resident Debbie Anderson makes signs from her home and would be willing to provide the Village with a quote for banner signs. Peddie recapped that the group is talking about a banner for the park entrance and signs to place under the Village entry signs. A banner sign can be produced for use alternately under the municipal building sign, behind the Council table during municipal meetings, and for use in the Memorial Day Parade.

Battocletti and Lee Peddie will co-chair the committee to organize the 50<sup>th</sup> Anniversary Celebration and act as the contact people. The committee will approach the Birmingham Bloomfield Chamber of Commerce, local businesses, and service organizations to inform them of the plan for the 50<sup>th</sup> Anniversary day long festivities and request their support. Battocletti has contacted Bloomfield Community Television about taping and televising the event on the local municipal channel. It was suggested that she request a grant from Comcast.

Mary Simons suggested involving the schools. Pat Greening responded that Diana McComas, last year's Teacher of the Year in Birmingham, has agreed to organize a writing contest to recognize the Village's 50<sup>th</sup> Anniversary Celebration. The participants will be 3<sup>rd</sup> – 5<sup>th</sup> grade students who write a one-page essay on the topic of celebrating 50 years in Beverly Hills. The winning essays will be displayed at the June 14 event in Beverly Park as well as in the municipal office lobby. The suggestion was made to have an art contest for Kindergarten through second grade students.

Peddie commented that the pancake breakfast event will be a salute to Flag Day and a recognition of the 50<sup>th</sup> Anniversary of Beverly Hills. A number of local dignitaries will be invited to the affair as well as former village managers and council and board members. Officials from neighboring communities will be invited. A time capsule will be buried. Spallasso suggested asking Sheriff Bouchard, former Council member, to bring in the Sheriff Department tank.

Members talked about whether to have a band or a disc jockey in the evening. Battocletti will obtain prices and look for a sponsor. It was suggested to plan the concert at 6 p.m. for 1½ hours so that a band could schedule another engagement that night. Peddie will contact Laura Yauck from the Beverly Hills Club about sponsoring a movie in the park pavilion on the evening of June 14.

There was some conversation about the logistics of the planned activities including food preparation, selling tickets, clean up, and crowd management. Parks and Recreation Board members have offered to assist with the pancake breakfast. The cookout would be open for vendors to come in and sell their products. People will be called upon to supervise the events and organize the volunteers.

The suggestion was made that the Parks and Recreation Board set up a table where attendees could purchase a tree to plant in the park or personalized paving bricks. There was preliminary discussion about selling novelty items or purchasing mementos as gifts for dignitaries.

Council will meet with the committee on Saturday, April 5 at 9 a.m. to review the progress made and finalize plans.

The meeting was adjourned at 10:35 a.m.