

Present: Chairperson O'Reilly; Vice-Chair Greening; Members: Arvant, Davis, Kondak, Nagle and Schmitt

Absent: None

Also Present: Council liaison, Briggs
Council members - Berndt, Koss, Mooney and Peddie

Chairperson O'Reilly called the meeting to order at 7:30 p.m. in the Village municipal building at 18500 W. Thirteen Mile Road.

APPROVE MINUTES OF A JOINT PARKS & RECREATION BOARD/COUNCIL MEETING OF JANUARY 15, 2009

Motion by Schmitt, second by Kondak, that the minutes of a joint meeting of the Parks and Recreation Board and Council held on January 15, 2009 be approved as submitted.

Motion passed.

PUBLIC COMMENTS

None

DISCUSS SUCCESS OF WINTER FAMILY FUN DAY

Arvant reported on a successful Winter Family Fun Day on Sunday, January 25. She attended the February 3 Council meeting to thank Council for their support as well as all of the individuals who volunteered to make it a fun day. Arvant recognized Walter Briggs and his son for digging out the steps on the sled hill the day before. Briggs also donated his time and the cost of doing the flyers for the event. She thanked Pat and Don Greening for supplying hot cocoa throughout the day. Bill Kondak, John Mooney, Dan Nelson and Scouts from Troop 1024 were responsible for building the snow cave.

Arvant noted that the total cost of the event was under \$275, and there was \$155 received in donations. This shows that it takes very little money to have a good community event. On behalf of the Board, O'Reilly thanked Arvant for organizing the Winter Family Fun Day this year.

John Mooney of 19111 Devonshire commended Cindy Arvant and the Parks and Recreation Board for a great job on the Winter Family Fun Day. The event generated a lot of enthusiasm for the park and the community.

RESOLUTION TO HAVE PARKS & REC BOARD ASSUME RESPONSIBILITY FOR MEMORIAL DAY PARADE CARNIVAL - DISCUSS PREPARATIONS

O'Reilly stated that the Village Woman's Club has announced that it was canceling the Memorial Day Parade and Carnival this year after sponsoring the event for 27 years. At its January meeting, the Parks and Recreation Board discussed taking over the task of organizing the event. O'Reilly has met with two members of the Board of the Women's Club, who made it clear that they will not sponsor the parade and carnival this year primarily due to the fact that they have no experienced members to be in charge of the event. None of the newer members

were confident enough to run it themselves, but there are still members who are willing to help. They asked whether Parks and Recreation can take over the responsibility.

O'Reilly is in receipt of volumes of material from the Women's Club documenting what has been done in past years, contacts, costs, etc. It was his view that this was a function that the Parks and Recreation Board should take over this year. O'Reilly noted that the Village Women's Club made money every year from the event. Residents have become used to going to Beverly Park on Memorial Day and watching the parade along Beverly Road. It is a community activity that cannot go by the wayside.

O'Reilly is willing to chair the event; Kondak offered to co-chair. O'Reilly suggested that the Village should announce that the Memorial Day Carnival and parade is not canceled for 2009 and that it would be run by the Parks and Recreation Board, assuming there is agreement from its members. It was understood that whatever profit was made from the event would go towards park improvements.

O'Reilly outlined the nature of the committees that should be established and asked for volunteers to chair the committees. Committees will be established to handle the food court, games and events run by the community organizations, inflatable games, fundraising, and publicity.

There followed a discussion about how the Parks and Recreation Board would pay any up front costs that were previously funded by the Village Woman's Club. It was questioned whether the Village would be willing to let the Parks and Recreation Board use its nonprofit status and run revenue and expenses for the event through its accounts. Up front costs may include payment to the person who plays the calliope, donation to a local high school band, and down payment on equipment rental. The amount of money that is received through fund raising and sponsors may dictate the amount of games, entertainment, etc.

It was mentioned that a large number of volunteers will be needed to carry out the parade and carnival. O'Reilly thought that there would be enough volunteers from the general public, Women's Club members, scouts and others.

O'Reilly proposed the following resolution.

RESOLUTION

WHEREAS, the Village Women's Club of Beverly Hills has conducted and sponsored the Memorial Day Carnival and Parade every year since 1981, and

WHEREAS, the Village Women's Club of Beverly Hills has determined that it will be unable to host the Memorial Day Carnival and Parade in 2009 for various reasons decided by its membership, and has cancelled the event, and

WHEREAS, the Memorial Day Carnival and Parade has become an anticipated annual event in this community, attended by thousands of individuals, not only from Beverly Hills, but from surrounding communities as well, and

WHEREAS, a groundswell of public comment has indicated that this annual event should be continued for the good of the community and to foster community spirit, and

WHEREAS, the Parks and Recreation Board of Beverly Hills desires to undertake the task of reinstating the Memorial Day Carnival and Parade for 2009,

NOW, THEREFORE, BE IT RESOLVED that the Parks and Recreation Board of Beverly Hills will undertake the duty and responsibility to organize, conduct and be responsible for the Memorial Day Carnival and Parade in 2009, the Parade to be held along Beverly Road and the Carnival to be held at Beverly Park on Monday, May 25, 2009, and that any profits generated from the event be retained for improvements to Beverly Park as determined by the Parks and Recreation Board.

Parks and Recreation Board members unanimously approved the Resolution.

O'Reilly outlined a number of organizational things that need to be done, the most immediate of which is raising money. In previous years, a letter was mailed to business owners soliciting their support with a follow up contact made two to three weeks later. O'Reilly has information from the Women's Club including their financial summaries for the parade and carnival, a list of people who have contributed over the last several years, and sample letters. Contributions have ranged from \$1,400-\$2,900.

Another contact that should be made immediately is to reserve the inflatable games. O'Reilly has talked to a company that has committed to provide inflatables for the carnival. It was mentioned that Oakland County requires a down payment for rental of their structures. The Board will be discussing what costs and commitments will be made in terms of entertainment and events for this year's parade and carnival.

Briggs informed the Board that his brother is a former Ringley Brothers Barnum & Bailey circus clown who is looking for local contacts in our area who would participate in the parade.

Parks and Recreation Board committee assignments are as follows:

O'Reilly and Bill Kondak will co-chair the parade and carnival. They will be in charge of rides and rentals.

Arvant will chair and Davis will co-chair the food court. Greening asked whether a food handler's license will be required from the Health Department.

Greening will chair the sponsors and fund raising committee. She requested assistance with typing correspondence. O'Reilly will meet with Greening about letters to be sent to businesses to solicit contributions.

Nagle will be in charge of the Volunteers. Mooney commented that he will reach out to the scouts for volunteers.

The event will require publicity. Flyers have to be prepared for distribution by the schools. Past flyers have listed the names of businesses that have donated money or included an advertisement.

Koss offered to contact a Village resident who volunteered her time to do some of the publicity for the Village's 50th Anniversary celebration last summer. She could be asked to prepare a flyer for the Parks and Recreation Board. O'Reilly asked Koss to contact this person.

O'Reilly will be communicating with the chairpersons over the next few weeks.

DISCUSS ESTABLISHMENT OF A COMMUNITY FOUNDATION

Discussion of this item was postponed to an upcoming meeting.

LIAISON COMMENTS

Briggs thanked the Parks and Recreation Board for its hard work on a wonderful Winter Family Fun Day. The success of that event has generated enthusiasm for the Memorial Day parade and carnival. Briggs commented on the importance of community life. In these difficult economic times, it is important that this group is successful in building events that bring the community together. Briggs was fully supportive and looking forward to working on the Memorial Day parade and carnival. It is important to do this regardless of what others may say about continuing with the event when the Village is having financial troubles.

Janet Mooney stated that she came to the meeting to add to the community foundation discussion. People who support the park are always trying to think of ways to fund park improvements. She provided some history on the Friends of Beverly Park group that was established to raise money for park improvements a number of years ago. A significant amount of money was raised, which helped with seed money used to obtain matching grants. The organization was able to tell the residents that the Friends of Beverly Park had raised money and done everything it could do, and now the Village was counting on the electorate to pass the millage to improve the park.

The Village is in no position to request a dedicated park millage proposal. Janet Mooney would like to see the Parks and Recreation Board reestablish the Friends of Beverly Park. She suggested a kickoff article in the next Villager newsletter that would provide background on the Friends of Beverly Park and announce that we are looking for a voluntary annual contribution of \$25 towards the park. Mooney asked if there was any interest to move forward on this.

Board members expressed interest in the idea. This will be a topic of discussion at the next Parks and Recreation Board meeting.

Greening asked Koss if she had further information about an individual who was interested in bringing an art show to Beverly Park. Koss had mentioned that the organizers of the art show held on the campus of St. Mary's Schools in Orchard Lake were looking for a new venue for their three-day art show. She will contact the woman if the Board members would like to hear a presentation from her. O'Reilly stated that arrangements could be made to invite this person to talk to the Board at a meeting after the Memorial Day event.

ADMINISTRATION COMMENTS

None

BOARD COMMENTS

Board members thanked Arvant for organizing the Winter Family Fun Day this year. They thanked volunteers for their help and Council members who came out and supported the event.

Davis asked administration to provide Board members with a report of money available in the Parks and Recreation fund.

Nagle stated that she is looking forward to working with the Board on the Memorial Day Parade. Arvant agreed that the Parks and Recreation Board can do a good job with the parade and carnival. It's a lot of work and responsibility, but it's a great event that should continue in the Village. Arvant reported that she and Nagle met and talked about fund raising. They were in agreement that you do not receive donations unless you ask. Even in tough times, people are willing to give money to a good cause.

Kondak commented that he is looking forward to taking on the responsibility for the parade and carnival. He thought it was an important part of what makes Beverly Hills a unique community.

O'Reilly stated that the Parks and Recreation Board will meet in March to talk about the Memorial Day Carnival and Parade.

The meeting was adjourned at 8:43 p.m.