

Pleasant Ridge Historical Commission
Meeting Minutes
Wednesday, September 6, 2017

1. Meeting was called to order 7:04 pm by Don Hoefler.
2. In attendance: Cathie Gillis, Amber Herrick, Jessica Herzig, Don Hoefler, Luran Howard, James Koeppen and John Wright. Missing Nick Kokotovich and Conrad Stack. Also in attendance: Bret Scott – City Commission Liaison, Amy Drealan – City Clerk and Darren Humphreys.
3. Consideration of June 7, 2017 meeting minutes: Motion to approve by John Wright, second by Amber Herrick. All in favor.
4. Public Comments – Items not on the Agenda: None
5. Treasurer’s report for June through August 2017 by Amy Drealan: Revenues: \$5,331.00; Expenditures: \$3,503.84; Ending balance: \$17,013.83. Motion to approve by Jessica Herzig, second by Amber Herrick. All in favor.
6. Consideration of the Historical Commission updates:
 - a. 2017 Home and Garden Tour Review
 - i. Revenues were down, below are some possible reasons why and action items we can take:
 1. Change in weekend (due to trash collection, won’t have that issue moving forward)
 2. Competition with Indian Village and other home tours (not a new issue, Indian Village was Saturday and Sunday again this year)
 3. Previous year tour may have discouraged people, empty house for sale, house under construction (we probably had as many positive comments as we did negative as this was part of our ‘before’ series), etc.
 4. We need to make it clear what the money is being used for
 5. Consider increasing the prices in future years (either in total or not have a discounted decent price or advance ticket purchase price)
 - a. The Garden Club does not give free or discounted tickets to the Home for the Holiday tour with the homeowners being the only exception.
 6. Consider selling tickets at the Foundation Auction (at the checkout)

7. Look for ways to increase advertising and find new potential advertisers so we are not hitting up the same businesses as the Foundation at pretty much the same time
- ii. Costs were up
 1. Afterglow costs were higher as we spent more on food and drink
 - a. We are raising money for the city, we should consider cutting back in future years (used to do just wine and cheese)
 - b. People are not expecting this elaborate party, but it is a nice to have
 - c. The cost per person is less than \$15 per person estimating about 100 people attending
 - d. Homeowner's generally don't have a minute to grab a meal during the day, this is another way to reward them for putting their home on the tour as well as the docents for giving their time. (Don and Jim have been surveying many of the docents and pretty much everyone said they would be willing to pay higher ticket prices to keep the afterglow at the same level.)
 - e. The afterglow builds good community spirit, new friendships are made, new leads are identified for future homes to be on the tour, etc.
 2. Tour Book printing and design was up
 - a. Amy will check with Scott to understand why costs of printing went up, could just be printing costs went up.
 - b. Post meeting update: We printed 500 books this year. Last year we printed 400, but ran out. With the wristbands, we can go back to 400 or possibly even less.
 3. Consider not doing the frames in the future and save some money (just do the rocks) on homeowner gifts
 - a. The cost of the frames are almost completely offset by State of the Art advertising. If we discontinue the frames, the advertising may be stopped as well resulting in the same revenue and one less gift to the homeowners.

- iii. Consider not having every year
 - 1. Difficult to get homes and gardens; limited supply of homes and gardens in the city
 - 2. Need to be careful how we send the message out to the public so we don't end up with even less attendance when we do have the next one if not annually
 - 3. What would the frequency be if we did not do every year?
 - 4. Next meeting we will need to decide if we are planning to have a 2018 tour and what the deadlines will be.

b. Speaker Series

- i. John Wright and Scott Pietrzak did a great presentation that was well attended and received! Scott recorded. Can we post the PPT and Video to Facebook? Darren will talk to Scott.
- ii. John Wright put together some ideas for future speaker series, we will discuss next month to see what we are interested to pursue.
- iii. John Wright also mentioned we could join the Historical Society of Michigan for \$35 a year. Another item to discuss in the next meeting.
- iv. The following are ideas we have been tossing around and want to keep on our radar in addition to the new list John Wright provided:
 - 1. Andrew Mutch writes a blog about southeastern Michigan Sears kit homes. Specific to Pleasant Ridge, he has confirmed two homes are Sears's kit homes. One on Kensington and one on Devonshire. Andrew did a speaker series in Huntington Woods on September 21st and is willing to also do something in Pleasant Ridge. John Wright and James Koeppen went to the presentation and it was very interesting. Becky Uber thinks there other kit homes in PR and can provide details.
 - 2. Don Hoefler and James Koeppen met with Dave and Sandra Smith on Oxford and obtained the remaining videos that aired on the cities government channel. They brought up the subject of the Smith's doing a speaker series and they are thinking it over. Don Hoefler will contact Scott Pietrzak who has the rest of the videos which we believe may have been digitized.

3. James Koeppen will reach out to Dan Austin who wrote "Forgotten Landmarks of Detroit" or Gregory C. Piazza who wrote "A History of Detroit Palmer Woods" to see if they have interest.
4. There is a strong interest by residents to learn how to research their homes. We discussed doing a field trip to learn ourselves. We would include information on how to research your home through the Burton Historical Collection at the Detroit Public Library and Oakland County records in Pontiac.

c. Museum Staffing

- i. Third Saturday of the month from 10:00 am – 12:00 pm.
 1. September 16, 2017 – Bret Scott
 2. October 21, 2017 – Luran Howard
 3. November 18, 2017 – Amber Herrick
 4. December 16, 2017 – John Wright (with free candy canes!)
- ii. Need to agree when museum is open and update signage
 1. Currently states open the third Saturday of the month or by appointment, but we are not open June (except day of home tour), July or August)
 2. Group will think about it and we will discuss next month
- iii. The property database is available on CD for Historical Commissioners to send home files. We will also see if we can put these files in the cloud or private network so we can access from home.
- iv. General museum notes: \$10 donation to email home file. The person holding the museum key should bring it to our meeting and give to the next person opening the museum. A few days prior to the museum opening, have someone do a Facebook post notifying residents when it will be open.
- v. Have Scott come and show the database in a future meeting for new members.

d. Lighting in Parks

- i. We have proposals, costs are higher than we estimated
- ii. Need meeting with Garden Club, Historical Commission and Foundation Leads with City Manager
- iii. Should seek out additional quotes

7. Consideration of the City Commission Liaison Report by Bret Scott:
 - a. Meet the candidates meeting is scheduled for September 26th at 7pm in the Community Center.
 - b. 2017-2018 budget adopted and under way.
 - c. Will be a millage in November for police pension stabilization.
 - d. Solar panels installed on community center and power generated that is not used is sold back to DTE as a credit on the bill.
8. Other Business:
 - a. Conrad Stack will fix the storm door on the Police Booth – it is fixed for now.
 - b. Concrete step is crumbling. Before we replace the step, we need to fix/replace the porch. Amy will seek estimates and check with Conrad Stack.
 - c. We are out of the brown/beige and green square tiles, Luran will call Pewabic to get pricing on square tiles and 100 year tiles and price point for quantity discounts.
 - d. 100 years tiles, next meeting confirm if we have enough tiles for 2017 homes reaching their 100th year.
 - e. Fountain needs maintenance (it has been turned off)
 - i. Estimate the city received was \$7,000.
 - ii. The Garden Club went to City Manager and he agreed they could plant in the fountain, but if we did it can never go back to a fountain.
 - iii. The Garden Club Called AguaFina and they provided an estimate.
 1. Works of the fountain, should not be under ground, it should be above ground.
 2. Estimate is \$4,663.47 (not in city budget) plus cost of electrical panel which is not included in the estimate.
 - iv. Next meeting need to discuss/vote on where to invest Historical Commission funds:
 1. Lighting project
 2. Fountain repairs
 3. Historical Museum repairs (porch, step, door, etc.)
9. Don Hoefler will coordinate a full re-vamp of the Historical Commission website with Scott Pietrzak.
10. Adjournment at 8:36 pm. Motion by Cathie Gillis, second by Jessica Herzig. All in favor.