



City of Pleasant Ridge

23925 Woodward Avenue
Pleasant Ridge, Michigan 48069

Pleasant Ridge Historical Commission Wednesday, September 5, 2018

Members of the Historical Commission and Residents: This shall serve as your official notification of the Regular Historical Commission Meeting to be held on Wednesday, September 5, 2018, at 7:00 p.m., at the **Pleasant Ridge City Hall, in the City Commission Conference Room, 23925 Woodward Avenue, Pleasant Ridge, Michigan 48069**. The following items are on the Agenda for your consideration:

HISTORICAL COMMISSION MEETING – 7:00 P.M.

1. Meeting Called to Order.
2. Roll Call.
3. Consideration of the following minutes:
 - Regular Meeting Minutes held Wednesday, June 6, 2018.
4. PUBLIC COMMENTS – Items not on the Agenda.
5. Consideration of the Treasurer's Report.
6. Consideration of the Historical Commission updates:
 - a. Museum Staffing and Maintenance.
 - b. Pleasant Ridge Then and Now Subcommittee.
 - c. Speaker Series Review.
 - d. Mission Statement/By Laws.
 - e. Taming the Chaos: Collection Management for Small Museums report.
 - f. 2018 Fall Ridger article.
 - g. 2018 Home and Garden Tour Review.
7. Consideration of the City Commission Liaison Report.
8. Other Business.
9. Adjournment.

In the spirit of compliance with the Americans with Disabilities Act, individuals with a disability should feel free to contact the City at least seventy-two (72) hours in advance of the meeting, if requesting accommodations.

Pleasant Ridge Historical Commission
Meeting Minutes
Wednesday, June 6, 2018

1. Meeting was called to order 7:03pm by Lauren Howard.
2. In attendance: Don Daniels, Amber Herrick, Luran Howard, James Koeppen, Nick Kokotovich, Conrad Stack and John Wright. Missing: Erik Krogol. Also in attendance: Brett Scott – City Commissioner and Amy Drealan – City Clerk.
3. Consideration of May 2, 2018 meeting minutes: Motion to approve by James Koeppen, second by John Wright. All in favor.
4. Public Comments – Items not on the Agenda:
 - a. N/A
5. Treasurer's report for May 2018 by Conrad Stack: Revenues: \$2,436.17; Expenditures: \$74.00; Ending balance: \$4,070.91. Motion to approve by James Koeppen, second by Nick Kokotovich. All in favor.
6. Consideration of the Historical Commission updates:
7. Discussed Pleasant Ridge Historical Home Tour – see attachment for details.
 - a. Museum Staffing
 - i. Third Saturday of the month from 10:00 am – 12:00 pm.
 1. June 2, 2018 – Nick Kokotovich
 2. Sept 8, 2018 – John Wright
 - ii. General museum notes: One key and Chairperson is responsible for the key.
 - iii. Have Scott come and show the database in a future meeting for new members – Pending.
 - b. Speaker Series Ideas:
 - i. Kit homes –Aug 9, 2018 7PM, Update - great turn out
 - ii. We are willing to offer a stipend for up to \$100 for the speaker.
8. Consideration of the City Commission Liaison Report:
 - a. Discussed paving of Ridge Road
9. Other Business:
 - a. Pleasant Ridge Then and Now Book – 1981
 - a. Jessica Herzig will talk to her contact and see if she would like to revamp or create a new one for Pleasant Ridge. Add 696, parks and new resident stories. –

Might want to follow up with Jessica to see if she started this or would still like to work on this.

- b. Pleasant Ridge Manager Jim Breuckman stated in an e-mail to Chairperson Lauren Howard that the “Then and Now” book project would be a Historical Commission charge per the Charter. – Would like this project completed by Fall 2019.
- c. Nick Kokotovich will scan the “Now and Then” book to a pdf file for Amy Drealan by May 15th – Completed.
- d. We have 5 boxes of these books – talked about giving them out for free with a purchase of tiles at the home tour in June.
- e. Stated that the Pleasant Ridge Historical Commission needs to come up with a “Mission Statement”

10. Adjournment at 8:36 pm. Motion by James Koeppen, second by Nick Kokotovich. All in favor.

Notes on the 2018 Garden Tour from the June 6, Historical Commission Meeting

Advertising

Jim reported that the same people place ads from year to year. He is concerned that we should try to sell ads to other entities. Ralph Castelli was the only new ad.

Holiday did not purchase an ad.

Is the tour so close to the auction that advertiser4s wonder if they are doing more than they need to for PR?

Why did Jim Shaeffer discontinue his ad?

Signage:

Large sign is looking tired.

All smaller signs delivered to the Museum. Where to store them?

Who will do signs since Cathie Gillis has been doing them since the tour began?

Ticket Sales General

Ticket sales are down but revenues were up since we raised the ticket prices and reduced the overhead by \$1,700.

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Houses have been on the tour that those touring did not feel were worthy of touring.

Need all “before and after” to be coordinated in the manner of the Indian Village tour.

Reputation big problem.

Saturation of Home Tours

One of our own and loyal members said the HW tour had been more “star” houses

Not enough star homes

Our ads were very good. We were in the Style section of the *News* twice.

Do we need more on line presence? Websites of Historical Commissions; state and Detroit

Date of tour: do we move to fall?

Do we have tour same day as HW?

Weather great; I 696 construction could have discouraged attendance.

Ticket Sales Process

In past years there have been two city employees and two commission members selling tickets. This year only the two commissioners. We need more sellers/coordinators in the am.

Need to make sure all know how to make Ticket Bud work for credit card sales the day of the tour.

Need a written policy re who gets what free or discounted

Email to all historical commissioners was insufficient to coordinate day of tour activities; should have quick all hands meeting at 9 am

Tour Booklets

John Wright wrote all of the home descriptions. He also edited the garden description I wrote of the Stutcher garden. Deborah Odette edited and assisted him. Mickey Smith was mentioned but she did not work with John. Maybe Nick?

Nick did a great job of coordinating the book. First time without Scott. Easier in future since no learning curve.

The books cost \$753.80 for 400 books. We need 300 at most. Many touring won't take book if available on line. Scot has a system for that.

Intermediate School district did a nice job. Not up to Nick's standards but ok for us.

We must back up the date for printing the books to a week before the event. Cannot be driving to Pontiac the evening before in rush hour to get books. Hard to work out if we do not have houses in fall when pictures could be taken with leaves on trees.

Afterglow- See separate report

Contact List

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Homeowner Gifts

Pictures were well received. State of the Art donated \$411. Worth of framing. Fabulous.

Clover Stone sells the Garden Rocks. They like to know by February how many to make. [REDACTED]
[REDACTED] They do a nice job. That gift is “iconic”. They are somewhat difficult to work with. Calling Amy at City Hall many times before, being paid in advance and not allowing John to get the stones until the morning of the tour. Each stone is \$60 so we do not want to order extra. They have the year of the tour.

2019

52 Oakdale and 47 Oakdale may want to be on the tour? Also Lenko’s at 32 Oakland Park

Do we keep having a tour yearly?

Do we have a tour since it is the 100th anniversary of the City?

Do we not have a tour since *Pleasant Ridge Then and Now* and 100th Anniversary activities may take precedence?

Amber is our representative to the 100th Anniversary Committee. She can let us know what they would like us to do.

Do we want only 100 year old homes on a tour?

Do we ask Tom to take pictures and hold them?

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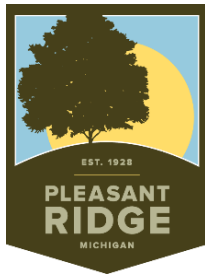
*15 Kenberton-Greg and Mary Gillet

7 Poplar-Courtney and Louise Halmi

14 Poplar Park-unknown

*24 Poplar Park-Pat and Diana Skiles

19 Poplar Park- Bradley Stanwick and Matthew Anstett



City of Pleasant Ridge
 23925 Woodward Avenue
 Pleasant Ridge, Michigan 48069

From: Amy M. Drealan, City Clerk
 To: Jim Breuckman, City Manager
 Date: August 31, 2018
 Re: Historical Commission Treasurer's Report

Below is the June - August 2018 Historical Commission Treasurer's Report. Here is the detail for the revenues and expenses listed:

Beginning Balance **\$ 4,070.91**

Revenues

Admission Fees	\$ 3,625.00
Home and Garden Tour Tickets	
Sales	\$ 160.00
Pewabic Tile Sales	
Interest Income	\$ -
Interest Allocation	
Contributions	
Home and Garden Tour Ad Sales	\$ 1,100.00
Afterglow Contribution	\$ 317.97

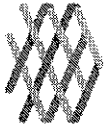
Expenditures

Operating Supplies	
Afterglow - Zupan	\$ (81.57)
Afterglow - Howard	\$ (933.83)
Museum Maintenance-Pest supplies	\$ (7.19)
Home and Garden Tour Booklet	\$ (753.80)
Speaker Series Expenses - Speaker	\$ (75.00)
Miscellaneous Expenses	
Historical Society Annual Dues	\$ (39.95)

Ending Balance **\$ 7,382.54**

Also, the Historical Commission has, at previous meetings, voted to earmark the following allocations:
 Museum Porch Repair – up to \$300.00 – step has been placed but not paid for. Also, Contractor will be installing a larger step at no additional cost.

Please feel free to contact me should you wish to discuss this matter further.



ALLIANCE REFERENCE GUIDE

Developing a Mission Statement

This reference guide aims to help museums develop a mission statement. A mission statement is one of the five documents designated as core because they are fundamental for professional museum operations and embody core museum values and practices.

This guide explains what a mission statement is, why it is important, and what to consider when developing one. It reflects the standards of the field that all museums should adhere to and aligns with the requirements of the Alliance's Core Documents Verification and Accreditation programs.

What It Is

A mission statement is the heart of a museum. It articulates the museum's educational focus, purpose, and role, as well as its responsibilities to the public and its collections. Some museums also choose to develop vision and value statements as a way of extending the concepts expressed in the mission statement. These are different but related guiding documents for the museum: mission is purpose; vision is future; and values are beliefs.

Why It Is Important

A mission statement drives everything the museum does; vision, policy-making, planning, and operations are all extensions of a museum's mission. The mission gives the governing authority a foundation from which it can strategize. The governing authority sets the museum's strategic direction through the mission, which impacts the policies and plans influencing staff actions and behaviors.

Required Elements of a Mission Statement

Each core document has a set of required elements associated with it that are based on the Core Standards. When writing or revising their mission statements, museums should ensure that they align with those standards and contain the required elements listed below.

Required Elements of a Mission Statement:

- » Asserts the museum's public service role
- » States why the museum exists and who benefits as a result of its efforts
- » Bears date approved by the governing authority

Anatomy of a Mission Statement

There are as many different ways to create mission statements as there are museums. That should be the case, as each museum has its own distinct history, community, and set of challenges. Typically, a mission statement explains the museum's purpose and reason for existing and explains its intended impact on its audiences. A museum may look to other mission statements as a helpful starting point for drafting and discussing its own, but must create its own specific mission statement in order to create a strong foundation for everything the museum does.

Here are a few examples of mission statements from accredited museums:

- » Museum of Science, Boston
The Museum's mission is to play a leading role in transforming the nation's relationship with science and technology.
- » Aldrich Contemporary Art Museum
The Aldrich Contemporary Art Museum advances creative thinking by connecting today's artists with individuals and communities in unexpected and stimulating ways.
- » Missouri History Museum
The Missouri History Museum seeks to deepen the understanding of past choices, present circumstances, and future possibilities; strengthen the bonds of the community; and facilitate solutions to common problems.

2

Process

Creating or reviewing a mission statement is not easy, but it can be a stimulating and enlightening process. Missions may evolve as the museum does and therefore need to be reviewed from time to time. Most importantly, missions must be practiced; mission statements are only useful if they are being realized every day.

A museum reviewing its mission statement might consider reasons for review and how long it has been since the mission was changed. A mission statement is usually revisited or revised when change arises (e.g., institutional planning, applying for accreditation, shift in audiences served). Since it can evolve over time, it is important for the mission statement to be flexible.

Keep in mind that:

- » The process of creating and implementing a mission statement is as important and beneficial to the museum as the mission itself. The mission may seem like the end result but, in actuality, the end result is a broad understanding of why the museum exists.
- » There are many different ways to create mission statements. Museums should take time to explore their unique circumstances and articulate them accurately in their mission statements.

"A good mission statement leans toward societal impact rather than simply an explanation of operations, "transitioning from being *about* something to being *for* someone." Stephen Weil (*Daedalus*, 1999).
- » Policy-making should be integrated in order to be effective. Each of the museum's official documents should speak to one another consistently and comprehensively to support the museum's mission.

Here are steps in the development of a mission statement:

- » *Assemble the team.* Consider who will be involved and how they will contribute. This team can consist of people from different functions of the museum. Many times, the team incorporates members of the governing authority and staff, but a smaller group is usually more productive than a larger one. The team's responsibility will be to facilitate the process, identify key stakeholders, and use feedback to shape what will eventually become the mission. Those leading the review must ensure that the development and end result are effective.
- » *Do research.* Museums may find it helpful to do research on the origins and history of the museum to explore how its purpose has evolved over time.
- » *Examine the current mission statement.* Missions do not always need to change, but it is important to recognize when they should. The strengths and weaknesses of the current statement can be considered in order to determine what types of revisions are required. Does it need just a few tweaks or a complete rewrite?
- » *Solicit feedback.* While the team will lead the process, feedback from other stakeholders is essential. Broad input from board, staff, volunteers, and other stakeholders will help to explain why and how the museum is a vital part of its community. Input from many people can build excitement and passion, which a mission statement should reflect.
- » *Draft the mission.* The team can use the feedback collected to start drafting the statement. Drafts can go to stakeholders to refine the mission, making it more succinct and powerful over time, but do not allow this to prolong the process unnecessarily. It is important that museums strike the fine balance between getting the necessary input needed to create a strong mission, and moving forward to finalizing and implementing the mission.
- » *Consider if other statements should accompany the mission.* The museum may opt to create or refine vision and values statements based on the new mission.

- » *Get governance authority approval.* Present the mission to the museum's governing authority for approval. This can be accompanied by an explanation of the process and the decisions made throughout.
- » *Integrate the new mission statement into planning efforts, policies, documents, and publications.* At this point, it would be prudent for the museum to consider documents needing revision in order to reflect this new mission. Those documents can be revised as needed and distributed to key stakeholders.

Where to Find Out More

- » National Standards and Best Practices for U.S. Museums, edited by Elizabeth E. Merritt (AAM Press, 2008)

This guide is an essential reference work for the museum community, presenting the ideals that should be upheld by every museum striving to maintain excellence in its operations. It includes a full outline of the standards, including the overarching Characteristics of Excellence for U.S. Museums, the seven areas of performance they address and commentary. This publication is available as a free PDF to all museum members.

- » Sample Documents

AAM's online sample document collection is a valuable resource for Tier 3 member museums. The collection contains more than 1,000 samples of policies, plans, and forms from museums of all types and sizes, most of which were written by accredited museums. Tier 3 museum members can use sample documents in order to stimulate a conversation about issues and challenges facing the museum and to explore how different museums approach different issues. Using the sample documents should not replace the process of joining staff, governing authority, and stakeholders in fruitful and thoughtful planning and policy-making.

- » Small Museum Toolkit by Cinnamon Catlin-Legutko and Stacy Klingler (AltaMira Press, 2011)

This collection of six books serves as a launching point for small museum staff to pursue best practices and meet museum standards. These brief volumes address governance, financial management, human resources, audience relations, interpretation and stewardship for small museums and historic sites. Book One addresses mission.

Core Standards

Having a strong mission statement helps museums adhere to standards for mission and planning. Those standards and the other Core Standards for museums are available on the Alliance's website.

Summary of Historical Society of Michigan Program
“Taming the Chaos”

Presented July 20, 2018 by Robert Myers, Director of Education Programs and
Events

A small museum should not be the community attic nor the community junkyard. There are basic things that should be done to organize the museum

1. Mission statement. [Honestly, I did not ask him to say this. The first question he asked the group is who has one? I was the only one without my hand up.] The museum should have a mission statement that drives all of what we do; it keeps the focus. This would be approved by the city commission.

American Association for State and Local History (AASLH) has sample mission statements.

2. We should have a collections policy. This would be approved by the city commission. It would put limits and organization to what comes in.
3. We should choose wisely; only so much room.
4. What artifacts fulfill the mission of the museum?
5. May be a wonderful object but does it tell the story of PR? Or the homes in PR?
6. Can we take care of it? What is its condition?
7. Does it duplicate other museums? A Motown object for example.
8. Is it expensive?
9. Is there a cultural problem? Native American Indian artifacts for example.
10. Is it dangerous? Will it attract bugs? Does it already have them?
 10. What is the condition of the donation?
 11. Permanent loan is free storage!
 12. Is a family fighting over the stuff?
 13. Refer people elsewhere if we cannot take.
 14. No appraisals.

15. We should be cataloging and maybe photographing our “FOP” items/ that means “found on the premises”.
16. There is a museum disposition property act.
17. We need a deed of gift form
18. Don’t forget copyright. Need a copyright to exhibit unless in public domain. Has it been published or offered for sale?
19. There are companies that sell programs for this.
20. There is something called the Stendhal nomenclature that identifies all objects so they are catalogued the same.
21. Back up records should be off site.
22. All items should be numbered; begin with year.
 - a. Example, 2001-22 Oakland-a.b.c
23. We should be recording the provenance of the object. Get information from the donor; as much as possible.
24. Catalog on the computer
 - a. Only use pencil on a picture; graphite pencil
 - b. Can also use a barrier coat
- 25. Clearing the clutter**
 - a. Too many of same things
 - b. Museum has acquired a better one
 - c. Does not fit the mission
 - d. Artifact has deteriorated or broken
 - e. It is infested or dangerous?
26. Clean house; donate to other museums; use eBay; keep things above board; no private sales to commissioners, for example. If things are sold the money can’t be used for operating expenses
 - a. All sales would be approved by us; city commission
 - b. We aren’t supposed to return to donor.
 - c. We are fiduciaries; not our object; belongs to the museum
27. We need a thank you letter and receipt for all donations.

How things get damaged:

Sun; vermin; silverfish; mildew; mold; not careful handling; acid free paper; Hollinger Boxes; no photo albums; no sticky surface and plastic; muslin for fabric

Exhibits

We should have exhibits; we should change them; we should get the stuff out there so people can see it.

Benefit of museum; “Where the present learns from the past.”

Notes on the 2018 Garden Tour from the June 6, Historical Commission Meeting

Advertising

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2018 Project Costs		Revenues - Ads		Revenues - Ticket Sales		Revenues - Misc	
Booklet	753.8	Kemp Klein	150	Online	1330	Contribution-afterglow	317.97
After Glow	1333.37	Kastler	250	Day of	3030		
Homeowner Gifts		C. Allan Fine Jewelry	150	Pre Sale	935		
Clover Stone	330	Batteries +	150				
State of the Art	250	R Campbell	250				
		J. Stack	100				
		Johnstone	100				
	2667.17	C. Stack	100				
		Oak Lawn	100				
		State of the Art	250				
					5295		
			1600				

City of Pleasant Ridge

Home and Garden Tour Financials

	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>
Revenues						No Tour						
Ticket Sales	5295.00	5,245.00	8,280.54	6,305.40	6,800.00		6,315.00	5,985.00	7,295.00	6,980.00	4,886.00	9,174.55
Advertising	1600.00	1,700.00	1,350.00	1,850.00	1,400.00		950.00	1,150.00	700.00	900.00	700.00	700.00
Other	317.97			-	36.00		22.00	30.00	-	-	-	346.00
	7212.97	6,945.00	9,630.54	8,155.40	8,236.00		7,287.00	7,165.00	7,995.00	7,880.00	5,586.00	10,220.55
Expenses												
Tour Book Printing & Design	753.80	1,770.95	1,240.43	1,191.00	1,126.53		100.00	899.50	899.00	1,065.00	578.00	479.00
Afterglow	1333.37	1,435.32	927.66	911.29	754.69		-	786.90	784.41	887.74	634.93	673.29
Gifts for Home & Garden Owners	580.00	400.84	440.00	720.00	640.00		-	511.00	531.00	533.00	119.00	-
Flyer Delivery	0.00	0.00	0.00	-	200.00		300.00	300.00	300.00	300.00	-	-
Other	0.00	173.57	121.86	-	-		-	150.00	276.99	27.57	-	43.98
	2667.17	3,780.68	2,729.95	2,822.29	2,721.22		400.00	2,647.40	2,791.40	2,813.31	1,331.93	1,196.27
Net Profit	4545.80	3,164.32	6,900.59	5,333.11	5,514.78		6,887.00	4,517.60	5,203.60	5,066.69	4,254.07	9,024.28

Report on Afterglow/ Home Tour June 2, 2018

The afterglow was held at 22 Oakland Park from 5:30 to 10:30 pm. The following is a report of the menu, costs and of the donations. Notes are also included.

Menu

Beef and pork sliders; coleslaw, potato salad, mac and cheese, rice salad, bean salad, Greek salad, salads all vegetarian and gluten free. 12 Pizzas, thin crust, cut in squares, used as hors'doeuvre along with nuts and artichoke dip. Desserts were cookies and bars, some chocolate. Wine, beer, iced tea, lemonade and water.

\$81.57 Beef sliders for 50, including beef, coleslaw and buns; donated time, Carol Zupan; reimbursed directly from city

\$317.97 Wine and Beer; Wine purchased through Nick Kokotovich at wholesale cost

Lauran Howard and Bob Obringer purchased wine from Nick for \$575.00; used 38 bottles for party; 25 white, 8 red, 5 rose. Robert Campbell and Don Daniels underwrote the cost of the wine and beer used at the party. They ent a check for \$317.97 directly to the City of Pleasant Ridge. Obringer's to be reimbursed that amount for party. Beer purchased from Binny's in Chicago for \$35.97. Special included 4 jars of peanuts, also consumed at party.

\$21.60 6 dozen slider buns; Herman's bakery Royal Oak

\$425.00 Holiday Catering; purchased Mac and Cheese, potato salad and coleslaw for 100

\$50.00 Greek Salad, all ice products; Nancy Karpus; reimbursed by Lauran Howard

\$119.26 Costco Wholesale; purchased desserts, relishes, bar b que sauce; spoon, knives and forks, cups lemonade, napkins and ice

\$933.83 total reimbursement to Obringer's

317.97 beer and wine donation from Robert and Don

679.43 total cost of party

Donated items

Pork Sliders for 50, Peter Gibson, Martha Obringer

12 Hungry Howie's thin sliced pizza, cut to serve; Lauran Howard and Bob Obringer

Rice Salad for 75, Julie McManus

Bean salad for 50, Karin Jahn

Service by Barbie, Lauran and Bob

Artichoke dip, Sandra Johnstone

Notes:

We served about 80 people. We planned for more since we do not have an accurate count of who was coming. We should determine a way to get a closer count in future. I had reports of food or wine running out in other years. I erred the other way.

We did not have Craft beer. Nick Kokotovich will donate in future to up the beer quality.

We had more potato salad and mac and cheese than we needed. In future mac and cheese for 50 and 10 pounds of potato salad would be enough.

We do not need olives and pickles; if any only a few

People love pork and beef sliders; all gone. Lots of compliments. Cookies for dessert popular.

We borrowed wine glasses from neighbors and used some of our own; also paper. Have lots of paper left for future years; plates, flatware, napkins and red cups.

Scott delivered 10 tables and 60 chairs the Friday before to 22 Oakland. Tables were set up by Martha Obringer, Nancy Karpus, Karin Jahn and me. The guests assembled the tables and chairs in our drive at the end of the night. The next morning Conrad Stack took them in his truck to 4 Ridge.

We borrowed two tents from David Assamany but did not use them.

Two people are necessary to pick up pizza on Saturday night in Ferndale; one to go in, the other to drive around the block.

Two chafing dishes were donated by Robert and Don. Worked great to keep food hot.

Carol Zupan put her sandwiches together. I did not ask about that and assumed they would come so that guests could assemble. If I had asked we would not have needed as many buns or slaw.

My son-in-law also made slaw I did not know about. Would have saved the Holiday purchased slaw, although the crowd enjoyed both.

Lauran Howard, June 25, 2018