

BERKLEY HISTORICAL COMMITTEE MEETING MINUTES

Wednesday, Sept. 23, 2020

Present: S. Richardson (Chairperson), J. Tong (Vice-Chairperson), W. Mathis (Treasurer), D. Carlson (Secretary), G. Rubright, M.C. Mueller, J. Cauley

Absent: K. Schmeling

Regular non-voting attendee Shirley Hansen and Steve Baker (City Council Liaison) were present. City Manager M. Baumgarten was also present.

1. The meeting was called to order by S. Richardson at precisely 7 pm. S. Richardson congratulated D. Carlson on his recent Corrado Parducci Zoom presentation sponsored by the Berkley Public Library. S. Richardson also noted the absence of any Berkley residents not on the Committee and announced a bypass of the usual "citizen comments" portion of the meeting.
2. J. Tong informed the Committee of his recent purchase of 288 Holiday Mugs featuring the new 2020 design and the expected delivery time of the last week of September. J. Tong also informed the Committee of the purchase of 75 Holiday Mugs featuring the 2019 artwork at the price of \$4.20 per mug, and the purchase of 25 small boxes for the purpose of mug mailings. The prospect of curbside sales was discussed. S. Baker suggested the possibility of contacting Berkley Public Library Director Matt Church regarding possible Library based sales. G. Rubright recommended that the Committee refrain from attempting Library based sales on account of Covid-related difficulties. S. Richardson concurred. There was a general consensus to not pursue Library based sales at the moment. J. Tong also noted the imminent reopening of City Hall, a mug sale venue in previous years. City Manager M. Baumgarten reported to the Committee the City's intention to attempt a City Hall reopening by October 6th, suggesting that City Hall based mug sales will likely be possible.
3. S. Richardson informed the Committee of our impending acquisition of hundreds of old Berkley street signs for the purposes of public sale. J. Tong informed the Committee of

space within City Hall recently approved by M. Baumgarten for the storage of said signs and asked the Committee for their input on possible price ranges. J. Tong also reported upon his research into multiple shipping methods, and recommended the Committee opt for the use of "ULine" envelopes which are likely to cost less than \$15 per mailing. S. Richardson called upon the Committee to make a motion regarding sign pricing. J. Tong made a motion that old Berkley street signs be sold to the general public at the price of \$20 per, with the exception of "Woodward", "11 Mile" and "12 Mile", to be sold at \$40 per. S. Hansen seconded the motion. Discussion ensued. D. Carlson proposed an amendment to the motion to include "Catalpa" among the street signs priced at \$40. J. Tong agreed to the amendment. S. Hansen expressed her support of the suggested prices and noted the convenience of charging amounts that require little to no change making. G. Rubright noted the tendency of typical customers to pay with exact change or check. S. Richardson inquired about the possibility of accepting credit cards and J. Tong informed the Committee that the City Business Office is currently looking into it. G. Rubright informed the Committee of her recent research showing that other communities undertaking public sales of old street signs, Seattle and St. Louis specifically, generally charge \$20 to \$25. S. Richardson called for a vote on J. Tong's motion as amended by D. Carlson. The motion passed unanimously without further discussion. J. Tong made a motion that he be granted permission to purchase "ULine" envelopes for the purposes of future street sign mailings. The motion was seconded. Discussion ensued. G. Rubright proposed an amendment to the motion stating that a \$20 or less per mailing shipping cost be determined before J. Tong be granted said permission. J. Tong agreed to the amendment. The motion passed unanimously as amended. J. Tong stated his intent to research shipping costs immediately. G. Rubright inquired about the intended use of funds generated by the Committee's street sign sales. J. Tong told the Committee of his desire to earmark said income for the purposes of applying for and acquiring a State of Michigan Historical Marker commemorating the historical and architectural significance of Berkley's old fire station, also the current home of the Berkley Historical Museum, and also cited a potential costs of \$2,500 to \$3,500 in pursuit of this goal. G. Rubright suggested creating "thermometer" style signage informing the public of the details of our project and our current fundraising progress, thereby promoting both public interest in the project and street sign sales. G. Rubright also suggested that an article about the project in Woodward Talk might also increase public visibility and interest. J. Tong

expressed his intention to contact a Woodward Talk newswriter regarding this possibility. D. Carlson made a motion that funds generated by the Committee's public sales of old Berkley street signs be earmarked for the purposes of applying for and acquiring a State of Michigan Historical Marker commemorating the historical and architectural significance of Berkley's old fire station. The motion was seconded. Discussion ensued. The motion passed unanimously. J. Tong inquired about the City's position on the Committee's street sign sales plan and historical marker project. S. Baker indicated that the City would approve of such a course of action, and also requested that the Committee occasionally be represented by a member at City Council meetings and present details of Committee activities during the public comments portion of said meetings. J. Tong proposed that Committee members be granted one free 2020 Holiday mug and one free old Berkley street sign. The Committee agreed to this proposal. J. Tong requested of the Committee permission to open the Museum on Saturday, October 10th from 1 to 4 pm for the purposes of a public sale of old Berkely street signs. The Committee agreed to this request. J. Cauley, D. Carlson, M.C. Mueller and S. Richardson committed to volunteering for the aforementioned public sale.

4. The City's annual Lights Parade and the Committee's participation in the event were discussed. S. Hansen inquired about the possibility of the Museum opening for this event. S. Baker stated that the City is currently undecided regarding this event and it is not yet known if it will take place. City Manager M. Baumgarten reiterated this statement and further stated that the City is currently considering numerous holiday scenarios. S. Richardson inquired about the City of Detroit's plans for their annual Thanksgiving Day Parade and suggested it might provide a precedent for other local, annual parade organizers to follow. S. Baker noted later in the meeting that the Detroit Thanksgiving Parade will likely occur in 2020, sponsored by Gardner-White Furniture Stores. J. Tong expressed his opposition to opening the Museum for the Lights Parade, should it occur. S. Baker suggested the possibility of the Committee participating from the outside with tables and possible complimentary cookie service. S. Hansen also suggested the possibility of promoting mug sales through cookie giveaways. J. Cauley suggested that hot cocoa might also promote sales. S. Hansen noted the annual cocoa selling tradition of another local group and suggested that the Committee refrain from competing. The subject is tabled until an announcement from the city regarding the event is made.

5. J. Tong informed the Committee of local school teacher Cathy Lindhart's request to bring a group of masked 6-year-olds to the Museum on Friday, October 2nd. G. Rubright inquired about the possible use of gloves, as well. J. Tong stated that gloves could be incorporated but also that the teacher is mandating frequent hand sanitizing. City Council Member S. Baker and City Manager M. Baumgarten approved of the visit provided that all Covid protocols are in place and adhered to. The Committee agreed to allow the visit as described.

6. J. Tong noted recent changes and improvements to Museum displays and layout. S. Hansen lauded the current look and suggested the Committee make a gift to Berkley citizen Dean Smith as a token of appreciation for his contributions to the Museum's current improved appearance. J. Tong suggested a gift of a free street sign and a gift certificate to Republica restaurant, paid for out of the Committee's petty cash fund, be made to Dean Smith. S. Baker inquired about the propriety of such a gift paid for out of petty cash. M. Baumgarten expressed his intention to find out and recommended the Committee hold off on making such a gift until the City approves it. J. Tong requested to make the gift upon receiving approval from the city and the Committee agreed to allow it.

7. J. Tong made a motion to adjourn the meeting at approximately 7:50 pm. The motion was seconded and passed unanimously without discussion.