

Hartland Area Community Council
June 1, 2015

Attending: Leo Bard, Heidi Bierer, Larry Ciofu, Mary Corder, Paul Corder, Gary Cornillaud, Jan Cornillaud, Sharon Grech, Richard Krueger, Kim Ladd, Ceci Marlow, Emily Roberts, Gayle Roberts, Jacob Roberts, Jeremy Roberts, Sandy Roberts, Cliff Schiesel, Ginny Smoot, Jim Sparks.

President to come Jacob Roberts called the meeting to order at 6:34 pm.

The minutes were reviewed. Jeremy Roberts moved acceptance of the minutes with these changes, Jan Cornillaud seconded to approve the minutes as presented. Secretary's reported.

Treasurer's Report: Balance is \$5,225.92. Another \$216 to be deposited. Only expense item remaining is whatever will be donated for the flyover—at least \$1,000. \$946 was recovered in donations and buttons for flyover. Jan Cornillaud moved that the Treasurer's Report be put on file. Sandy Roberts seconded. Treasurer's report accepted.

Banners

Dick claimed the lost one from the Roberts. He reported that there is a new system anchoring the banners on trial, but it looks good.

Memorial Day Parade May 25, 2015

Candy throwing: There was candy thrown. Cliff reported he saw a handful or so individuals throwing candy, but it is believed that . Gary curbed his enthusiasm for “correcting” the children who came right up to the cars looking for candy.

Gayle had a small group of middle school boys that she corrected repeatedly from going up to the cars as they go by. Flip side, there were little kids who sat on the side, and who were not getting candy. There was, in fact, a youth who, after correction, still dove for a piece of candy right in front of a car, and slipped in the middle of the road.

Jacob suggested that next year we are proactive about the candy situation in planning.

Sharon Grech reported that, for her first experience, it was very positive. There was one vendor that was disturbed that she did not have a reserved spot. While we could have vendor parking, some simply do not show up when told to (between 7 and 8), reserving one spot for most will not work. Mary said that there were many spots on the east side of the Village Elementary building. Vendors could drop equipment, then go park in vendor area, if designated. Most vendors did arrive early, some came the night before, one had come on Friday night. Jacob expressed concern that it might be good to leave open the space in front of the playground so that vendors aren't there, and the playground gets more play. Sharon shared one suggestion, that all the road closing info be sent with the vendor information. Sharon said, too, that there were several hot dog vendors and asked if some could set up at another location. Concern was expressed that this could take away from the focus of the parade. But setting up water, at the least, at Ore Creek would help a lot.

There were two announcers—Jacob's uncle did the moment of silence. Gayle said that it went over phenomenally well.

Dick Krueger said there was very good coverage in the Livingston Daily online and in the print format.

Dick also expressed concern over the traffic control during the run route. There seemed to be a lot of interruptions, including cars going head on into the runners. There needs to be an official opening and official closing of the run. The run lacked control. There was no consistent control during the run at Hartland and Crouse. Sandy suggested that an email be sent to the run folks to request that they come to a meeting. There is no charge for their participation in the event, and there are risks. Perhaps another day—Sunday--or a different time. The conflict between parade watchers, float drivers, etc. Cliff added that there is a challenge in having different groups operating the run—all of them have been with the high school athletic department. Traffic control is a challenge when young people are used since their authority does not appear to be respected. Gayle also asked that we ask that the run donate some funds to one of the charities related to the purpose of the parade. Jim Sparks moved that the Run leadership come to the September's meeting to discuss the run. Dick seconded. Larry raised that, rather than inviting them to the HACC meeting, a small committee go to meet with the leadership to bring up the needs and the apparent disconnect of the run with the parade. Larry Ciofu volunteered to participate on that committee. The first motion passed. Jim moved we send “the calvary” ahead of the September meeting. Sandy seconded that. Cliff said that a new athletic director needs to be on board by June 30. Discussion followed about the best timing. Because it is a sanctioned run, any changes requested by HACC would need to be made as soon as possible. The second motion passed. Larry, Jim, and Jeremy will be “the calvary” meeting ahead of the invite to a HACC meeting.

Sandy Roberts also pointed out that we close the streets at 10 am. Sandy suggested closing them at 11. Dick explained the reason to close at 10 am is because of the amount of pedestrian traffic. Dick also explained that the Fire Authority some time ago seemed to have more interaction in what was allowed and what wasn't in the way of traffic. Sandy thinks that we should have people address the traffic coming up Hartland Road, and when lots are full, just close them off. Improved communication with the Fire Authority is needed.

Heidi was not happy with the drone's practicing, since it seemed to focus on her back yard and her dogs. The drone operator was brought in by Colleen Rosso at the Township and the drone footage was included in the video released today on the Hartland Township's Youtube Channel.

Jim appreciated the efforts of Jeremy and Emily Roberts with the sign-up, organization, and ordering of the parades.

Jacob asked Larry if we made money on the parade booklet. There are still over \$1,695 in ads that have not yet paid. As of this point, there is a profit; when the rest of the ads are paid, there will be more of a profit. Larry sends letters for unpaids 3 months following, if still not paid. Most of these are regulars. It does take several visits sometimes to get checks from ads. We will make \$1600-\$2500 on the booklet, and this is the major fundraiser—as Barbara indicated. Barbara's other comments included that there needs to be two people involved, one for procuring ads, the other to put together the veterans info/content. Advertising was down this year. Going forward, it is important to emphasize that this is the MAIN FUNDRAISER for Community Council. Barbara would also like to have photos of the interviewed veterans or military to accompany the winners of the Grant Sweet Memorial Essay Contest. Barbara also recommends taking about 20 booklets to the office of each of the schools. Two schools got them and they were well-received. Barbara will meet in August with whomever takes this up. Consider giving a deadline if the booklet is repeated. Gary stated that this is a lot of work to raise \$1600-\$2500. Jan believes that the booklet is still needed—it is a community service. Gary said it's possible to get a simpler book out. It's worth reviewing how to do it better.

Gayle asked that we put the parade application online. She also said that doing this, once the

application was received, the parade unit could also have a map that spells out where the unit will be when they arrive at Ore Creek which might end some of the last-minute confusion. Sharon said that with her vendors at Epley Park, when she wasn't receiving enough, she did an email blast, and then everything after that with all but one was on email.

Ceci shared that the Facebook post from the Township did not indicate there was any connection with the Hartland Area Community Council. She knows that there was no designated publicity person. Jacob suggested that a banner or something in the parade itself, so that there is also a connection—using the logo. Maybe right after the veterans, a banner in the parade--"Parade Presented by the Hartland Area Community Council." Dick reported that the two poles where there was permission to use two poles right by the bridge, one is the schools', the other Dick doesn't remember who owns it. Jacob said that someone told him we could talk to DTE and get another pole. Sharon has the contact info for the person who is responsible for Hartland Township's poles. Katrina Brown did design some nice lawn signs, but there was not enough time for approval prior to the parade.

Heidi got a lot of really positive comments about how nice the parade was this year.

Gayle also suggested that providing more entertainment for the kids in the park before and after the parade. Sharon said the vendors also made that recommendation in order to sell more. Jim suggested that if we had both bands—senior high and middle school—there would increase the music. Jacob would like to see more diversification of the entertainment, too.

Jacob asked about the luminary walk—he was there and thought it went well. Gary said, thanks to Paul Scheidler and Tami Cain, there were a larger number of students representing the residents of the cemetery as well as more audience (for extra credit). Good turnout. The chairs showed up. The sound system stayed when needed. Needs more publicity. Jacob suggested HACC might want to consider a donation to support the uniforms and costumes. Gary will contact Paul to tell him what's being considered and to ask in what way HACC could help him.

Jacob asked if we had considered having WHMI at the parade. Dick said that we wouldn't charge them very much to be at the parade. Gary shared that the comments from the Model A Club were that they are always impressed by the number of people attending the parade. But there are fewer parade units. Jacob would like to see the parade even more attractive for audience.

Jacob would like HACC to consider T-shirts instead of vests for parade management.

Flyover buttons which are donated, but perhaps another kind of fundraiser could be helpful. Gayle said that Tony Saccos and another restaurant did the buy a heart put it on the wall for \$1 kind of thing to help a little girl with cancer. She then went on to describe another gimmick fundraiser—flashing ducks included.

Jan asked if this was the meeting for making the donation for the flyover. It can be held until August, although there are some funds.

Jacob suggested inviting more area fire departments for this parade. But there are more parades now, too. Brighton had a call this year.

More vests are needed. More cones are needed for Ore Creek, too. The Township has three separate barricades that are stored and used by the Fire Authority. Road Commission does continue to

grandfather road barricades dropped off. Jeremy wants to know where to go to get more cones. Twenty cones were held at the pavilion. Only three were used in Epley Park. Dick told Jeremy to ask the Fire Authority if they have them; if they don't ask the schools. Jeremy said that the Road Commission said all we have to do is ask for cones. So, when we go to the Township to ask for the road barricades, we should also ask for cones. Gary recommends also going to the Road Commission.

The delay in the parade was the teacher unit who were interacting a lot with the audience.

Old Business

Web site: The web site is a little out of date. Meetings out of date.

Heritage Day: Calendars have arrived. \$10. For sale at the Library and at Hartland Township, Farm Bureau, Chamber office. It has been suggested that the age group of the photographer be included in the next one. Gary also suggested that the Community Council logo be included prominently. Kim asked if she could sign out 20 and sell them at the Senior Center and Heidi said yes. \$5 of each calendar sale goes to support Heritage Day. Heidi is working on Gary to have an antique car show; Gary says no hot rods. Heidi asked Leo if the vintage tractors will be there—and Leo said who knows about those farmers. The Stagecoach Questers (in costume) want to have an antique yard sale, location to be determined. There are a couple crafters planning to come—one of whom makes the big flowery hats. The Howell Nature Center is coming to the Library lawn. Cider and donuts will be available. More interactive kid activities. Little Miss and Mister Pilgrim for photo opps. Ore Creek Veterinary will lead the Pet Parade. Jacob asked if Community Council could have a tent for Heritage Day and sell park bricks and calendars. Heidi said that a sticker could be added on the back. She just needs to be sent the logo which Gary will do. Cliff asked if there would be a meeting between now and August 3 specifically for Heritage Day. Jacob asked about seeing if the Crouse Family Museum (private) could be open on Heritage Day. Heidi will check with Frank Crouse.

New Business

Jacob is thinking about pursuing hanging real flower baskets on Avon Street. Probably on the poles that don't have banners on them.

The Michigan Festivals and Events Association brochure and Hartland was not in it. We have been in the past. There is a convention for parades and festivals where they teach how to get vendors. Jacob thinks someone should definitely attend the convention.

Venue for August meeting? Village Elementary.

Jan moved adjournment. Jim seconded. The meeting adjourned at 8:10 pm.

Old Business

A banner seems to keep flying off at Crouse and Hartland. The zip ties don't seem to be able to handle it the wind there. The Roberts have it.

Heritage Day: Calendars are ordered and should be in at the end of next week. There are a couple businesses that will sell them, as well as Cromaine and Hartland Township. Each photo includes an acknowledgement of the photographer. Barbara will include the cover photo in the parade booklet, too, as well as info on the Heritage Day. Heidi is working on the food aspect. There will be more people in period clothing.

New Business

Please be sure you vote Tuesday. Cromaine has a three week series on Frida Kahlo. David Elsilä from the Michigan Labor History Society will speak May 6 on Detroit in the 1930s.

Relay for Life is May 30, 9 am to 11 pm.

Jacob Roberts talked with the Township about the parade and the Township has some ideas for the future. Jacob recommended having a survey for the community that might include ideas for the future. The Township suggested doing this on the hartlandliving.com web site. It was suggested that signs be made available at the parade to send people to the web site survey. Gary would like it to be clear to people which organization puts on the parade, so the link should be on the Community Council web site and link to where the survey is located. It was also suggested that Barbara include it in the parade booklet. The survey really needs to be developed, especially if it is to include ideas that the Council supports and will carry forward. Jacob suggested we hold the survey until after the parade—the next meeting. A lot of discussion followed about whether to ask open-ended questions, or whether to get the survey done right away or hold off. Jacob offered a suggestion box so that suggestions can be included. Lots of comments are shared verbally as well. It was concluded that no action be taken for this Memorial Day.

Jan Cornillaud moved that we adjourn at 7:39 pm. Kay Fountain seconded.