People for Palmer Park
Annual Meeting – March 16, 2019
Community Update — 1:00 p.m. – 2:30 p.m.

• Welcome, Call to Order
• President’s Report
• Finance Report & Forecast Budget
• Annual Report – Committee Updates:
  - Recreation
  - Preservation & Beautification
  - Marketing
  - Membership
  - Log Cabin Update
  - Events Committee
• Elections of 2019 – 2021 Board Members
• Special Guests Speak
• Volunteer Sign-Up for Committees
PFPP Mission and Vision

Mission:
To further the preservation, revitalization and viability of Palmer Park - a Detroit park for the good of everyone.

Vision:
Our vision is to create an urban, regional destination and daily recreation site that will promote an active and healthy community.

Values:
Preservation of resources/Restoration & preservation of history/Equal benefit & access to the park/Creation of a safe environment/Responsiveness to users & the community/Timeliness in our actions/Collaboration & cooperation with city, community & stakeholders.
# PFPP Governance

## Current Board of Directors

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Rochelle E. Lento</td>
</tr>
<tr>
<td>Vice President</td>
<td>Gregory Guice</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Angella Durkin</td>
</tr>
<tr>
<td>Secretary</td>
<td>Leonora King</td>
</tr>
<tr>
<td>Events Chair</td>
<td>Barbara Barefield</td>
</tr>
<tr>
<td>Log Cabin Chair</td>
<td>Jason Fligger</td>
</tr>
<tr>
<td>Recreation Chair</td>
<td>Sharon Gamblin</td>
</tr>
<tr>
<td>Marketing Chair</td>
<td>Amy Lebowsky</td>
</tr>
<tr>
<td>Preservation Chair</td>
<td>David Mangum</td>
</tr>
<tr>
<td>Membership</td>
<td>Rhonda Hendren</td>
</tr>
<tr>
<td>Membership</td>
<td>Roberta Henrion</td>
</tr>
<tr>
<td>Membership</td>
<td>Nancy Varner</td>
</tr>
<tr>
<td>Membership</td>
<td>Kim Fracassa</td>
</tr>
<tr>
<td>Membership</td>
<td>Roy Raines</td>
</tr>
<tr>
<td>Membership</td>
<td>Di Anna Solomon</td>
</tr>
</tbody>
</table>

- **Regular Monthly Board Meetings/Corporate Formalities**
- **Standing Committee Structure**
- **Four Annual Audits Completed**
- **Good Standing with the State & IRS**
Highlights from 2018 in Palmer Park

• Bees in the D in Palmer Park Garden
• DIA Inside Out Art Installations (Bike Tour)
• DSO Mobile Maxcast at the Art Fair
• Byrd Walking Path Installed from Cabin to Butterfly Garden
• Greenhouse completed in the Garden
• Palmer Park Community House activated
• Lighthouse Feasibility Report complete
• Log Cabin Restoration – used for events
• Tennis Court Renovation/Resurfacing
Strategic Partnerships- 2018

City of Detroit GSD + Recreation

- Tennis Court Reconstruction & General Park Improvements
- Yoganic Flow & USTA
  - MI Handball Association
  - Recreation

Integrity Shows

- Art Fair
  - Quicken Loans
    - PP Winterfest & PGA – Rocket Mortgage Classic
    - Colonial Dames of the 17th Century

Power of 100 Women

- Support
  - Parks Coalition
  - Five Major Parks
  - Home Depot
  - Urban Garden

Colonial Dames of the 17th Century
Standing Committees

- **Finance**: Chair, Shane Eason
- **Recreation**: Chair, Sharon Gamblin
- **Preservation & Beautification**: Chair, David Mangum
- **Marketing**: Chair, Amy Lebowsky
- **Membership**: Chair, Rhonda Hendren
- **Log Cabin Committee**: Chair, Jason Fligger
- **Events**: Chair, Barbara Barefield
Finance Report

Shane Eason, Chair
Shane Eason shane@peopleforpalmerpark.org

Members:
Angella Durkin
Sigal Henry
Rochelle Lento
Patricia Little
DiAnna Solomon
## Finance Report 2018

### 2018 Highlights

- Major increase to size of Tennis program
- Log Cabin front door & basement staircase restoration
- Private donations – Tennis & Yoga programs, Lighthouse, WinterFest

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Actual</th>
<th>Budget</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Revenue</td>
<td>$19,257</td>
<td>$12,250</td>
<td>$7,007</td>
</tr>
<tr>
<td>Fundraiser</td>
<td>12,985</td>
<td>11,000</td>
<td>1,985</td>
</tr>
<tr>
<td>Corporate &amp; Foundation Donations</td>
<td>21,618</td>
<td>-</td>
<td>21,618</td>
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<tr>
<td>Sponsorship Revenue</td>
<td>3,500</td>
<td>-</td>
<td>3,500</td>
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<tr>
<td>Program Income</td>
<td>21,658</td>
<td>8,500</td>
<td>13,158</td>
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<td>Sales &amp; Donations</td>
<td>26,198</td>
<td>17,400</td>
<td>8,798</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>105,216</td>
<td>49,150</td>
<td>56,066</td>
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<table>
<thead>
<tr>
<th>Expense</th>
<th>Actual</th>
<th>Budget</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farm &amp; Orchard</td>
<td>7,153</td>
<td>7,000</td>
<td>153</td>
</tr>
<tr>
<td>Equipment &amp; Facility Rental</td>
<td>4,971</td>
<td>2,535</td>
<td>2,436</td>
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<tr>
<td>Event &amp; Activity Costs</td>
<td>9,651</td>
<td>10,206</td>
<td>(555)</td>
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<tr>
<td>Recreation</td>
<td>16,788</td>
<td>12,250</td>
<td>4,538</td>
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<td>Park Restoration &amp; Maintenance</td>
<td>6,042</td>
<td>4,160</td>
<td>1,882</td>
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<tr>
<td>Marketing &amp; Merchandise</td>
<td>5,015</td>
<td>5,050</td>
<td>(35)</td>
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<tr>
<td>Administrative</td>
<td>17,245</td>
<td>12,834</td>
<td>4,411</td>
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<td><strong>Total Expenses</strong></td>
<td>66,866</td>
<td>54,035</td>
<td>12,831</td>
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| Net Revenue                  | $38,350 | $(4,885) | $43,235 |

2019 Budget

2019 Highlights

- Primary sources of revenue: membership, annual silent auction, & increase in donations & sponsorships
- Activities for the year continue to include 4 major events
- Programming: tennis program targeted to increase in size, and introduction of Farm Bed rental program
- Log cabin improvements: basement door restoration, pocket doors, decorative lighting
- Due to increase in organization size, anticipating an increase in administrative costs

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Budget</th>
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<tbody>
<tr>
<td>Membership Revenue</td>
<td>$18,500</td>
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<tr>
<td>Fundraiser</td>
<td>10,000</td>
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<td>Program Income</td>
<td>33,285</td>
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<tr>
<td>Sales &amp; Donations</td>
<td>40,000</td>
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<td><strong>Total Revenue</strong></td>
<td><strong>101,785</strong></td>
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<table>
<thead>
<tr>
<th>Expense</th>
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</thead>
<tbody>
<tr>
<td>Farm &amp; Orchard</td>
<td>7,250</td>
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<tr>
<td>Equipment &amp; Facility Rental</td>
<td>3,837</td>
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<tr>
<td>Event &amp; Activity Costs</td>
<td>9,135</td>
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<tr>
<td>Recreation</td>
<td>30,350</td>
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<tr>
<td>Park Restoration &amp; Maintenance</td>
<td>16,035</td>
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<tr>
<td>Marketing &amp; Merchandise</td>
<td>10,532</td>
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<tr>
<td>Administrative</td>
<td>25,024</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>102,163</strong></td>
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| Net Loss                 | $ (378) |
Finance Report

How to Get Involved:

• Renew your membership
• Buy & wear PFPP gear
• Shop local & tell our businesses that you’re a proud PFPP supporter
• Sponsor PFPP
• Join the Finance Committee!
  • Grant writing
  • Fundraising & sponsorships
  • Strategic planning
  • Process improvement
  • Financial backgrounds
  • System experience
  • Creative minds
Recreation Committee
Sharon Gamblin, Chair

• **Bike Riding** – Henry Ford II
  – Thursdays from 6:30-8:00 pm started on April 4th – October 24th
  – Meet @ the Splash Park parking lot, ride the park & surrounding neighborhoods

  **Handball Clinics – to start in the spring**
  See PFPP website for updates

• **Tai Chi Lead** – Peter Guenther –
  – Will begin at 7:00-8:30 pm on Tuesday, May 14th until September 3rd
  – Meet at the corner of Ponchartrain and Seven Mile Rd.

• **Yoga Lead** – Kerri Trahan, Yoganic Flow
  – Meets on Saturday morning @ 9:00 am in PP Community House
  – Outdoor near the urban garden will start in May when weather cooperates

• **Walking Club** – We need a lead for this activity
  – We thank Latricia Wright for her dedication to the walking club
  – Dates, times and routes are to be scheduled
Successes of the Tennis Program in 2018

• **Participants:**
  → Approximately 150 kids participated
  → Approximately 40 kids participated indoors at Dearborn Club

• **Competitive Teams:**
  → 3rd year of **USTA Jr. Team Tennis** - Palmer Park Pumas – We have two teams now - 14 & Under and 10 & Under – played other clubs
  → Played and won scrimmages against other tennis programs

• Students attended **USTA Diversity Camp** at Ohio State

• Visited U of M Kids Day Clinic with U of M Men’s tennis team

• Sent approximately 25 kids to the annual Scott King Tournament for novices
Successes of the Tennis Players/Program in 2018

• PFPP Joined **Greater Detroit Tennis Alliance** forming a partnership with *Chandler Park, Stoepel Park, Clark Park and Motor City Tennis Club* to do some after school tennis programs in schools located near those parks & then funnel children to tennis programs at those parks in 2019. Programs started at Flics and Nolan Elementary Schools.

• Expanded our programming:
  → Added a Personal Fitness Trainer & Yoga to the tennis
  → Mental Toughness Seminar by Judge Szymanski

• Voted United States Community Tennis Association of the Year by Tennis Industry Magazine
Goals for Tennis Program – 2019

• Continue Yoga and Exercise Instruction on alternating Mondays

• Increase the number of participants in the program/continue USTA participation and engagement

• Anticipating newly resurfaced TENNIS COURTS to be completed in 2019!

• We will utilize tennis courts at UDM College until The Palmer Park courts are done
Preservation & Beautification
David Mangum, Chair

2018 Accomplishments

- Vibrant Urban Farm
- Completed Greenhouse
- Rain Garden Installation
- Bees in the D
- Lake Frances Clean-Up
2019 Goals for Preservation & Beautification

2019 Goals
• Establish community volunteer partnerships
• Implement farm bed rental program
• Palmer Park will shine for PGA event
• Kaboom playground installation
• Pilot wayfinding project

Volunteer hours will be announced on our website for the season!

HOME DEPOT & VOLUNTEER GARDEN DAYS: MAY 17TH + 18TH

Farm Bed Rental Program – Farm Manager: Molly Leebove
Overview

The Marketing and Communications Committee is responsible for overall promotion and voice of the PFPP organization. This is done primarily through:

- **Website** (peopleforpalmerpark.org)
- **Social media** (@PFPalmerPark) – Facebook, Twitter and Instagram
- **eBlasts** (Constant Contact)
- **Branded Merchandise**
- **Press Releases/Media contacts**
2018 Marketing Accomplishments

Ways we are building and strengthening pride in community:

- **Facebook**
  5,000 followers, by far our most active network

- **Twitter**
  1,137 followers

- **Instagram**
  Over 800 followers (doubled from last year!)
  Far more community engagement & sharing

- **Merch**
  New sweatshirt design and log cabin memorabilia

- **Revenue/member building**
  #GivingTuesday, #FacesOfPalmerPark
2019 Marketing Goals

• **Build our committee**
  
  *We are looking for new members with skills or passion in the areas of:* 
  
  – **Writing press releases and other promotional content**
  
  – **Video**
  
  – **Data entry and/or management**
  
  – **Community Outreach and crafting our marketing message**
  
  – **Helping us to sell merchandise at our events and represent the organization**
  
  – **Someone WITH YOUR UNIQUE SKILLS OR IDEAS!**

Would love to hear YOUR suggestions!
amy@peopleforpalmerpark.org

Help us spread the word!
@PFPalmerPark
on Facebook, Twitter, Instagram
#PalmerPark, #PalmerParkDetroit
How to Become a Member, Rhonda Hendren

• Become a member/ Membership Dues:
  • Sprout: $25.00
  • Sapling: $75.00
  • Oak Grove: $100.00
  • Apple Orchard: $250.00
  • Membership can also be earned through volunteer hours

• Membership required for voting rights at annual meeting

• Join the Membership distribution/ mailing list of upcoming events

Become the People working to make a difference!
Log Cabin Renovations/Plans – 2017-2018
Jason Fligger, Chair

- Log Cabin Basement Stairway renovated
- City of Detroit removal of invasive species in Lake Frances islands
- An RFP for Lighthouse repairs has been prepared and we hope to begin the repairs on the Lighthouse this year
- The log cabin was rented for two private events in 2018. It is hoped that with additional improvements, more people will choose to rent the cabin for their special event
- Other projects connected to the Log Cabin Committee:
  - A new hay wagon was purchased in partnership with DPD 12th Precinct + modified to support hayrides at our annual Fall Harvest Festival + for the annual 12th Precinct Halloween Party
  - Our 1950’s vintage Ford Tractor required some additional repairs during 2018. Let’s hope that you see our shiny red tractor pulling the hayrides during this year’s Harvest Festival event.
Log Cabin Update – New Plaque Donated

- A new plaque, detailing the history of the Palmer Park Log Cabin will be donated by the Michigan Society Colonial Dames XVII Century Metamora Chapter/ Michigan Society Colonial Daughters.
- The plaque will be hung in the main hallway inside the cabin and unveiled at Log Cabin.
- The plaque will be presented to People for Palmer Park & the City of Detroit at Log Cabin Day on 7/21/19.
Log Cabin Updates/Plans – 2018-2019

**Electrical Upgrades:**
- In 2019, upgrade the electrical system inside the Log Cabin + new light fixtures have been ordered.
- Possibility of upgrading to Park’s electrical system in conjunction with tennis court renovation
- These upgrades will support Log Cabin events + eliminate need for noisy generators

**Wood Interior Improvements:**
- Funding obtained to begin restoration of the pocket doors in the first floor central hallway of the Cabin
- Currently seeking funding to begin repairs of the main stairway and kitchen area of the cabin
- Continue to seek funding to rebuild the log chimneys at the north and south ends of the cabin
Recognition of Log Cabin/Farm Partners

- Michigan Society Colonial Dames XVII Century Metamora Chapter/ Michigan Society Colonial Daughters for the plaque
- John Allen for repair of the Palmer Park Tractor
- Dale Radcliff for basement stair repair
- Brian Kiley, provided consultation for the rewiring Madison Electrical-Donated supplies to rewire the Cabin
- Rick Preuss, IBEW Local 58-will donate labor to rewire the Cabin
Events Committee
Barbara Barefield, Chair
Events Committee

Members & Event Volunteers

- Barbara Barefield (Chair)
- Nancy Varner
- Lori Feret (Silent Auction Chair)
- Sue Couch (Lead for arts & crafts)
- Denise Yezbick (Hat Parade Chair)
- Selma Goggins
- Mark Loeb
- Vickie Elmer
- Michelle Elias
- Denise Ford
- Jeffrey McDaniel
- Tiffany Sims
- Tami Stanko
- Dona Tracey
- Karen White
- Vittoria Valenti
- Quicken Loans Volunteers; BuildOn.org; High School Volunteers
- Dan Scarsella, Rochelle Lento, Angella Durkin, Jason Fligger, and other board members
2018 Events

- Palmer Park Art Fair
  June 2 & 3
- Concerts in the Cabin
  Saturday, June 23
- Log Cabin Day, June 24
- Fundraiser & Silent Auction, August
- Harvest Festival: September
- WinterFest: Celebrate Holidays in the Cabin & Carriage Rides
- **If we have lead partners:**
  Doggie Fashion Parade
  Story Times, Chess events
  MAPP, Aziza Village, Concerts
WinterFest Multi-Cultural Holiday Celebration, Dec. 2018
WinterFest Log Cabin
Multi-Cultural Holiday Celebration
Bike & Art Tours

BIKE TOURS in Palmer Park
Story Time
Concerts in the Cabin
Log Cabin Day
Log Cabin Day
Light Up the Cabin
2019 Events

- Palmer Park Art Fair
  June 1 & 2
- PGA activities TBD
- Log Cabin Day, July 21
- Light Up the Cabin Fundraiser & Silent Auction, August 11
- Harvest Festival: September
- WinterFest: Celebrate the Holidays in the Cabin, Dec. 8

**If we have lead partners:**
Doggie Fashion Parade
Story Times, Chess events,
MAPP, Aziza Village, Concerts
2019 Board Ballot
Recommendation of the Nominating Committee- there are 10 seats open for the board, and 10 candidates

Angella Durkin*  
Kim Fracassa*  
Gregory Guice*  
David Mangum*  
Roy Raines *  
Amy Lebowsky*  

Rhonda Hendren*  
Kim Hagood  
Will Robinson  
Vittoria Valenti

* Incumbents
Special Reports & Special Guests

• **Palmer Park Art Fair** – Mark Loeb, Integrity Shows

• **City Master Plan Process + Tennis Courts** – Jeff Klein + Farhat Chaudry City of Detroit GSD

• **Rocket Mortgage Classic/PGA Tournament** – Desirae Tolbert or Steve Ogden

• **Joe Louis Greenway Initiative** – Rochelle Lento
Palmer Park Art Fair 2019
Mark Loeb, Integrity Shows – Partner
Saturday & Sunday, June 1-2
2018 PALMER PARK Art Fair Images