



**PARKS & RECREATION BOARD MEETING  
THURSDAY, MAY 21, 2026 at 7:00 PM  
BEVERLY PARK  
18801 BEVERLY ROAD  
BEVERLY HILLS, MI 48025**

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## **AGENDA**

- 1. Call to Order**
- 2. Amendments to the Agenda/Approve Agenda**
- 3. Public Comments on items not on the published agenda.**
- 4. Approve minutes of a Parks & Recreation Board meeting held April 16, 2026**
  - A. Approve minutes of a Parks & Recreation Board meeting held April 16, 2026
- 5. Business Agenda**
  - A. Presentation: Beverly Hills Tree Planting Plan
  - B. Presentation: Wendbrook Park (SmithGroup)
- 6. Discussion**
  - A. Recap Park Clean Up
  - B. Recap Java & Jazz
  - C. Memorial Day Parade/Carnival
  - D. June 6th Concert in the Park
- 7. Public Comments**
- 8. Administration Comments**
- 9. Liaison Comments**
- 10. Board Comments**
- 11. Adjournment**

Persons with disabilities who need assistance to participate in this meeting should contact the Clerk's office at 248-646-6404 three days in advance to request mobility, visual, hearing other assistance.



Present: Chairperson Goodrich; Vice Chairperson Ross; Secretary Bresnahan; Members: Bayless, Kreit, Hausman, O’Gorman and Ruprich

Absent: Borgon

Also Present: Village Clerk, Brown  
Council Liaison, Hrydziuszeko

Chairperson Goodrich called the regular Parks & Recreation/Village Council meeting to order at 7:00 p.m. in the Council Chambers located at 18500 W. 13 Mile Road, Beverly Hills, MI 48025.

### **AMENDMENTS TO THE AGENDA/APPROVE AGENDA**

Motion by Bayless, second by Bresnahan, to approve the agenda as published.

Motion passed.

### **PUBLIC COMMENTS ON ITEMS NOT ON THE PUBLISHED AGENDA**

None.

### **REVIEW AND CONSIDER APPROVAL OF REGULAR PARKS & RECREATION BOARD MINUTES OF MEETING HELD MARCH 19, 2026**

Motion by Bresnahan, second by O’Gorman, to approve the minutes as published.

Motion passed.

### **OLD BUSINESS**

#### **REVIEW AND CONSIDER ARTISTS FOR CONCERT IN THE PARK SERIES**

The Board confirmed the concert lineup and dates, and discussed performer fees, sponsorships and stage needs.

Motion by Bayless, second by Ross, the Beverly Hills Parks & Recreation Board recommends that the Village Council approve an additional Concert in the Park date on June 26, 2026, at 7:00 PM at Beverly Park and the Beverly Hills Parks & Recreation Board approves the following Concert in the Park artists for 2026: Bob Mervak for the June 26th concert and The Hood for the August 14th concert.

Motion passed.

### **BUSINESS AGENDA**

#### **REVIEW AND CONSIDER REQUEST TO WAIVE PAVILION RENTAL FEE FOR NEXT**

The Board reviewed Next’s request to waive the pavilion rental fee for a volunteer appreciation dinner on August 5, 2026. The Board discussed prior issues with lawn parking and inquired about any pushback regarding the \$250.00 damage deposit.

Motion by Bayless, second by O’Gorman, the Beverly Hills Parks & Recreation Board recommends that the Village Council approves the request from Next to host a Volunteer Appreciation Dinner on Wednesday, August 5, 2026 from 3:00 p.m. to 8:00 p.m. It is recommended that fees for use of the pavilion be waived for this event provided that a \$250 refundable damage deposit and a Certificate of Liability Insurance naming the Village of Beverly Hills as an additional insured is submitted to the Clerk’s Office prior to the event.

Motion passed.

## **DISCUSSION**

### **PARK CLEAN UP**

The Board discussed plans for the May 2 and July 13 park cleanups. The May 2 event will remain from 9:00 AM to noon, while the July 13 cleanup will be moved to an evening time to coincide with Food Truck Mondays. The Board discussed planned volunteer tasks including trash pickup, brush and buckthorn removal, mulching, weeding, and general cleanup. Hausman stated that DPW will provide mulch and assist with remaining maintenance tasks. The Board also discussed logistics, including brush collection locations, coordination with Little League activities at the park, and promotion.

### **JAVA & JAZZ**

The Board discussed preparations for the May 17 Java and Jazz event, including refreshments, DPW staffing support, performer payment, adding a fruit option and signage.

### **MEMORIAL DAY**

The Board discussed planning for the 2026 Memorial Day parade, carnival, and ceremony, including logistics, sponsorships, parade participants, carnival activities, accessibility, and volunteer coordination. The Board also discussed adopting language about political campaigning during the event.

Motion by Hausman, second by Bayless, that the Parks & Recreation Board recommend that Village Council formalize policy on political activities at the Memorial Day Parade, Carnival and Commemoration Ceremony as follows “ *The Beverly Hills Memorial Day Parade, Carnival, and Commemoration Ceremony is intended for community enjoyment and to honor the memory of military veterans. This event is not an opportunity for political campaigning. No promotion is permitted for any candidate or ballot issue, including, but not limited to, banners, signs, t-shirts, literature, or similar materials.*”

Motion passed.

### **MOVIE IN THE PARK**

The Board discussed plans for Movie in the Park, including booking an LED screen through Pegasus Entertainment and applying for a Cable Board grant to offset costs. Members reviewed possible movie options, licensing fees, and a tentative 6:30 PM start time.

The Board also discussed adding family-friendly pre-movie activities such as a sidewalk chalk festival or costume contest, along with possible concessions like Kona Ice.

**PUBLIC COMMENTS**

Terry Blask, Lauderdale, commented on the bathroom renovation at Beverly Park.

David Tobaben, Orchard Way Court, commented on flooding concerns at Riverside Park.

**ADMINISTRATION COMMENTS**

Brown updated the Board on the Spark grant bids submitted for DNR review, upcoming Board meeting location at Beverly Park, expiring board/commission terms, and the Beverly Park time capsule scheduled for opening in 2037.

**LIAISON COMMENTS**

Hrydziusko for being late and reported on Council’s budget discussions on parks projects, including Beverly Green, the gazebo, fencing, and Riverside Park.

**BOARD COMMENTS**

Hausman gave an update on the Storybook Trail repairs, sculpture damage and repairs, and planned sculpture placements across parks.

Bayless expressed excitement about the sidewalks and presented a communication plan to improve Parks & Recreation event attendance (plan attached to minutes).

O’Gorman launched a new parent-led Beverly Hills Facebook page and stated that she will reach out to Groves regarding parade participation.

Ross reported that the SmithGroup completed a Wendbrook site visit and plans to present the Board with findings. The Board discussed community engagement options and floodplain considerations.

Goodrich reported a malfunctioning crossing sign at Beverly Road, raised the need to ensure pavilion lights are on for rentals, and shared a resident email requesting updates on Beverly Green funding and planning.

**ADJOURNMENT**

The meeting was adjourned at 8:44 p.m.

## **Village of Beverly Hills Parks & Recreation Board Memo**

**Topic:** Strengthening Beverly Park Event Attendance Through Better Communication

### **Overview**

Beverly Park has a strong lineup of events, and the people who attend them generally have a very positive experience. Even so, attendance is not growing as much as we would like. Right now, we mainly rely on the Village website, the *Around the Village* newsletter, the printed calendar, and word of mouth. Those tools still matter, but they are no longer enough on their own.

### **Main Goal**

The goal is to create a simple and repeatable communications plan that helps grow attendance for the 2026 event season and can also be used in future years with updated dates, performers, vendors, and event details.

### **Main Idea**

We should stop promoting each event like it stands alone. Instead, let's present Beverly Park as a place where the Village comes together throughout the year. Our parks are not just event spaces. They are community spaces that bring people together, support family life, and improve quality of life for residents.

### **Recommended Communications Approach**

Our strategy should focus on four areas.

1. We'll continue to use our core Village channels for every event, including the Village website (to include downloadable event materials/images for sharing), *Around the Village*, VBHALERTS for last-minute reminders or weather updates, and the Village Facebook page, inclusive of creating events (this was recently done for the Memorial Day Parade).
2. We'll look to expand our reach through community-sharing channels such as local facebook groups, Metro Parent, Oakland County Moms, schools, sponsors, volunteers, food trucks, and performers.
3. We'll work to use earned media and event listings more intentionally for larger signature events, including Patch, Metro Times, and the Birmingham-Bloomfield Eagle.

4. We will make better use of event listing and discovery sites to help our events show up where families are already looking for things to do. Sites such as LittleGuide Detroit, Kids Out and About, HappeningNext, AllEvents, and Eventbrite can help broaden reach, improve online visibility, and support attendance growth. These should be used as support tools, not primary tools, and they make the most sense for family-friendly or signature events such as Movie in the Park, Halloween Hoot, Food Truck Mondays, Memorial Day, and Concerts in the Park.
5. I propose creating a Beverly Hills Parks & Recreation Instagram account to showcase not only upcoming events, but also the beauty of our parks, seasonal scenery, family use, volunteer efforts, rotating programming (sculptures, DIA art, Storybook Trail, etc.), and the everyday value our parks bring to residents. To do so, we will need to work with the Village to establish content submission (Parks Board-sourced images and video) and posting protocols in line with existing Village social and content guidelines.

## **Why Instagram**

An Instagram account would give Parks & Recreation an ongoing visual presence instead of only appearing when we need to promote an event. It would help tell the bigger story of our parks, highlight what makes Beverly Hills special, and build stronger awareness over time. It would also support event promotion by giving us another place to share photos, reminders, and community moments.

## **Facebook Group Strategy**

Local Facebook groups should be treated as relationship/communication channels. Before/during each season, we'll identify the most relevant groups, review their posting rules, and make a connection. For major events, we'll contact group admins directly when needed, use short and friendly copy, keep graphics simple, and encourage local partners and residents to help share posts.

## **Event Promotion Timeline**

Before the season begins, we should launch the full Beverly Park calendar with a season graphic, website refresh, newsletter feature, social posts, calendar submissions, and early community outreach. Then, for each event, we should follow a simple pattern:

- Main announcement several weeks out
- Reminder 10 to 14 days out
- Another reminder the week of the event
- A final reminder 48 hours out
- Day-of updates if needed
- Thank-you posts and/or photo galleries afterward

## **What Success Looks Like**

Ideally, we track website traffic, newsletter clicks, Facebook and Instagram engagement, community-group sharing, partner reposts, calendar placements, media coverage, event attendance, volunteer signups, and sponsor interest. At events, we'll make best efforts to quantify participation. Additionally, we should try to ask attendees: "How did you hear about this?"

## **Recommendation**

The best path forward is building a stronger and more consistent Parks & Recreation communications system. That means using Village channels first, community and parent networks second, outside media and event discovery platforms third, and adding a dedicated Instagram account to help tell the story of our parks all year long.

I will begin activating the aforementioned communication channels and set a meeting with Warren/Carissa to discuss social media policies/responsibilities for a VBHP&R Instagram account.

Please send me any recommendations for Facebook groups that Board members already use to learn about local events in Southeast Michigan.



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# Beverly Hills Village Park Tree Planting

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Perennial Gold, LLC

Jackson Goldklang

# Who I am



I am a professional forester in SE Michigan with a Master's in Forestry from Michigan State University, where I was an assistant instructor. I grew up in Metro Detroit and have a deep passion for the native trees here, especially our oaks. I run a small tree nursery that focuses on native oaks and their associate species. I also teach Tree ID Classes!

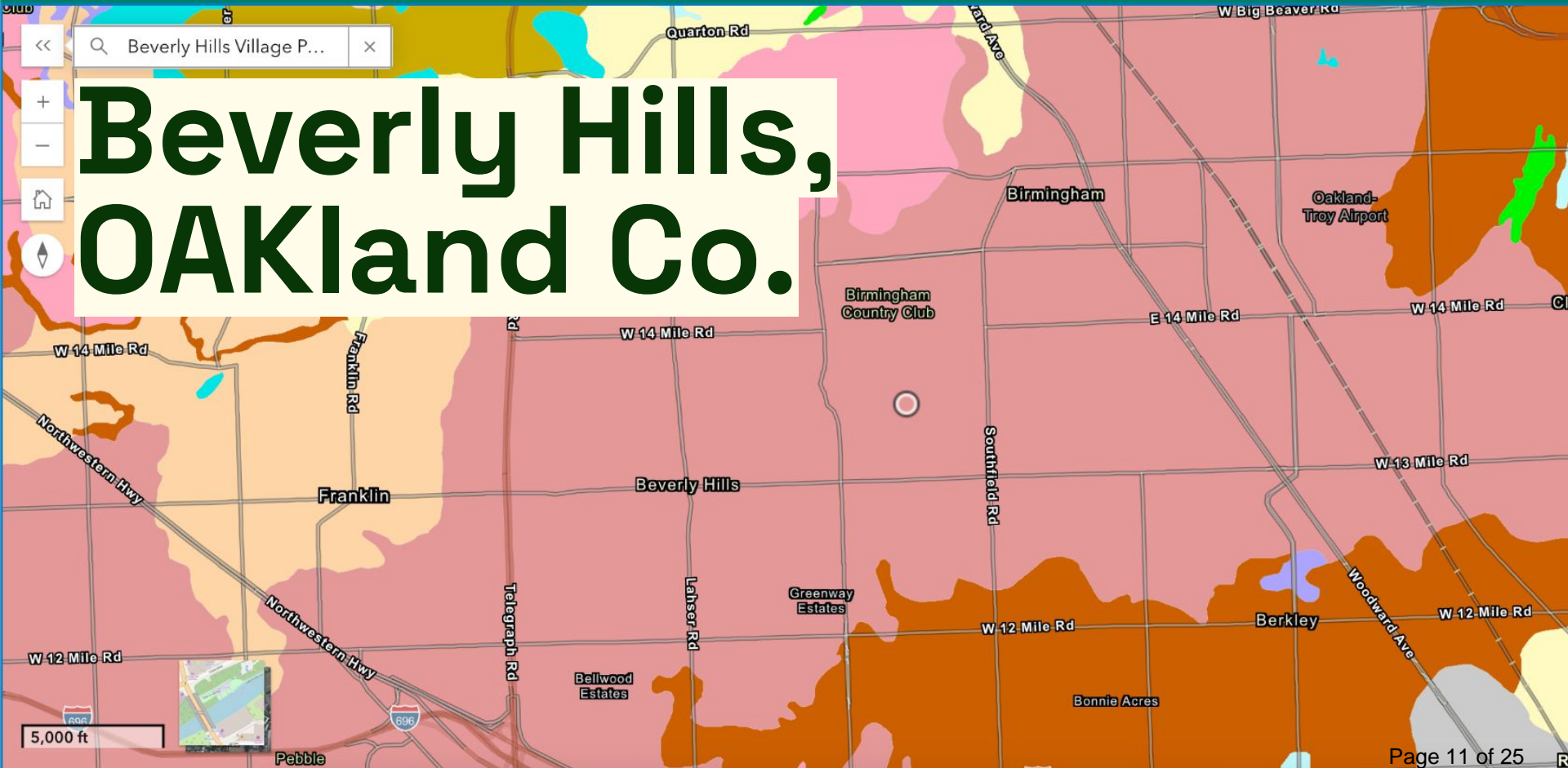
**Jackson Goldklang**



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# Beverly Hills, OAKland Co.



# What's in the Park?

## Canopy Trees

- Swamp White Oak
- Bur Oak
- Northern Red Oak
- Shagbark Hickory
- Silver Maple



# The Problem

A photograph of a forest with many bare trees and canopy gaps. The trees are tall and thin, with some larger, thicker trunks in the foreground. The ground is covered in fallen leaves. The sky is a clear, bright blue. The text "Canopy Gaps" is overlaid on the right side of the image.

## Canopy Gaps

# Why Plant?

## Oak Seedlings are Deer Candy!

Some of the large, stately oak trees have started to die in the park. It's vital to propagate and protect these remnant local genetics

- **Over 99% of pre-colonial land cover logged and settled in SE MI, these are part of the 1%**
- **Oaks aren't regenerating anywhere in the Eastern US at the numbers we need**
  - ◆ **Over 70% of oaks are mature, which means there aren't enough growing to replace them**
  - ◆ **Conservation does not mean do nothing!**
- **These problems aren't just local, but we can do something about it locally**



### Deer Pressure

SE Michigan huge overpopulation issue



### Squirrel Pressure

News Flash: Squirrels Eat Acorns



### Invasive Species

Buckthorn changes soil chemistry. With it removed, what comes next?



### Better than Fencing

Cheaper and more reliable

# Why not **big** trees?

## Younger trees have better chances of long-term success

- Will grow faster in the long term.
- Transplanting is not a natural process for most trees. Starting early lets the tree grow in its final location without extreme root disturbance.
- Bigger trees are more expensive.

# Why Oaks?

THE UNIVERSITY OF  
MICHIGAN  
MUSEUM OF  
NATURAL HISTORY

# They are:

## Long-lived Legacy Trees

- One oak tree can live hundreds of years
- Large, aesthetically pleasing trees
- Part of the cultural heritage of Beverly Hills

## Amazing for Wildlife

- Keystone species
- One Swamp White Oak is host to over 500 species of moths and butterflies
- Acorns are a valuable wildlife food source
- Home to a variety of bird species

## Ecosystem Service Providers

- Water filtration
- Floodwater absorption
- Air filtration
- Cooling in summer



**More planting opportunities?**



# Example Plan

Beverly Hills Village  
Park Playground



Gazebo



Beverly Hills Village Park

## 6 Canopy gaps

Fitting 18 Trees

- Mix of oak species
- Grown from BHVP seed and other remnant specimens in SE MI

## Picnic/Playgrounds

6 Open grown shade trees

## Tree ID Class

Get residents involved and informed

## Planting

I can lead volunteers or bring my own crew

# Tree Tubes

Needed to protect the seedlings from deer browse



Already a feature of BHVP ^



Photo from a trusted brand, ^ included in the quote.

# Cost Breakdown

# Total: \$2,530

**Tree Seedlings**  
**\$1,080**

- Oaks grown from BHVP
- Oaks grown from other specimen trees in SE MI
- \$45/tree

**Protection**  
**\$450**

- Tree Tubes for Oaks
- Mulch?

**Labor**  
**\$1,000**

- Design: \$500
- Planting oversight: \$250
- Tree ID class: \$250



# Thank You!

Happy to answer any questions