

REGULAR PARKS & RECREATION BOARD MEETING MINUTES – APRIL 16, 2026 –
PAGE 1

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, Hrydziusko

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

Hrydziuszko 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.