



# Browncroft Crier

NEWSLETTER OF THE BROWNCROFT NEIGHBORHOOD ASSOCIATION

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SINCE 1973-VOLUME #147

P.O. Box 10127 Rochester New York 14610

April 2007

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## 2007 BROWNCROFT NEIGHBORHOOD GARAGE SALE

Saturday and Sunday,  
**May 5th and 6th**  
9:00 a.m. to 5:00 p.m.

For details, and to sign up, see inside.

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## ANNUAL MAY MEMBERSHIP MEETING

**Thursday, May 24 th**  
7:00 P.M..

#46 School Auditorium

**Guest Speaker: Keenan Allen, Sector 8 NET Administrator**  
Mr. Allen will present an overview of how the Neighborhood Empowerment Teams function in providing the services of city government

**Election of Officers for 2007-2008**

**Committee Reports and Open Forum**

**Refreshments**

**Please attend and support your neighborhood association**



# SPRINGTIME IN BROWNCROFT

The neighborhood's nursery land legacy is at its most apparent in spring when the magnolias, wysteria, forsythia and spirea are blossoming on the tree lawns of our side streets.

Be sure to notice the flowering cherry trees in the green at Merchants Road and Elm Drive, and later the rows of flowering crab trees in the Browncroft Rose Garden at Browncroft Boulevard and Merchants Road.

Our public spaces are our treasure, and our natural neighborhood environment is a living landmark. Appreciate and enjoy them at this time, Protect and preserve them throughout the seasons.

## Beautification

**Spring Clean-up** will be held in the Browncroft Rose Garden on Saturday, **April 21st at 9:00 A.M.**, weather and volunteer workforce permitting. The rain date will be the following Saturday.

Please come out and help your neighbors rake out, weed and prune the beds.



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## Winton Branch Library Corner



**BIG BOOKSALE!** Thursay, May 3rd, 1-6:30 pm, Friday, May 4th, 10-5:30 and Saturday, 12-3:30 pm. Have we got a deal for you.

The Winton Reading Group will meet on Monday, May 7th at 7 pm to discuss **WHITE TEETH** by Zadie Smith. Copies of the book are available at the library

Have you noticed our new colors? We are sprucing up throughout the building and getting ready to welcome Spring. The Lois Hoffmann's Children's Room is becoming a jungle of activity. The door into the Storytime/Meeting Room has been decorated by artist Annette Leutung. Look for more changes throughout the Spring/Summer.

On Tuesday, April 10th, 2:30 to 3:30 pm, we are **"GOING BUGGY"** with Debbie Coller. Children, ages 4+, will be making clay bugs. Registration is required.

Spring Storytime starts the week of April 2nd and will run for 6 weeks. Registration is requested but if you have visitors in for the holidays, feel free to drop-in.

# The BNA Ultimate Garage Sale

The Ultimate Garage Sale is set for Saturday and Sunday, May 5th and 6th, from 9 a.m. to 5 p.m. We ask each household planning on participating in the Garage Sale to follow these guidelines. In this way, we can assure success this year, and maintain the kind of legendary quality that keeps buyers coming back. Advertisements will appear in the D&C the week before the sale and in the Messenger-Post newspapers the Wednesday before the sale. Signs will be set up at major intersections on the days of the sale.

BNA Webmaster Bob Genthner has agreed to post on our website the types of items participating residents are selling at the garage sale. Participants wishing to publish their web garage sale ad should use 35 words or less and Email their list to: bob14610@aol.com. Our neighborhood sale was the first to be on the Internet! For those who would also like to be open on Friday, this will be posted on the Internet also. Print media and our website address will list only May 5th and 6th. We need volunteers to hand out balloons and a map to each participant on May 2nd and 3rd. This will be a good opportunity to go for a spring walk in a beautiful neighborhood! Those who would like to have or post a list of types of items for sale can print one off the BNA website: <http://members.aol.com/browncrft/>.

## HOUSES PARTICIPATING IN THE SALE:

In keeping with tradition, we request that each participating home display 3-4 colored balloons that should be inflated and tied to a stick in front of the house. This will identify the residence as an official BNA Garage Sale participant.

**THE FEE IS \$5.00** for publicity, ads, balloons, map, and website listing. Please complete the application form insert and send it to The Browncroft Neighborhood Garage Sale, PO Box 10127, Rochester, NY 14610, along with the enclosed map marked with your street address and an "X" at the approximate location. The map will aid those looking for streets to visit.

**PARKING:** There will be **MANY** cars in the area on Saturday and Sunday, and we must follow the City parking regulations so that we don't interfere with or hinder any potential emergency vehicles in the area. Vehicles must be parked on the correct side of the street as indicated on the signs on the lamp poles.

**HOURS:** The Garage Sale will be from 9:00 a.m. to 5:00 p.m. each day. **PLEASE DO NOT** start selling items prior to the Official Start Time, as this encourages the public to descend upon the neighborhood and other garage sale participants before all is ready. Dealers in particular will start pushing you to let them start buying things, often as early as 7:00 a.m. Please resist and ask them to return at 8:45 or 9:00 a.m., as the sale is advertised in the newspapers as starting at 9:00 a.m.

**BE CONSIDERATE** of your neighbors not having a garage sale and encourage visitors to do the same.

# BNA Garage Sale TIPS

**PRICING: MAKE SURE** that you have all of your stuff priced at least the night before (Friday p.m.). Make a list of some of your higher priced items and set it aside so you can refer to it from time to time during the sale. (You might even indicate how low you would be willing to go on a particular item.)

**MARKING:** Items can be MARKED with Masking Tape or Stickers that you can buy at drug, discount or grocery stores. You can also buy Price Tags that you can tie onto the item at stationery stores.

**CASH BOX:** Keep it out of plain sight You should start out with perhaps \$20 worth of quarters, dimes and nickels and \$20-30 in paper money. As you sell items, remove accumulated cash to a secure location.

**CHECKS** will be offered by customers. It is your choice whether to accept them. If you decide to accept a check, make sure you see a photo ID, and note the buyer's Driver's License # and their Telephone Number on the Check, plus whatever else you feel necessary. Do not accept a check if the name on the photo ID and the name printed on the check do not match.

**SAFETY:** Be extremely careful about letting someone you don't know into your house, even to use the rest rooms. You are not obligated to provide this service. Also, as many people will be wandering around, keep cars, gates, house doors and windows locked. Cover or put away any valuable items you are not selling. Unfortunately, you never know.

**TRASH CANS:** Have a trash can or two available during sale days to keep the area clean and non-cluttered.

**CLOTHING:** If you have clothing for sale, be sure to have the sizes and price clearly indicated on the item, perhaps on a piece of paper which is fastened to the item with a safety pin. Try to have clothing hanging up so it is easier for people to examine. This also works well for other fabric items, such as tablecloths, drapes and bedding.

**SMALL ITEMS:** If you have a number of small items in the \$.25, \$.50, \$1 range,

you might consider putting them in a large box or basket and offering them for sale in a "Grab Bag" fashion, for example: "Everything in this box (or on this table ) \$1" rather than marking individual items.

**DISPLAYING MERCHANDISE:** There are many ways to display your stuff. The easier you make it for people to see your merchandise, the better it will sell. Glassware, China, smaller items could be displayed on a Card Table, Folding Table, etc. A pair of sawhorses and a nice clean door make a good display table as well. Stand up books or magazines so the titles are visible. Put one or more "attention grabbers" such as power tools or antiques where they can be seen from the road.

**IN THE GARAGE:** You never know about the weather (we've had snow!) but it is always a good idea if you have your Garage free and clear, to set up more pricey stuff like china and clothing that could be damaged by rainy weather outside. We've been very fortunate in the past with GOOD WEATHER. If you are selling inside your garage, you might want to display large items up and down the driveway; this will attract people to your garage.

**OLD NEWSPAPERS & GROCERY BAGS:** Its always a good idea to keep some of these around for wrapping glassware, china, etc. and for bagging multiple items. Offering bags with handles helps stimulate sales to people on foot.

**LONG EXTENSION CORD:** If you have anything electrical (that still runs) that you want to sell, people will naturally want to try it out, and therefore you should have some extension cords available. Also have a phone extension cord if you are selling phone equipment. Be very careful doing this if it is raining or the grass is wet.

**PRICE DICKERING:** People will always want to offer you less for something so you should have in mind the lowest price that you are willing to take for the item. If you need to take a break, make sure the person tending your stuff knows how low you are willing to go.

**FOR SURE** There will be Bargain Hunters around at 4:30-5:00 on Saturday and certainly all day Sunday. Use your judgment in dropping the price too much (if at all) on Saturday.

GOOD LUCK AND HAVE A GOOD SALE

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## The Ultimate Garage Sale

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Bob Genthner (4822441) and David Kaiser (6546604) are garage sale co-chairmen. If you have questions call either of them, or if you would like to volunteer to distribute balloons and maps, call Bob. Sharon Bloemendaal (2886359), who began the first BNA garage sale in 1981, is again handling publicity. Sharon notes "The sale is as busy as the Corn Hill Arts Festival, only we have preowned treasures! Where else can you find more than 200 garage sales within a square mile? People plan trips from hundreds of miles away to coincide with this event." Don't forget Return the application insert by April 26 if you want your sale to be included on the list and in the map.

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**Rochester Blossoms!** Is a volunteer spring planting event organized by the City of Rochester Bureau of Recreation to plant existing flower beds throughout city parks. The event will be held on Saturday, May 19th at 9:00 a.m. from the Parks Division Offices at 420 Dewey Avenue.

Volunteers will be given 2-3 packs of annuals and a planting plan and dispatched to a given park with a flower bed that needs planting. Volunteers must bring their own trowels, shovels and rakes. Trash bags are provided. Volunteers may register by calling 428-6770.

To find out more about Rochester Blossoms! And the Flower City Looking Good Program call the above number or visit [www.cityofrochester.gov](http://www.cityofrochester.gov).

**2007 BNA NEIGHBORHOOD GARAGE SALE  
May 5th and 6th, 2007**

**Participant Registration/Sign-up Form**

Please fill out the following Registration Information for your BNA Neighborhood Garage Sale participation and mail with a \$5.00 ENTRY FEE (Cash or Check, please make your check payable to the BNA Garage Sale) to:

**The Browncroft Neighborhood Garage Sale, PO Box 10127, Rochester, NY 14610**

Sign-up sheet **MUST** be received at the above address by no later than **FRIDAY, APRIL 27** for inclusion of your description in the printed copy distribution of lists, by street, of all of the homes participating in this year's sale. Please get your sheets in as quickly as possible.

Any problems or questions please contact either Co-chairperson:  
David Kaiser (654-6604) or Bob Genthner (482-2441)

NAME: \_\_\_\_\_

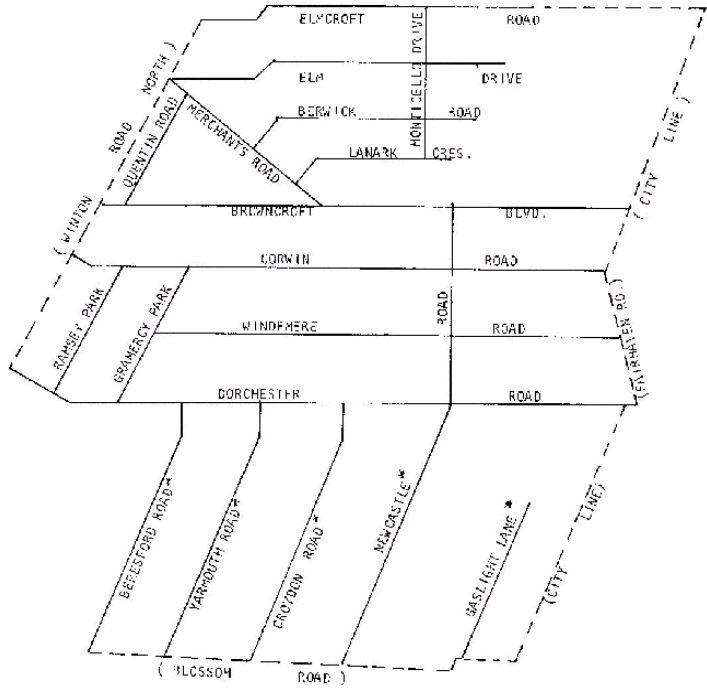
ADDRESS (also mark approximate location and street number on map below):  
\_\_\_\_\_

TELEPHONE No. (will not be publicized): \_\_\_\_\_

Days I will be open: Fri. \_\_\_\_\_ Sat. \_\_\_\_\_ Sun \_\_\_\_\_

I'm sending my description of merchandise for sale to Bob Genthner at bob14610@aol.com: yes \_\_\_\_\_ no \_\_\_\_\_ or

I do not have e-mail. I have written my description on the reverse side of this sheet. \_\_\_\_\_



# About the Beech Trees

Jean-Pierre Van de Capelle

Dear Neighbors,

Our neighborhood is one of the nicest in Rochester thanks to the beautiful homes and gardens. We can enjoy the magnificent trees, planted by the Brown Brothers Nursery a century ago, which in combination with the gardens and beautiful homes truly form a unique decorum.

The expected lifetime of the beech trees is between 200 and 300 years. In November 2006 the City Newspaper published an article about the "bleeding canker" disease, because it had been detected in 23 trees in the Rochester area, some of which were taken down. The disease affects the European beech tree throughout the country and the world.

Our trees are environmentally stressed by many things and as with any living species stress makes the trees more vulnerable to diseases. The bleeding canker disease is caused by a fungus, called phytophthora.

The trees will die if they are not treated, and the fungus is allowed to spread relatively easily. Loss of these landmark beech trees in our neighborhood would cause a significant environmental change. This would alter the look and feel of our neighborhood drastically.

In December I spotted a few smaller rust brown spots near the base of the majestic European beech tree in our garden. There are also some dead branches in the crown of the tree. Some research on the Internet led me to Prof. George Hudler at Cornell, who confirmed that these are the symptoms caused by the fungus. He provided hope that the tree can be saved by a relatively simple treatment, and that he had

successfully treated many trees in wooded areas around Ithaca. After treatment with Agrifos and/or Petrabark, a few years ago, applied during the growing season of the trees, they have remained illness free so far. During treatment, the tree stems are drenched with the chemical, from 8 to 10 feet high all the way down to the ground. Prof. Hudler also recommended putting mulch around the tree in an area of at least 10 feet around the trunk, and leaving the autumn foliage around the tree, as it provides a more natural feeding cycle.

He referred me to a couple of companies in the Rochester area, such as Broccolo Tree and Lawn care, Ted Collins Landscaping, and Birchcrest Tree and Landscape, who are familiar with the treatment he applied. The most effective would be to treat all trees in the neighborhood at the same time in order to minimize the chance of recurrence.

I contacted Birchcrest and asked for a treatment proposal and an estimate, which I received this week. Some of the details are listed below. I also contacted the other two companies.

If you have an interest in treatment of your European beech tree, whether preventative or not, please contact one of the recommended companies. Alternatively I am willing to coordinate a collective neighborhood-wide treatment of the beech trees working with Birchcrest to have your tree treated on a plan of your choice. I can be reached on my home phone (482 9534) or cell phone (957 -3517). J.P. Van de Capelle, 97 Dorchester Road.



Here are some further readings on bleeding canker disease for your reference:

<http://www.rochester.citynews.com/archives/2006/11/Metro+ink++11-01-06>

[http://www.plantpath.cornell.edu/Directory/GradStudents/Nelson\\_A.html](http://www.plantpath.cornell.edu/Directory/GradStudents/Nelson_A.html)

<http://www.ipmcenters.org/IPMSymposiumV/sessions/45-1.pdf>

## **Birchcrest recommended treatment proposal:**

- 1) A spring and fall treatment against the bleeding canker,
- 2) A spring deep root feeding to reduce tree stress..
- 3) Crown cleaning, corrective trimming, pruning dead, diseased and damaged branches if required.

## *Save the Date*

**April 21** - Spring Clean-up in the Rose Garden 9:00 a.m.

**May 5 & 6** - BNA Garage Sale

**May 24** - Annual Meeting, with BNA elections- 46 School Auditorium

**July 19** - BNA Summer Picnic, Ellison Park 5:30 p.m. at Sycamore Shelter.



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**Atlantic Avenue improvements continue** in phase II from Culver Road to the CSX bridge. A public information hearing will have been held at press time on March 27th at School # 28. The project manager for the City of Rochester DES is John Standing 428-7494.