



# Browncroft Crier

NEWSLETTER OF THE BROWNCROFT NEIGHBORHOOD ASSOCIATION

SINCE 1973 - Volume #166

P.O. Box 10127, Rochester, New York 14610  
<http://browncroftna.org>

April 2011

## BNA Executive Committee

### Officers:

President

Bob Genthner

Vice-President

Cassy Petsos

Secretary

Jayne Hurwitz

Treasurer

Larry Wardlow

## District Reps

Elm

Chris Gaudieri

Corwin

Holly Petsos

Croydon

Ann Chew

## BNA Voicemail:

234-0160

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## 2011 BROWNCROFT NEIGHBORHOOD GARAGE SALE



Saturday and Sunday  
**April 30th and May 1st**  
9:00 a.m. to 5:00 p.m.



*Details and Registration information inside  
(and on our web site).*

## ANNUAL MEMBERSHIP MEETING

All are welcome!

**Tuesday, May 17th, 2011**

**7:00 p.m.**

**St. John's Church (Peace of Christ Parish)**

Humbolt Street  
Basement Meeting Room

**Guest Speaker: Mayor Elect Thomas Richards**

Tom will speak about his experience in city government, projects he has worked on, what he envisions for the future, and what are the most difficult issues facing the City

Also on the Agenda:

**Election of BNA Officers for 2011-2012**  
will be held

(See article regarding nominations on page 4)

And

**Neighborhood Association Reports Presented**

*Please attend and support your neighborhood association*



## IN MEMORIAM

### James R. VanMeenen

BNA 1st President (1974-76),  
BNA Treasure (2009-2011)

It is with a sad heart that I report to you the sudden and unexpected passing of our BNA Treasurer, Jim VanMeenen, on Saturday evening, Jan 22, 2011 from complications with ALS. Our prayers go out to his wife, Sharon and the family who were gathered together that Saturday at their home on Yarmouth Road for dinner.

This sad news was originally widely distributed through our BNA-announce email in January to connect with the many friends, neighbors, and acquaintances who knew Jim through his involvement in the Browncroft neighborhood and our association. This step in the Crier is to reach any we might have missed at that time or since.

Jim volunteered to succeed our

previous Treasurer, who had resigned in mid-term in January 2009, stating it was time to get back into a leadership role with BNA now that he was retired and had the time. He wanted to help out where he could and he'd give it a go as Treasurer. He did an outstanding job. We thanked him many times.

Jim in 1974 was a pioneer in the formation of the Browncroft/Merchants Neighborhood Association, the predecessor in name to BNA (1978). He served as the Planning Committee Chairperson as the neighborhood prepared to transition from fighting successfully limiting the truck



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## BNA ULTIMATE GARAGE SALE

The BNA Ultimate Garage Sale returns on Saturday and Sunday, **April 30th - May 1st**, 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 on-line and 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. Registered participants wishing to publish their web garage sale ad should use 40 words or less and E-mail their list to: [info@browncroftna.org](mailto:info@browncroftna.org). Our neighborhood sale was the first to be on the Internet! For those who also want to be open on Friday, this will be posted on the Internet also. Print media and our website address will list only April 30 and May 1.

We need volunteers to hand out balloons and a map to each participant on May 1. This will be a good opportunity to go for a spring walk in a beautiful neighborhood! Those who would like to have a list of items for sale can print one off the BNA website: [www.browncroftna.org](http://www.browncroftna.org)

Bob Genthner (482-2441) and David Kaiser (654-6604) 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 (288-6359), who began the first BNA garage sale in 1981, is again

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## A Little Bit of History....

by Bob Genthner

*From the Rochester Democrat & Chronicle,  
Wednesday, January 23, 1924:*

### “TITLE TO ELMCROFT CLEARED BY DECISION

“A Cloud on the title to the old Sheil farm, including the Elmcroft subdivision in the town of Brighton, was cleared up yesterday by a decision handed down by Justice Benjamin B. Cunningham, holding that the heirs of John Sheil are the lawful owners of the property and barring possible claims on the part of heirs of David. A. Moore, who owned a two-thirds interest in the property when he died in February, 1866.

“Records in the county clerk’s office failed to show that the Moore heirs ever conveyed the farm to anyone, although it is certain such conveyance was made. The record appears to have been lost or never filed. It was necessary, therefore for the Sheil heirs to bring an action to establish adverse possession over a period of forty-nine years. Charles E. Bostwick represented the Sheil estate.

“The discovery that the record was missing was not made until the farm began to be developed into residence property. A number of lots have been sold and interests of the new owners were involved in the action. Some of the Moore heirs were found in Western Canada, but failed to press their claims seriously.”

(Note: You can find this and other “Little Bits of History...” on our web site [www.browncroftna.org](http://www.browncroftna.org) under the History tab.)

# LANDMARK SOCIETY HOUSE & GARDEN TOUR RETURNS



June 4th and 5th the Landmark Society House and Garden Tour 2011 will be in the Browncroft Neighborhood. Previously, Browncroft was the host neighborhood in 1991 and 2001.

It is a compliment to Browncroft that we become an historic showcase; but it is also a big responsibility. The commitment on the part of the homeowners whose homes are featured is wonderful. The neighbors of those properties, as well, need to make a commensurate effort to ensure their properties look attractive to

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## NEW BNA TREASURER

Larry Wardlow, Dorchester Road, stepped forward and offered to fill out the remaining months on Jim VanMeenen's term as our BNA Treasurer until the May BNA Annual Meeting. The Board accepted that offer and approved Larry as BNA Treasurer at the February 16th Board meeting.

Jim and Larry were friends for many years and, according to Larry, found themselves several times discussing Jim's treasurer position. Jim at some point got Larry to think about possibly taking on the role in the future. With the sudden passing of Jim, Larry made the call to the association and offered to fill in for his friend this important BNA Officer position.

Larry has been the Crier carrier on his portion of Dorchester for many years and his wife Diane had been on our Newsletter committee in the late 1970's. We welcome Larry to our Board in his role as Treasurer.

## HOME FOR A LIFETIME

### TIME TO UPDATE HOME MAINTENANCE PROVIDERS LIST

Yes, Spring will come! Work will need to be done. So now is the time to update the original list of Home Maintenance Providers.--well received and utilized.

Please note self referrals are not acceptable. and The providers should be ones you have used and from whom you have received quality service!

The following information should be provided:

Type of Service, Name of

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## POINT OF VIEW

### Do you know your neighbors?

Do you know your neighbors? We didn't know many of ours so we invited half (not my style but we decided to start small) our street, Beresford Road, to our house for coffee & sweets or appetizers & wine.

We did this on Good Neighbor Day (yes there really is such a day it is the 4th Sunday in September) and it was so successful that next year we will invite the entire street. We invited about twenty households and about ten came.

Since then, one neighbor had a Christmas Party, one had a Beat the Blahs Party & another is planning a party for spring. We also now have a book club that plans to meet once a month.

I'm really glad that we've met our neighbors. I only wish we'd done it sooner because we have some really great people on this street!

Can we start a new tradition in Browncroft by celebrating Good Neighbor Day with street home gatherings?

Joyce Worboys

Provider, Provider's Address and Contact Information, Comments

Please send your recommendations (as many as you wish) to BNA NORC Survey, PO Box 10127, Rochester, New York, 14610 or e-mail it to [info@browncroftna.org](mailto:info@browncroftna.org) by April 30, 2011

Kindly sign your name. It will not be published but used only by committee members if needed to verify information.

The updated list will be available in the June Crier, on the Website, and for use at the Winton Library and N. Winton Village Association Office.

Let's share the wealth of good information and help one another have the services needed to remain comfortably and safely in our Browncroft homes for a lifetime.

*Your Browncroft Home For A Lifetime Committee*

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## THE ECONOMICS OF TREES

It is no secret in the real estate business that landscaping, and specifically graceful shade trees, greatly increase the resale value of a home by providing "curb appeal".

An article in the business section of the *New York Times* on June 1, 2003 entitled "Plant a Tree, and Watch Your Home's Resale Value Grow" said "They are among the best landscaping investments. Properly placed trees, they (experts) noted can help cool a house in summer, and insulate it in winter, as well as enhance privacy and quiet street noise. An 8-foot-high tree may grow a foot a year, experts say. In five years that will not be a \$100 tree. It will be a

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## NEIGHBORHOOD APPEARANCE

The Rochester area and the Browncroft Neighborhood are heavenly in spring due to the many varieties of spring flowering trees and shrubs -- from the bright lime green maple flowers to the pink magnolia and cherry, lavender wisteria and lilac, white spirea and viburnum, yellow forsythia, coral or white dogwood, and white or pink crabapple and plum trees.

Unfortunately this lovely picture can be spoiled by the existence of unsightly trash and litter blowing around our beautiful streets. The snow has melted and exposed a winter's worth of litter deposited in layer upon layer of snowfalls.

The causes are overflowing garbage trucks, windy days that blow the lids off of garbage totes and paper and milk cartons out of recycle boxes, inconsiderate commuters littering out their car windows, and neighbors who wheel their garbage totes back into their yards and leave the above mentioned litter ignored and behind, laying on the tree lawn or in their own front yard.

This problem cannot be overstated in that the impression

of a neighborhood can be seriously affected by such a blight. Browncroft Boulevard and Merchants Road look particularly degraded as this newsletter goes to press.

Litter left to deface the landscape signals a neighborhood that doesn't care about its appearance, and thus attracts more litter from passers-by. Whereas a pristine landscape psychologically inhibits others from casually littering in it. Adopt-A-Highway workers were out picking up Route 286 (the Browncroft extension that goes by Ellison Park). Browncroft residents need to do the same for their own boulevards and streets.

Laura Viau of Elm Drive, in her spare time, walked the Elm district streets and some of Winton Road removing litter, as she recognized the need and has a spirit of community. Thank you, Laura! What is really needed is for each and every property owner to pay attention and remove litter in and around their property when it first appears, rather than leave it until raking or mowing day.

Cassy Petsos

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## Memorial, James Van Meenen

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traffic on Browncroft Blvd. to 3-tons into the Browncroft/Merchants Neighborhood Association. He coordinated the chairpersons of the formation committees of membership, nominations, by-laws, and convention arrangements. At the first Convention on June 21st 1974, Jim was elected the first President. He was re-elected in 1975 and established the precedent that after 2 one-year-terms, the Presidency would be passed on to new leadership to maintain the freshness of leadership in the neighborhood.

This was followed for more than 30 years. Under Jim's leadership, B/MNA established the committees of Newsletter, Crime Prevention, Traffic, Preservation, and Hospitality, and all the other things that make a new association viable. In Jim's second term B/MNA held its 1st Community School nights at School #46.

Thirty-six years later, we are still here; job well done.

On behalf of the BNA Board,  
Bob Genthner  
BNA President

## Nominations for BNA Officers 2011-2012

At this May's 39th BNA Annual Meeting the membership will elect four officers for 1-year terms: president, vice-president, treasurer, and secretary.

The Board of Director's Nomination Committee is caring out the search for 2011-12 leadership candidates to carry forward a vibrant Browncroft Neighborhood Association that remains dedicated to "promote, organize, and carry on those activities which are intended to maintain and improve the character and quality of neighborhood living in the Browncroft area." On our web site [www.browncroftna.org](http://www.browncroftna.org) you can find our BNA Constitution and Bylaws which contain job descriptions.

You may call or contact anyone of the officers or street representative for further information. If you are so inclined, please make yourself known or nominate another worthy candidate by emailing [info@browncroftna.org](mailto:info@browncroftna.org) or leaving your nomination on our BNA Message line at 234-0160.

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## City Facilities at Tryon Upgraded

The refurbished Tryon tennis and basketball courts are open and being used. These are city facilities -- not owned by Tryon Estates -- and are open to all.

They are just two streets north of Elmcroft, past the edge of the BNA boundary, but they are especially handy for Elm District residents. They are at the end of Edmonton (Winstead/Marsden).

Laura Viau

# Garage Sale

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handling publicity. Sharon notes "The sale is as busy as the Corn Hill Arts Festival, only we have pre-owned 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 22 if you want your sale to be included on the list and in the map.

**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.

**REGISTRATION FEE IS STILL ONLY \$5.00**, which covers publicity, ads, balloons, map, and entitles you to post your sale's items (40 word max) on both our "LIST OF SALES" and "MAP OF SALES" to be available on our web site for download. 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. A registration form is also available at the BNA website listed above.

**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 early sales encourage 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 7:00a.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 who are not having garage sales and encourage visitors to do the same.

• • • • •  
• **For helpful tips on how to** •  
• **run a garage sale go to the** •  
• **BNA web site** •  
• • • • •

# Landmark Society

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the thousands of visitors in the neighborhood for this weekend.

Additionally, the best docents/volunteers for house showing are the neighborhood residents and friends. We hope all will consider contacting the Landmark Society (Cindy Boyer, 546-7029 ext. 12, cboyer@landmarksociety.org) and offering to help with the tour by being a house captain or one of their volunteers who show a house.

The Landmark Society is still trying to line up some well cared for homes in the neighborhood, so if your home is tour worthy, or you can recommend that they ask one of your neighbors, please let them know this.

### Summer Reminders:

- Trash should not be placed at curb until Tuesday
- No parking on front lawns
- Pick up after your pet
- Remove litter as soon as possible

# Trees

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"\$1000 tree?" The article goes on to say that landscaping can affect the value as much as 15 percent, and cites examples in various cities.

However, the esthetics of having mature trees in a landscape, whether it is a residential property, golf course, or park, have intrinsic value that cannot be quantified. Sunshine is appreciated trickling through the leaves, and the play of light and shadow on the lawn is more interesting and pleasing, to many, than is an empty undefined patch of grass.

The energy conservation benefits of shade trees can be quantified according to studies done by American Forests, a 135 year old conservation organization. They explain how trees "cool our neighborhoods in the summer and save us money on energy costs and related water usage and air pollution." Trees also block cold wind. They have developed software based on research conducted by Dr. Greg McPherson of the USDA Forest Service.

The software, called CITYgreen, can be accessed on their web site at <http://www.americanforests.org/productsandpubs/citygreen/>. It helps communities and/or property owners calculate the dollar value of shade in a given area.

Plant a tree this spring to: increase the value and beautify your property and neighborhood; provide comfort from the heat of summer; conserve energy by lowering heating and air conditioning bills; provide oxygen and mitigate air pollution; and to baffle urban noise and light pollution. Why wait until you want to sell your house, when you can be benefitting and enjoying your landscape now?

Cassy Petsos



# Winter Gathering 2011

by Bob Genthner

Ninety-Two Browncroft residents attended the 33rd Annual Winter Gathering this year and enjoyed socializing over the pre-buffet hour and hors d'oeuvres, the carved beef buffet, and ice cream sundae bar.

Bob Genthner of our History Committee presented a short story on the renown renters at 184 Corwin (1930-33), then over to 132 Windemere (1933-36); Leopold Godowsky, Jr. the co-creator of the first practical transparency film, Kodachrome, and his wife Frankie Gershwin, younger sister of Ira, George and Arthur Gershwin.

The evening's program was concluded with a drawing for 15 door prizes donated by our local merchants.

We at BNA would like to acknowledge our **THANKS** to the following 12 neighborhood businesses and one resident for their door prize donations for the BNA Winter Gathering.

Please show your support by patronizing these neighborhood establishments:

**Balsam Bagels, 288 N. Winton Rd. (482-5080)**

**Captain Jim's Fish Market, 2329 E. Main St. (482-3640)**

**China Garden Kitchen, 268 N. Winton Rd. (482-0870)**

**Empire Liquor, 258 N. Winton Rd. (482-5354)**

**Jim's Restaurant (2), 233 N. Winton Rd. (288-0520)**

**Julian's Dry Cleaners, 699 Blossom Rd. (482-0860)**

**Mayer's Paint and Hardware, 226 N. Winton Rd. (288-7665)**

**Original Bay and Goodman Pizza, 620 N. Winton Rd. (288-0730)**

**The Ravioli Shop, 260 N. Winton Rd. (288-6420)**

**Soulstice Artisan Market, 632 N Winton Rd. (370-0076)**

**Tryon Bike, 150 N. Winton Rd. (413-4444)**

**Winfield Grill, 647 N. Winton Rd. (654-8990)**

**Ms. Linda Siple (2), 76 Ramsey Park**



## SPRING CLEAN UP IN THE BROWNCROFT ROSE GARDEN

**Saturday, April 16th. or  
Rain Date April 30th  
9:30. a.m. - 11:30 a.m.**

Volunteers are needed to get the Browncroft Rose Garden, at the corner of Browncroft and Merchants Road, trimmed up for the spring-summer-fall season. If we want our neighborhood to look beautiful and well maintained, we must work together to prune, weed, rake and edge this highly visible public garden park.

The 2011 season will be a high profile one for the neighborhood, as thousands of visitors will get their impression of Browncroft when here for the garage sale or the Landmark Society House and Garden Tour.

Flower planting and beautification activities are of no use without the nuts and bolts seasonal work of weeding, edging and pruning. This garden park open space takes volunteer commitment if the neighborhood wants it to continue to be an asset or to improve and become a greater asset.

Call Cassy Petsos at 288-0955 to volunteer, or please just show up and introduce yourself.



### North Winton Village Upcoming Spring Events

**April 30 - Hot Dog Sale**

**May 7 - Flower Sale**

**May 11 - United Way Day**

**May 21 - Clean Sweep**

NWVA needs volunteers for these events. Call:  
Marilyn Schutte, 461-6324, or  
Marilyn Parchus, 224-9766