

Browncroft Crier

The Official Newsletter of the Browncroft Neighborhood Association

Since 1973

P.O. BOX 10127 - ROCHESTER, NEW YORK 14610

APRIL 1991

BNA GARAGE SALE IS HERE! MAY 4th AND 5th

★ The Garage Sale hours are 9:00 am to 5:00 pm each day. BNA is planning to provide advertising and promotion in the Brighton - Pittsford Post Newspaper beginning Wednesday May 1st and the D&C / Times Union on Monday April 29th.

★ BNA will again utilize Large Balloons to "designate" the area homes that will be involved in this year's sale. They will be passed out to all participants on May 2-3rd.

★ There will be "Browncroft Neighborhood Association Garage Sale" signs scattered throughout the neighborhood beginning on Saturday May 4th.

★ To help defray the Advertising and promotion costs again this year BNA will require of each participant a \$3.00 entry fee. (A small price to pay for so much fun!)

★ If you have some Antiques that you think to be significant value and would like to have an idea as to what it might possibly be worth (i.e. appraised), you can call George Cook (288-1971) and he will be glad to assist you.

★ Any questions with regard to this year's Garage Sale can be referred to the Chairman of the Sale, George Cook, 90 Windemere Road. Last time BNA had the sale (1989), we had almost 160 homes involved!

SIGN UP SHEET ATTACHED --- DEADLINE APRIL 26th!!



From the President....

Happy Spring! The ice storm is over and life goes on. BNA's March program had to be canceled because of the loss of power but we are undaunted. The May meeting will provide us all with tips on Remodeling, Replanting and Rejoicing!

On the topic of rejoicing - our return to normalcy and the luxurious feeling of having lights and heat is cause to rejoice. I also rejoice in the warmth of neighborliness. Our family of four was taken in from the cold by our neighbors. The lovely Leckingers. They gave us their generous bed and board for the first four days of Ice Storm '91. We'll never forget their hospitality and I know this story was repeated hundreds of times with half of RG&E's customers without power, the other half reached out and provided shelter and succor.

On Friday we went to stay with my sister in Syracuse and we fully expected our power to be turned on by our return on Sunday - it was not. Another neighbor came through - we strung an extension cord across the street at the invitation of the Handlers, neighbors with whom we had, before this, only a nodding acquaintance. Because of their kindness we were able to come home to heat, three lights and a television. This kept us going until Wednesday when we were brought back into the 20th century by those wonderful Niagara Mohawk crews.

Our story is not unique. I'm just lucky that I have this forum to express my gratitude. Thank you.

.....Betsy Clifford

ICE STORM CATASTROPHE

In one night on March 3rd our neighborhood suffered devastating damage and loss. A large number of our impressive line of mature maples with their broad dark trunks and dense sheltering canopy were severely damaged, many to such an extent that their eventual demise is certain.

Our trees immeasurably contribute to our neighborhood environment; esthetically, ecologically, and economically. On a sweltering Rochester summer day one knew as soon as one crossed over Winton Road and entered the Browncroft oasis the temperature would noticeably drop. Our green, oxygen-rich canopy had been able to filter out urban grime, a hot pounding sun, and was uniformly dense enough to provide an overhead bower to walk under in a light rain without getting wet. This will all be changed.

Our sentinels, the Norway Maples, lined-up along the sidewalk just inside the property line have dropped slowly, one-by-one, through the years until the ice storm last month performed a mass execution. Over fifteen years ago this newsletter printed an article alerting us to the stresses of old age and winter damage on our trees and praying that residents replant, then, to insure the perpetuation of our treescape into the future. That future was now. Had we planted young trees in the gaps which were already starting at that time our neighborhood landscape would have better weathered the ice storm. Last fall the BNA initiated plans to organize residents to restore and care for our historical neighborhood plantings. Though we all sensed the fragility of our beloved trees and shrubs, and lamented the deteriorated appearance of some of our tree islands, we did not conceive of such a catastrophe. Now our resolve to bring back what has been lost has strengthened.

Before the neighborhood association can be able to undertake a restoration project it is necessary for each of us as individual property owners to understand and appreciate: 1. the differences between a city (or village) neighborhood and a suburban subdivision; 2. the community-minded contribution of each individual property owner necessary today to maintain a neighborhood esthetic which was lovingly conceived and developed in the early part of this century for the benefit of all who would come to live here; 3. the qualities of this neighborhood which drew us to buy here, whether consciously or subconsciously; and 4. our environmental responsibility beyond our weekly use of a blue box.

Those of us who feel the need to gather together in our loss and to resolve to work together toward landscape renewal will be meeting before the end of April. As of press time we do not have a time or place to publish in this newsletter. Everyone wishing to attend such a meeting please call one of the numbers listed below for this information: Cassy Petsos 288-0955; Betty O'Brien 654-9727.

OFFICER NOMINATIONS

At this time each year, BNA asks that each of you consider yourself or a neighbor for one of our Executive Board positions. Elections will be held at the May Annual Membership Meeting with nominations being accepted over the next several weeks.

The organization is looking for candidates for the offices of President, Vice President, Treasurer, and Secretary. They are open to all BNA Members. Nominations can be made by calling Betsy Clifford at 482-3410.

#46 SCHOOL KINDERGARTEN REGISTRATION

Kindergarten registration began the week of March 18th. If you have not already registered your child and you live in the neighborhood, please come to No. 46 School Office between 8:30 a.m. and 3:30 p.m. We look forward to meeting you.

Remember that no child may be registered for kindergarten without the following: 1. a birth record, baptismal certificate, or alien registration form AND 2. evidence of immunization: Child must have a minimum of 3 - D.P.T., 3 - O.P.V. (Polio), 2 - Measles (Rubella and 10 Day) and 1 - Mumps.

To speed the registration process, parents may pick up the blank registration forms in the school office to be partially completed at home. The forms may then be brought in to school during the registration times and the registration process will be complete.

BROWNCROFT ROSE GARDEN - SPRING CLEAN UP

Saturday, April 20th at 9:30 am. to 12:00 noon has been scheduled for neighborhood volunteers to meet in the Browncroft Rose Garden (Triangle Park at the intersection of Browncroft and Merchants) to unmount and prune the rose bushes. We need a large group of volunteers every year to get this job done in one morning. We would be unable to continue with the tradition of having a neighborhood rose garden-park were it not for the volunteer neighborhood crews who have faithfully turned out these past 18 years to perform this necessary springtime rose maintenance work annually. Although, we each have many chores to perform on our own properties at this time of year (and especially after the ice storm), contributing time to keep this highly visible park looking attractive remains an important neighborhood goal.

Volunteers must bring their own tools, such as pruners, loppers, rake, work gloves and cultivators. Volunteers are also advised to wear waterproof foot wear because the park is always wet at this time of year.

Please call Cassy at 288-0955 with questions and/or to volunteer.

---Cassy Petsos, Beautification Committee

BEAUTIFICATION / CITY PARKS DEPARTMENT MEETING

Members of the BNA Beautification Committee will meet with the City Parks Department officials on April 11th to discuss the development of a perennial border in the Rose Garden, as well as the ongoing coordination of city and volunteer efforts.

ROSE GARDEN MEMORIALS

A donation for rose bushes has been made to BNA by Margaret Richter and Betty O'Brien in memory of Dick Proseus' father, Mr. Joseph Sak.

MAYOR'S SERVICE OFFICE 428-7065

PROBLEM RESOLUTION WITHIN A REASONABLE AMOUNT OF TIME

The Mayor's Service Office functions as your "ombudsman" for City services by providing follow-up, research and field investigation of special on-going problems ... problems which for some reason have not been resolved by the appropriate City department.

In most instances, the Mayor's Service Office will get involved when a municipal department or agency cannot respond to your needs adequately within a reasonable amount of time. The job of the Service Office is to let you know the status of your request or, when possible, handle your problem themselves on-the-spot.

The Mayor's Service Office recommend that you place your initial phone call requesting information or service directly to the responsible City department. Give that department an opportunity to serve you first, before calling the Service Office. If you are not helped in a timely fashion, call the Mayor's Service Office at 428-7065.

BROWNCROFT CRIER WRAP UP

Suggestions on articles or items of interest can be submitted to Bob Genthner at 195 Newcastle Road or to EDITOR BROWNCROFT CRIER, P.O.Box 10127, Rochester, New York 14610. The next BROWNCROFT CRIER dead line is expected to be April 30th.

BROWNCROFT NEIGHBORHOOD ASSOCIATION 1990-1991

OFFICERS:

<i>PRESIDENT</i>	Betsy Clifford	193 Croydon Road	482-3410
<i>Co-VICE-PRESIDENT</i>	Laura Viau	155 Elmcroft Road	482-9177
<i>Co-VICE-PRESIDENT</i>	Richard Marsh	45 Croydon Road	288-2015
<i>TREASURER</i>	James Nicholson	28 Berwick Road	482-1084
<i>SECRETARY</i>	Pam Dalton	430 Yarmouth Road	288-0731

COMMITTEE CHAIRPERSONS:

<i>BEAUTIFICATION</i>	Cassy Petsos	175 Browncroft Blvd.	288-0955
<i>BUDGET & FINANCE</i>	James Nicholson	28 Berwick Road	482-1084
<i>CRIME PREVENTION</i>	Bob Genthner	195 Newcastle Road	482-2441
<i>HISTORICAL</i>	Shari Bloemendaal	82 Quentin Road	288-6359
<i>HOSPITALITY</i>	Pam Dalton	430 Yarmouth Road	288-0731
	Katherine Cook	90 Windemere Road	288-1971
<i>NEWSLETTER</i>	Bob Genthner	195 Newcastle Road	482-2441
<i>ZONING</i>	Richard Marsh	45 Croydon Road	288-2015
<i>MEMBERSHIP</i>	Betty O'Brien	99 Windemere Road	654-9727
	Margaret Richter	75 Quentin Road	288-0238

**STREET REPRESENTATIVES
BROWNCROFT NEIGHBORHOOD ASSOCIATION
1990-1991**

Elm District

BERWICK

<i>ELM</i>	Mary Proseus	49 Elm Drive	482-0137
	Richard Proseus	49 Elm Drive	482-0137
	Cathy Cheplowitz	182 Elm Drive	288-5881
	Jerry Cheplowitz	182 Elm Drive	288-5881

<i>ELMCROFT</i>	Maxine Stubbs	55 Elmcroft Drive	Unlisted
	Tennie Bickham	81 Elmcroft Drive	482-4333
	Kathy McDonald	76 Elmcroft Drive	482-4190
	Bill McDonald	76 Elmcroft Drive	482-4190
	Laura Viau	155 Elmcroft Drive	482-9177

<i>LANARK</i>	Kathy Boyle	84 Lanark Cresent	654-9752
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<i>MERCHANTS</i>	Theresa O'Leary	148 Merchants Road	288-2907
	Dave O'Leary	148 Merchants Road	288-2907

<i>QUENTIN</i>	Margaret Richter	75 Quentin Road	288-0238
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Corwin District

<i>BROWNCROFT</i>	Holly Petsos	175 Browncroft Blvd.	288-0955
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<i>CORWIN</i>	Dede Ranger	193 Corwin Road	288-9455
	Marg Hartman	183 Corwin Road	288-5394
	Lauren Morgan	184 Corwin Road	288-6518

<i>DORCHESTER</i>	Ann Williams	138 Dorchester Road	288-6295
	Jim Papazissimos	138 Dorchester Road	288-6295
	Jane Hopkins	215 Dorchester Road	482-7203

<i>GRAMERCY</i>	Arlene Cooper	45 Gramercy Park	482-3178
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<i>RAMSEY</i>	Betty Wilson	61 Ramsey Park	654-7386
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<i>WINDEMERE</i>	Betty Della Porta	122 Windemere Road	288-3240
	Debbie Barsel	125 Windemere Road	482-1101
	Betty O'Brien	99 Windemere Road	654-9727

Croydon District

<i>BERESFORD</i>	Richard Hans	391 Beresford Road	482-0375
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<i>CROYDON</i>	Cass Doyle	154 Croydon Road	288-6552
	Betsy Clifford	193 Croydon Road	482-3410

<i>GASLIGHT</i>	Ellen Hasenauer	104 Gaslight Lane	288-0237
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<i>NEWCASTLE</i>	Janet Genthner	195 Newcastle Road	482-2441
	Pam Compson	120 Newcastle Road	288-7393

<i>YARMOUTH</i>	Beth Miller	240 Yarmouth Road	Unlisted
	Huguette Neracker	389 Yarmouth Road	482-1767
	Marwode Neracker	389 Yarmouth Road	482-1767

1991 BROWNCROFT NEIGHBORHOOD GARAGE SALE

- Date -----Saturday & Sunday.....May 4-5, 1991
- Hours of Sale each day-----9:00 AM -- 5:00 PM
- Advertising & Promotion of Sale ---Sale to be advertised in the Brighton-Pittsford Post Newspaper and the D & C - Times Union the week of the sale.
- We will again utilize Large Balloons to " designate " each home that will be participating in the sale. They will be passed out to all participants on Thursday and Friday the week of the sale. The balloons should be displayed " prominently " in front of the house both days of the sale.
- BNA GARAGE SALE SIGNS will be displayed prominently throughout the area on sale days. We currently do not have enough for " each " street but will disperse them best we can. You may also want to put a sign of your own out front.
- To help defray the costs of the advertising and promotion of the sale, we are asking each participant for a nominal entry fee of \$ 3.00.....the Advertising alone is more than worth the entry fee.....plus think of all the fun we will have. (you can pay by cash or check - make checks out to the BNA Association - Garage Sale).
- It is assumed that some of you will be serving: Hot Dogs, Popcorn, Pop, Baked Goods,etc. during the sale. I would suggest that you have a Trash Can nearby if you do.....just to help keep the neighborhood clean.
- If you have ANTIQUES that you think to be of significant value and would like to have an idea of what price to put on the article.....you can call George Cook, prior to APRIL 21 ST....." The SOONER the BETTER !! "and he will be glad to help you with an appraisal.
- Any questions with regard to this year's sale can be referred to George Cook @ 288-1971 OR Betsy Clifford @ 482-3410. George will again serve as the Chairman of the sale.
- This should, without a doubt, be the BIGGEST & BEST Sale yet ! Rochester area "Garage Sale Goers " always look forward to our sale affectionately referred to as " THE GARAGE SALE ". Last time we had the sale we had over 150 homes that participated.
- NOW IS THE TIME.....to start sorting out all of those " Treasures " in your Attic, Basement, Garage, Closets, etc. for this year's sale.....Remember:

" ONE MAN'S JUNK.....IS ANOTHER MAN'S TREASURE !! "

HELPFUL HINTS IN RUNNING A GARAGE SALE

DO's.....AND.....DON'TS.....

1. **DO start NOW** in terms of gathering up the things that you want to sell in this year's sale.....it is never too early to start. Check the Attic, Closets, Garage, Basement, etc for things....you really don't need anymore. Remember the old saying..... "One Man's Junk Is Another Man's Treasure!"
2. Next make a complete listing of **WHAT** you want to sell.....particularly the major items....say items worth \$5.00 or more. Indicate the price you want to sell the item for on your sheet which will make it very easy to price the items on Sale Day.
3. In terms of affixing the price on the item itself....masking tape is pretty good. You may not want to use it on furniture though because it might pull off the varnish / paint.etc. String Tags that you can buy at a Stationery Store are better.
4. Also in pricing items, the the extent possible, I would recommend that you use "even numbers", ie \$5.00, \$10.00, etc stay away from \$5.25, \$10.75 due to the necessity for making "change."
5. On your listing of items and prices, you may want to write down a "bottom price - a price you will not go below". People will always ask you..... "Can you do better?"
6. In terms of setting up your display of merchandise on sale days, you should try to get all of your things in order the night before for an easy, quick set up the AM of the sale day (s). You might want to set them up in your Garage providing you can lock the garage.
7. You should have your merchandise all "priced", set up, and ready to sell by no later than 8:30 AM on sale day (s) and then "throw up" the Garage doors at 9:00 AM sharp on sale day.

NOTE: We would ask that you not sell anything prior to 9AM on Saturday since this will give "everyone" a fair shot of buying what they came to buy. We will advertise that the sale "starts" at 9AM sharp and we should all stick to the starting time.

8. Depending on what you are selling.....folding tables, saw horses with a door over them, patio tables, card tables, etc make a good display table.
9. Keep "fragile" items like glass, china, etc out of the reach of children.
10. Keep plenty of old newspapers , paper bags (Wegmans, Tops,etc.) handy
- 11.If you are selling anything electrical, it is a good idea to have a long extension cord handy....people will want to know "if it works?"
- 12.Change.....make sure that you have a sufficient amount for sale day (s) \$1.00 bills, quarters, etc. in particular. As a recommended amount, I would start with approximately \$30-40.
- 13.Checks.....if you take them....make sure that you get proper ID on the major items anyway. (Driver Liscense #, Major Credit Card #, Telephone#).
14. Money Box----Shoe Box, Small Metal Tool Box, Cigar Box, etc. is helpful BUT keep it well hidden and / or in sight at all times !! Keep big bills and checks on your person.
15. It is a good practice NOT to let people in your house or if you do, you should go in with them.
16. If you have plastic or metal Trash Cans.....it is a good idea to have them close by your exhibit to keep things clean as you go.
17. Small items of little value: People love to "pick and hunt" for small treasures....it is a good idea to have a "Box" or two just for items of say-- 50¢ to \$2.00.....particularly good for the children.
18. If you are selling clothes.....make sure you have the "size" marked somewhere on the piece of clothing. If you don't have a metal rack or something to hang them on, you might consider stringing a rope or wire or chain up inside the garage to make it easier for people to look through your assortment. Always better to have them hanging up vs. laying over something or folded up.
19. What to do with what's left-----If you have several things that don't sell. You can consider the Salvation Army or some other Charitable Organization. Take the Tax write off.
20. DON'T "mark down" items right away....remember the next customer may pay "Full Price". Perhaps later in the day on Saturday you might want to start thinking about cutting the prices of some things.

GOOD LUCK.....AND.....GOOD SELLING !!!!!

**1991 BROWNCROFT NEIGHBORHOOD
GARAGE SALE
SIGN UP SHEET**

PLEASE INCLUDE YOUR CHECK (MADE PAYABLE TO THE BNA GARAGE SALE) OR CASH FOR \$3.00

NAME _____

ADDRESS _____

TELEPHONE # _____

BRIEF RECAP OF ITEMS TO BE OFFERED FOR SALE

**MAIL OR HAND DELIVER to George R. Cook 90 Windemere Road,
Rochester, NY 14610. Telephone: 288-1971**

NOTE: To the extent possible....list all MAJOR ITEMS and we will try to categorize them in the newspaper ads.

IMPORTANT: " ALL SIGN UP SHEETS / ENTRY FEES MUST BE TURNED IN TO GEORGE R. COOK OR BETSY CLIFFORD (193 CROYDON RD - 482-3410) BY NO LATER THAN SATURDAY, APRIL 20TH.....VERY IMPORTANT !!!!!

After receipt of your Entry Fee and above Entry Sheet.....you will receive a typed listing of the items that ALL ENTRANTS are planning to offer for sale.....Included in this package is a series of TIPS / HELPFUL HINTS on " HOW TO" Run a Successful Garage Sale.

**WE ASK THAT YOU GET IN YOUR SIGN UP SHEETS
AS QUICKLY AS POSSIBLE !!!!!**

THIS YEAR'S GARAGE SALE SHOULD BE A GREAT ONE.....DON'T MISS IT !!!!!