



# Browncroft Crier

NEWSLETTER OF THE BROWNCROFT NEIGHBORHOOD ASSOCIATION

SINCE 1973 - Volume #175

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

Spring 2013

## BNA Executive Committee

### Officers:

President

Aaron Thompson

Vice-President

Linda Siple

Secretary

Kathy Flynn

Treasurer

Robert McLoughlin

### District Reps

Elm

James Nicholson

Corwin

Holly Petsos

Croydon

Mary Jane Tasciotti

### BNA Voicemail:

270-0890

### Home for a Lifetime -

Need a ride phone #:

733-4386

### Inside This Issue

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Street Name Signs

City Forestry Tree Work

Winter Gathering Review

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## MAY EVENTS IN BROWNCROFT

### BNA ULTIMATE GARAGE SALE RETURNS

Weekend of  
May 4th and 5th  
9 a.m. to 5 p.m.

*Browncroft's contribution to green living -- reuse, recycle!*



We ask each household planning on participating in the Garage Sale to follow the guidelines below. 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 Democrat & Chronicle the week before the sale and in the Messenger-Post newspapers the Wednesday before the sale. Signs will be set up at the intersections of the BNA streets on the bordering streets (Winton Road, Blossom Road, Expressway ramps, Newcastle Road) on the days of the sale.

The registration fee is still only **\$5.00 per household, due by Friday May 3rd**, which covers publicity, ads, balloons, map, portable johns, and web site listing.

**Registration forms are avail-**

### BNA Annual Membership Meeting and Elections

May 16  
7:30 p.m.

at

St. John the Evangelist Church  
(Humboldt Street)

### Program Topic: Urban Landscape Design.

What defines a residential neighborhood of the early 20th century? What challenges and advantages coexist with tighter lot subdivision? What is the role of open spaces such as parks, school playgrounds and the public tree malls?

Come and discuss these subjects with a landscape and urban design professional.

**Election of Officers and short discussion of organization activities will follow.**

**Have refreshments as you meet your neighbors, old and new, and show your community spirit at this BNA Annual Spring Event.**

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Bill Boyle, Lanark Cres.; Peter and Terri Quinn, Corwin Road; Kathy Boyle

On January 18 more than 80 neighbors attended BNA's annual Winter Gathering. The festive event was held at Glendoveer's party house.

This year we had over 18 merchants and 4 neighbors donate 34 gifts for door prizes.

We also had a fifty/fifty drawing where one half of the money went to School 46 and the other one half

went to a lucky winner.

The winner of the drawing returned the money and requested the entire amount of \$201.00 be given to School 46. Once again a neighbor has made a selfless and generous gift back to the community making us all proud to live in this amazing neighborhood!

Linda Siple

## STREET NAME SIGNS

The BNA has been working with the county Department of Transportation to replace all of the street signs in the neighborhood with new signs that depict the BNA logo.

The signs will have white lettering with a brown background and will comply with the new larger sign format required by the State. Variations in representing the logo are still being reviewed by the BNA Board.

In order to fit the BNA logo and lettering the word "Association" was eliminated. The signs will go on streets within the Browncroft Neighborhood Association boundaries, only.

Other neighborhoods that have opted for decorative signs with logos include the Highland Park area and Charlotte.

Linda A. Siple



## Winter Gathering

### BNA Winter Gathering Donators 2013

The following area merchants were very generous with their door prize donations which created a true sense of community at our winter event. Thank you for your support and generosity.

**Ravioli Shop**

**Soulstice**

**Balsam Bagels**

**Julian's Dry Cleaners**

**Empire Liquor**

**Frank Liberti**

**Linda Siple**

**Winfield Grill**

**Meyer Hardware**

**Jim's Restaurant**

**China Kitchens**

**Luvaboo**

**Bay and Goodman Pizza**

**Midtown Athletic**

**Captain Jim's**

**Liberty Family Restaurant**

**Helen Mikolji/WXXI**

**Browncroft Neighborhood Association**

**Epicurean Treasures**

**Goodness Cakes**

**Fah Sye**

**Kathy Flynn**

**Kodak**

# Garage Sale

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able at [info@browncroftna.org](mailto:info@browncroftna.org).

Registration 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.

BNA Webmaster Bob Genthner has agreed to post on our web site the types of items that 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 email their list to the above-noted address.

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. However, print media and our web site address will list only May 4 and 5.

Kathy Flynn and Joe Nunn will be delivering balloons and a map to each participant on May 4.

Those who would like to have a list of items for sale can print one off the BNA web site: [www.browncroft-na.org](http://www.browncroft-na.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 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 May 3 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.

**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. Parking on the grass on front lawns is also a parking violation, and an eyesore.

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

D.D. Kaiser



## Browncroft Historic District Residents -- Planting A Tree?

If you plan on replacing a lost Brown Brothers shade tree that once stood in the line along the sidewalk on your front yard, the set back from the sidewalk should be no more than 6 feet to preserve the original design and to provide pedestrian shade on the sidewalk.

Think of the distance from the sidewalk a street tree planted on the tree lawn would be. Most of the Browncroft tree lawns are 12 feet wide. The center is 6 feet from the curb and 6 feet from the sidewalk, which under normal circumstances a tree serving the public right-of-way would stand.

Suggested varieties for planting to maintain a similar massing and shade canopy as the original Brown Brothers planting are sugar maple, linden, English oak, and tulip tree, none of which are invasive species as were/are the Norway maples. The original trees were 30 feet apart, but as you can't plant in the same location as a removed tree, planting in the middle when ever possible will keep the pattern.

### Spring Cleaning Time is Here

Clear away the detritus of winter -- litter, twigs, leaves, litter, sidewalk mud, litter, foggy windows, plow and car treads, litter.

All of the above give any neighborhood a deteriorated appearance. Let's ensure that the Browncroft area makes a good impression.

Remember, others will treat us as we treat ourselves. A clean face inhibits visitors and passers-by from being disrespectful on their way through. This is a proven urban phenomena.



## GARAGE SALE TIPS

While many of you have already participated in a Garage Sale (maybe ours?), we hope that the following ideas and hints will be helpful to you.

**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 note how low you would be willing to go on a particular item. Set your prices to encourage people to buy more - for example, mark paperback books for 25 cents each or 5 books for \$1.00.

**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 tie onto the item. 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: "all items 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, and smaller items can be displayed on a card table or folding table. A pair of sawhorses and a nice clean door make a good display table as well. Plastic lattice is great for displaying items such as jewelry, belts and ties, and saves table space. Stand up CDs, books or magazines so the titles are visible. Display your merchandise so that everything is visible, and to discourage buyers from rummaging through and rearranging items. Put one or more "attention grabbers" such as power tools or antiques where they can be seen from the road.

**CLOTHING:** If you have clothing for sale, hang it so it is easier for people to examine. Use metal hangers such as those from the dry cleaners. That way, the buyer can keep the hanger. Be sure to have the size and price clearly indicated on the item, perhaps on a tag or a piece of paper fastened with a safety pin. This also works well for other fabric items, such

as tablecloths, drapes and bedding. When selling clothes (and coats) take a minute and go thru the pockets - you may find cash or credit card receipts!

**ONE PERSON'S JUNK....:** You can always offer to sell things as "restoration projects" or as parts for repairing other things people may have at home. Just be honest and price it as a broken or incomplete item.

**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 small bills. As you sell items, remove accumulated cash to a secure location.

**CHECKS** may 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 number and 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. Keep small valuables you are selling, such as jewelry, within your sight. Unfortunately, you never know.

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

**YOUR LAWN:** If you are setting up your sale in your yard (rather than driveway or garage), make sure the grass has been cut recently (but not too recently - you don't want big wet clumps of grass sticking to people's shoes). Fill in any ruts in the ground. You don't want people to trip.

**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:** It's 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 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. Sometimes, you can counter offer and maybe meet in the middle. You are under no obligation to bargain, but it is to your advantage to do so. Remember, your goal is to sell everything. You don't want to be carrying a bunch of stuff back into your house at the end of the sale.

**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.

**AFTER THE SALE:** Don't just "trash" your unsold/unwanted items. Consider donating them to a charity thrift store such as the Volunteers, Salvation Army, Goodwill or Vietnam Veterans.

**GOOD LUCK AND HAVE A GOOD SALE**

D. D. Kaiser

## CITY FORESTRY TREE WORK EXCESSIVE

The City of Rochester's Forestry Division prunes city street trees on a seven year cycle. Trees in the Browncroft Neighborhood Association's geographic area got their "hair cut" this March, and some residents felt they were scalped.

According to Brian Liberti, City Forester, the specifications that city contractors -- in our case Terry Tree Service-- are given to perform the project provide that limbs hanging below 14 feet from the road bed or private driveways, and 10 feet from sidewalks must be removed, along with dead limbs and various other bad growth habits such as crossovers. Residents may have noticed orange letters painted on the snow at the curb in front of trees. These were marks place by the City Forestry technician Carol Kodweis to show the contractor which trees needed to be done. She also inspected after the contractor had come and gone to ensure enough removal had been done before payment would be issued.

Jim Nicholson of Berwick road commented "I was fortunate to notice a woman from the City Forester's office making a report that my trees weren't cut severely enough and convinced her there was no need for further action. All one has to do is go down Merchants Rd (and I'm sure all the other streets) and see the position and height of the cut branches to realize it was overkill."

Rick and Dede Ranger, of Corwin Road had a similar experience when they witnessed the contractor working on an original Brown Brothers magnolia in front of their home. "I was shocked and saddened that the "trimming" was the removal of a major limb over 6 inches in diameter. The limb did not hang over the curb or obstruct any drivers' view" said Dede.



Stately tree on Elm Drive less one major limb that was 14 + feet and angled upward

## NOMINATIONS FOR BNA OFFICERS 2013-2014

At this May's 41st 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 has begun the search for 2013-14 leadership candidates who are able to devote the time necessary 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.

Nominations must be submitted before the April 16th BNA Board meeting in order to comply with the by-laws provision that the Board accept the nominations put forward.

You may call or contact Holly Petsos, who is heading the nominations committee at [h.petsos@yahoo.com](mailto:h.petsos@yahoo.com), 288-0955 to nominate yourself or another individual. Or you may email your nomination to [info@browncroftna.org](mailto:info@browncroftna.org) or leave your nomination on our BNA Message line at 234-0160.

Holly Petsos

"Unfortunately, our magnolia tree suffered the harsh reality of a city contract without talking to our neighborhood association."

Concerned after fielding calls from neighbors, Cassy Petsos contacted Brian Liberti via the Commissioner of Environmental Service's and tracked down the Terry Tree supervisor out on the street. Terry Tree assured her that they are certified arborists, and are aware that pruning magnolias should not be done in the winter. However, that is what their

contract with the city dictated they do. He acknowledged winter pruning is appropriate for shade trees and conifers, however, overly zealous crown removal from elderly shade trees can compromise their ability to support themselves. He stated



Jim Nicholson holding 13.5 foot pole on Dorchester. Tree now looks mishapen and will have lost shade providing value.

he must do as the city dictates or it would cost him money if they make him return to chop off more, so he had to be aggressive enough to not leave any prisoners (limbs) behind. Brian Liberti later stopped at her house and agreed to meet with BNA about our expectations from City Forestry.

Mary Jane Taschiotti, street rep on Yarmouth Road, said "I don't object to trimming. There clearly are some

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# WINTON LIBRARY SPRING EVENTS

## Children's Events

### Story Time for toddlers and pre-schoolers with Mrs. McManus

Tuesdays, April 9, 16, 23, 30, May 7 @ 10:15am. Registration helpful.

### Lapsit for 6 -24 month old children

Fridays, April 5,12, 26, May 3, 10. @ 9:30am. No lapsit on April 19. Registration helpful.

### Children's Film Festival

Monday, April 15, 6:30 -8:00pm  
Saturday, April 27, 10:30 – 12:00 noon. Registration not required.

### Tail Waggin' Tutors

Wednesday, April 24, 6:30 – 7:30 pm. Registration required.

## Adult Events

### Rochester International Short Film Festival

The festival will screen a selection of best films @ the Winton Branch Library  
Thursday, April 18 @7:00pm.  
Free and open to the public. Call the library @ 428-8204 for more info.

### Winton Foreign & Independent Film Series

Monday, April 29 @6:30pm. Showing "Tom & Viv".

Wednesday, May 22 @6:30pm. Showing "To Rome With Love".  
Wednesday, June 19 @6:30pm. Showing "Anna Karenina".  
Call the library @428-8204 for more info.

### "Room to Breathe – Organizing to Simplify your Life"

Presented by Joani Hardy, Certified Professional Organizer and Clutter Coach. Wednesday, May 1, 7-8pm. Registration required.

### Book Groups – Books available at the library's circulation desk.

Monday, May 6, 7-8:30pm. "Last Night at the Lobster" by Stuart O'Nan.  
Monday, June 3, 7-8:30pm. City of Thieves by David Benioff.

### Booked for Lunch

Friday, May 10, 12:15-1:15pm. "Last Night at the Lobster" by Stuart O'Nan.  
Friday, June 7, 12:15-1:15pm. City of Thieves by David Benioff.

**Travelogue:** "Sicily & Southern Italy: Palermo to Rome." Presented by Tom DeClaire. Monday, May 20 @6:30pm.

## Family Events

### Book Sale

"One Day Only" sale during the Browncroft Neighborhood Garage Sale. Saturday, May 4, 9am-3pm at the library.

### "In Jest" with Nels Cremean

After his performance last June, you asked us to bring Nels back and here it is. Don't miss this new performance! Monday, June 24, 6:30-7:30pm. No registration required.

## Other News

### WE'RE CHANGING THE WAY WE SHELVES OUR DVD'S

- We're retiring the cards and putting the dvd cases on the shelf for you to use to make your selections. While we change from the cards to the cases, we'll use both systems. You'll gradually see the number of cases grow and the number of cards shrink. The discs will still be at the circulation desk. After you make your selections and bring the cases to the desk we'll put the discs in the cases and check them out to you. We hope that by having the cases out you'll have more room to browse and select dvd's.
- This new system enables us to create a 'NEW' section so customers can browse them.
- You'll be able to check out up to 4 'NEW' dvd's a day. It may take some time to transition to the new system, so please bear with us. In the end the whole selection process will be much easier.

## Trees

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trees that need trimming or to come down. But there needs to be a plan consistent with sound urban forestry management practices. Is there a replanting plan? Will they be grinding out the stumps of the trees fully cut down?"

The answer is yes there is a forestry management plan. But the question is whether it is sound as a one size fits all when neighborhoods and parks are historic landscapes and have vintage plantings. And why must our shade trees lose material 14 feet up (They go 15 to be certain.) when underpasses and overpasses are usually 13.5 ft? Is

there no respect for the value of shade we so desperately need to maintain a comfortable and esthetic urban environment?

A meeting will be set up to talk with the city regarding our expectations in maintaining our natural environment in the neighborhood, the historic landscape in the Browncroft subdivision, and whether they will be cleaning out stumps, replanting in kind and planting in spaces where the right-of-way canopy is missing.

Cassy Petsos

*Many more pictures were taken of the tree work that did not show well in this format, but may be put on web in future.*

*Do not forget to enjoy spring's beauty and sweet aromas in Browncroft. Magnolia, cherry, plum, crab trees, maple blossoms, lilacs, wisteria, spirea and roses make this neighborhood a little piece of heaven in May and June.*

