

**GREENWOOD CEMETERY ADVISORY BOARD
MEETING AGENDA
FRIDAY, OCTOBER 14, 2016 AT 8:30 AM
MUNICIPAL BUILDING, ROOM 205, 151 MARTIN**

I. CALL TO ORDER

Darlene Gehringer, Chairperson

II. ROLL CALL

Cheryl Arft, Deputy Clerk

III. APPROVAL OF MINUTES

A. Approval of meeting minutes of September 30, 2016

IV. NEW BUSINESS

A. Final Review of the GCAB Action List

V. PENDING ITEMS

Items under Pending will be presented as a verbal status update to the Board and may not require action at this time.

- A. National Historic Designation of Cemetery
- B. Digitization of Cemetery Records (attachment)
- C. Donor Recognition Program
- D. Request for RFP for GPR Services in the Cemetery
- E. Request for RFP for Master Plan of the Cemetery
- F. Amendment to the Cemetery Regulations regarding Payment Plan
- G. Revised Contractor Reports with new format (to be distributed at the next meeting)

VI. CONTRACTOR REPORT

VII. OPEN TO THE PUBLIC FOR MATTERS NOT ON THE AGENDA

VIII. BOARD COMMENTS

IX. ADJOURN

INFORMATION ONLY (attachment)

NEXT MEETING: NOVEMBER 18, 2016

Greenwood Cemetery Advisory Board:

The powers and duties of the Greenwood Cemetery Advisory Board is to provide the following recommendations to the City Commission:

1. Modifications: *As to modifications of the rules and regulations governing Greenwood Cemetery.*
2. Capital Improvements: *As to what capital improvements should be made to the cemetery.*
3. Future Demands: *As to how to respond to future demands for cemetery services.*

Section 34-30 (g) of the Birmingham City Code

NOTICE: Individuals requiring accommodations, such as mobility, visual, hearing, interpreter or other assistance, for effective participation in this meeting should contact the City Clerk's Office at (248) 530-1880 (voice), or (248) 644-5115 (TDD) at least one day in advance to request mobility, visual, hearing or other assistance.

Las personas que requieren alojamiento, tales como servicios de interpretación, la participación efectiva en esta reunión deben ponerse en contacto con la Oficina del Secretario Municipal al (248) 530-1880 por lo menos el día antes de la reunión pública. (Title VI of the Civil Rights Act of 1964).

**GREENWOOD CEMETERY ADVISORY BOARD
MEETING MINUTES
FRIDAY, SEPTEMBER 30, 2016 AT 8:30 AM
MUNICIPAL BUILDING, ROOM 205, 151 MARTIN**

I. CALL TO ORDER

The meeting was called to order by Chairperson Darlene Gehringer at 8:30 AM.

II. ROLL CALL

Present: Margaret Suter
Darlene Gehringer
Laura Schreiner
Linda Buchanan (8:31)
George Stern

Absent: Kevin Desmond, Linda Peterson

Guests: Jackie Katz, OmaComp
Orvetz Melnyk, OmaComp
Paul Robertson, 779 S. Bates

III. APPROVAL OF MINUTES

A. Approval of meeting minutes of September 2, 2016

Ms. Suter asked that the agenda be corrected to read OmaComp rather than Pontem, and also on page 3 of the minutes in the references to Pontem. She also wanted a clarification of the statement regarding Pontem's software use in other communities to read "Ms. Pierce said the software is unable to be accessed by the public through the website. On page 7, under Board comments, she asked that the words "everything that we have to do" be changed to "items the board discussed in the past and remain open".

Mr. Stern asked the word "using" be removed from the first sentence in the second paragraph under Approval of Minutes. On page 2, the last sentence under Unfinished Business, he would like the word "a" added. On page 6, under Creation of GCAB Action List, the last sentence in the first paragraph should be clarified by adding "Mr. Stern". In the following paragraph, the word "presented" should be changed to "mentioned or noted". In the last sentence on page 7, the word "the" should be added.

Ms. Buchanan requested the two sentences at the top of page 6 be omitted.

Ms. Gehringer asked that in the last sentence in the third paragraph from the bottom on page 6, the sentence be changed to read "The current contract, unless revised or cancelled, has seven years remaining until completion".

MOTION: Motion by Stern, seconded by Suter:
To approve the minutes of September 2, 2016, as amended.

VOTE: Yeas: 5
Nays: None
Absent: 2 (Desmond, Peterson)

IV. NEW BUSINESS

Ms. Gehringer said the next item on the agenda is Digitization of Cemetery Records, but she suggested Mr. Paul Robertson be moved up on the agenda.

MOTION: Motion by Stern, seconded by Schreiner:

To amend the agenda to allow Mr. Paul Robertson to address the board at this time.

VOTE: Yeas: 5

Nays: None

Absent: 2 (Desmond, Peterson)

A. Communication from Paul Robertson, Jr. regarding an exception to the monument regulation

Mr. Robertson explained that he purchased two grave spaces in a private sale some time ago, and noted the letter sent by the Clerk's Office which stated that the spaces were located in a flush marker only section (Section F-North). He is requesting the board exempt the two spaces from the rule to allow him to place a flush base across the two spaces. The flush base would eliminate the need for extra maintenance.

He said this option could create extra revenue for the cemetery. As he looks at the economic situation, it is unlikely that those buried in the cemetery currently will create any more revenue. So there is a need to create revenue from those people coming in. He believes that the beauty and charm of the cemetery would be enhanced in that area. He said he does not understand the reason for that area to be limited to flush markers only. It seems to him to be a perfect way to raise additional revenue for the cemetery, and he would like very much to honor his wife in that way by giving her an upright monument.

Mr. Stern asked how high the monument would be, and Mr. Robertson noted the monument would be 60' x 38' x 10", and the base is 72 x 24".

Mr. Stern asked what Mr. Robertson meant when he referred to additional revenue to the cemetery to sell monuments. Mr. Robertson said he offered additional compensation in the future for the right to construct an upright monument in a flush marker section. Mr. Robertson did not specify the amount, because he thought it was best to leave that up to the board. He added that if the board is worried about a precedent, that is the way to handle the precedent situation. He and his late wife chose the spaces because they felt they were premium spaces due to their proximity to the river.

Ms. Buchanan asked Mr. Robertson if the restriction was on the deed when he purchased the spaces. Mr. Robertson said it is not on the deed. He became aware of the restriction when the Clerk's Office sent a letter with the deed for the transfer of the spaces which included the notation that Section F-North permits flush markers only. Mr. Robertson said he did not ask the sellers about what kind of markers were permitted when they were purchased. He said he noted the restriction referred to in the letter for the first time today. Ms. Buchanan informed him that Section F-North is not the only location in the cemetery that requires flush markers, and that all of the newly designated graves in Sections B, C, D, K, L and O are limited to flush markers. Ms. Buchanan said that the maintenance issue is not the only reason for flush markers. There is the aesthetic quality.

Ms. Gehringer agreed with Ms. Buchanan and added that another reason only flush markers are permitted there may be because of the slope of the ground and the ground structure near the ravine.

Ms. Pierce noted that through the years, the City has received numerous requests to place upright monuments in Section F-North which have all been denied.

Ms. Schreiner confirmed with Mr. Robertson that this was a private sale between two parties five years ago, and the seller did not disclose to the Robertsons that the graves were in a flush marker only section of the cemetery. She commended Mr. Robertson for coming to the board with specifics.

Mr. Stern said Mr. Robertson has brought two significant issues before us. He is pointing out that Section F has flush monuments only. Mr. Stern explained that he believes that the cemetery met the demand at the time of memorial gardens. He said we changed the historical nature of the cemetery once before in a very major way and created the memorial garden concept.

Mr. Stern thinks the board should revisit its recommendation. He does not think the Commission understood when it came before them that they were making flush markers in D, K, L, and O and he thinks it is very important for us to point it out to them. The next point that he thinks Mr. Robertson brought forward and that Mr. Stern thinks is very valuable for him to do so, is that Mr. Robertson could not find space in the cemetery. He lives on Bates, is a major developer in the City of Birmingham, is certainly one of our more honored citizens, and the board should be finding a way to accommodate his wishes to be buried in his hometown. What the board must do is find and accelerate greatly the reclamation process so that we can find what Mr. Stern believes may be many, many, many, many graves available for Mr. Robertson through the reclamation process in which he could put monuments. In our delay looking at that issue and bringing that issue before the City Commission, and the City Commission not adopting a new state law allowing rapid reclamation, we are denying people.

Mr. Stern continued that we as a board should accommodate Mr. Robertson and others like him who are bringing this issue before us.

Ms. Gehringer advised Mr. Robertson that board does not have power to waive the requirement. She advised that he may go to the City Commission. Mr. Robertson said he was told by the City Manager that he had to begin with this board for the exception and indicated to Mr. Robertson that the board did have the authority, so he is surprised.

Ms. Gehringer advised that the board could not accept additional compensation, that Mr. Robertson could make a donation to the cemetery fund, but it cannot be a donation regarding anything discussed today. She stressed any decision that the board makes, would not be due to any contribution that might be made to the cemetery.

Ms. Schreiner said when we review the rules and regulations, the board can recommend making changes. The problem here is if we make changes on an ad hoc, one by one basis, it creates a very slippery slope.

Ms. Buchanan said the board understands his request for a monument, but the board must remain ethical.

Mr. Robertson said that his offer of money to the perpetual fund was not intended as a bribe but as a way to cover the additional costs of maintenance around his monument. He said that does not set a precedent.

Ms. Schreiner noted that there are other ways Mr. Robertson could memorialize his late wife through the purchase and placement of benches, etc. The board still has the opportunity to look at the rules and regulations and choose to create a different structure with very different parameters so that a request like this does not look like a bribe. She noted that the board is not there yet, and encouraged Mr. Robertson to explore other options that are in the works to memorialize his late wife.

Mr. Robertson suggested that the board look at the rule again and define specific restrictions for monuments there so that it follows the memorial gardens concept.

Mr. Stern said his request was very important and valuable for this board and the commission to know there is demand in the city for grave space in which markers can be placed. He noted that we have had two straight months where citizens of the city have pointed out to the board that we are not meeting our obligation to the citizens of Birmingham.

MOTION: Motion by Buchanan, seconded by Suter:

To recommend that the request submitted by Mr. Robertson for an exemption to the flush marker regulation in Section F, be denied.

VOTE: Yeas: 5
Nays: None
Absent: 2 (Desmond, Peterson)

Ms. Gehring asked that everyone treat each other with the respect and dignity that we deserve during the meeting and not be argumentative and carry on.

B. Digitization of Cemetery Records

Jackie Katz, OmaComp representative, presented information on their website design company. She was invited by the board because the city needs to do something with its website, so it is more public and be able to be navigated. OmaComp started 17 years ago as an IT company. For the last 10-12 years, OmaComp does website design, social media and optimization. They are based in Madison Heights.

Ms. Katz used Clover Hill Cemetery's website to demonstrate the navigation which should be laid out before the website is built.

She recommends to not build the website on Pontem software. It could be integrated with Pontem and would optimize the website better. She demonstrated the various features using the Clover Hill site that the public can access. She also demonstrated the admin page, which is not able to be accessed by the public.

She noted that OmaComp can digitize burial data services, but they would need to see the records first. The quote would be determined by how the records exist. Ms. Pierce said the records are all digitized currently.

Ms. Katz said without knowing what the end product would be it is difficult to provide a price estimate, but a completely custom website would cost between \$10,000-\$15,000. It could be done less expensively by eliminating some features, for about \$5,000-\$10,000.

Mr. Stern asked if the system can be merged with financial data. Ms. Katz said it could.

Ms. Gehring asked about search capabilities/fields.

Mr. Stern asked if there are on-going fees in addition to the initial cost. Ms. Katz said the regular hosting (including updating) would cost \$30-\$40/month. If OmaComp does security updates, it would cost \$60-\$80/month, and up to \$120 for the combination. The contract length is one year. The current hourly rate is \$94/hour.

Ms. Pierce asked where the information is pulled from. Ms. Katz said the information would be integrated with our database. Ms. Pierce confirmed that OmaComp is strictly a web design and IT company. They do custom software development as well. This would be a custom website, and the information would be pulled from BS&A or Pontem.

Mr. Stern asked if the system feeds Excel. Ms. Katz confirmed it does.

Ms. Katz said it takes about 3-4 months to complete, but it depends how quickly the information is provided.

Ms. Suter noted that she provided a list of potential information for a website to Ms. Katz. She thinks it is important that the board comes up with a list of specific items desired to provide any company we talk with.

Ms. Gehringer said we may want to hear the other options available as well.

Ms. Pierce said the board also needs to discuss whether we are changing the website or are we making information available on the city's existing website. Ms. Gehringer and Ms. Schreiner agreed it should be added to the city's existing website.

Ms. Pierce noted that the board has two upcoming meetings. She asked if staff should attempt to schedule a representative of Pontem and BS&A to speak to the board at one of those meetings. The board agreed.

C. Discussion regarding National Historic Designation of Cemetery

Ms. Buchanan described the process for Greenwood Cemetery being included on the National Register of Historic Places. There is no cost involved. Greenwood is already designated in Michigan as a historic site. She has been in contact with Robert Christiansen who is the National Register Coordinator at the State Historic Preservation Office. He reviewed Greenwood's state application and advised that the state application is used as the basis of the national designation. She indicated that we are applying on the basis of Transcendent Importance and the basis of Age. He advised Ms. Buchanan that he needed additional pictures of the cemetery which she has taken. The national application process is done through the Michigan Preservation Office. The State Historic Board meets three times a year in September, January and May. The candidates for national historic designation are reviewed by the state board. Ms. Buchanan is hoping we can meet the deadline for the January 2017 meeting. If approved, the state will send it on to the federal government, which must make a determination within 45 days. The City Commission must approve this to move forward.

Ms. Gehringer noted that a cemetery cannot be eligible for design values if it no longer conveys its historic appearance because of the introduction of new grave markers. Mr. Stern said that applies if the cemetery were applying on the basis of Design. Ms. Buchanan said that Greenwood would not qualify on that basis since we have introduced new grave markers.

Ms. Schreiner is concerned that once the cemetery has been admitted, the basis notwithstanding, does it impact our ability to change monuments in the future.

Mr. Stern said when the board requests the City Commission's approval to seek this designation, the commission will want to know what restrictions of any kind are placed on the city by having the historic designation. He suggested we obtain those answers to be prepared.

Ms. Pierce requested a list of benefits and enhancements the cemetery would receive as a result of obtaining the federal designation to provide the cemetery. Ms. Buchanan will contact the state to supply that information.

MOTION: Motion by Buchanan, seconded by Stern:

To recommend the City Commission submit an application with the supporting material to place Greenwood Cemetery on the National Historic Registry.

VOTE: Yeas: 5
Nays: None
Absent: 2 (Desmond, Peterson)

D. Final Review of the GCAB Action List

This item was tabled to the next meeting.

E. Potential Additional Meetings in October and November

Ms. Pierce previously communicated with the board members and October 14th and November 18th would have a quorum, so we need a motion to set those meeting dates.

MOTION: Motion by Buchanan, seconded by Suter:

To hold an additional meeting on October 14th and November 18th at 8:30 AM.

VOTE: Yeas: 5
Nays: None
Absent: 2 (Desmond, Peterson)

V. UNFINISHED BUSINESS / PENDING ITEMS

Items under unfinished business will be presented as a verbal status update to the Board and may not require action at this time.

- A. Donor Recognition Program
- B. Request for RFP for GPR Services in the Cemetery
- C. Request for RFP for Master Plan of the Cemetery
- D. Perpetual Care Fund Investment Policy (update on the status of PA 13)
- E. Amendment to the Cemetery Regulations regarding Payment Plan
- F. Revised Contractor Reports with new format (to be submitted at the next meeting)

VI. CONTRACTOR REPORT

VII. OPEN TO THE PUBLIC FOR MATTERS NOT ON THE AGENDA

VIII. BOARD COMMENTS

Mr. Stern asked that the report from the Commission presentation by him and the Clerk with Ms. Gehringer's comments, and also the revised 2nd quarter contractor report be added to Unfinished Business.

Ms. Gehringer said the first item for discussion under New Business will be a discussion of the Review of the GCAB Action List. We will have presentations from the cemetery management software companies if their schedules permit.

IX. ADJOURN

Chairperson Gehringer adjourned the meeting at 10:00 AM.

/ca



MEMORANDUM

City Clerk's Office

DATE: September 26, 2016
TO: Greenwood Cemetery Advisory Board
FROM: Laura M. Pierce, City Clerk
SUBJECT: Confirmation of a GCAB Action List

At the September 2, 2016 meeting, the GCAB discussed and adopted the Action List as recited at the meeting.

The Clerk's Office has assembled the list and it is being presented for final review and adoption. Once the Action List has been adopted by the GCAB, it will be sent to the City Commission to determine the priority of each item. Each item from the Action List will then be presented to the GCAB, in order of priority, for action by the Board at the upcoming GCAB meetings.

SUGGESTED RESOLUTION:

To adopt the Greenwood Cemetery Advisory Board "Action List" as stated below and to recommend the GCAB Action List be submitted to the City Commission for review.

GREENWOOD CEMETERY ADVISORY BOARD ACTION LIST

1	To recommend an RFP for GPR services be issued for the entire cemetery to develop a map of all known burial sites
2	To digitize the burial records
3	To recommend an RFP for a Master Plan for Greenwood Cemetery
4	To research and set up at Friends of Greenwood Cemetery 501(c)(3)
5	To review the Cemetery regulations regarding <ul style="list-style-type: none">• Potential sale of a grave back to the City that was purchased prior to October, 2014

6A	To contact owners whose records reflect no burials in the last fifty years to determine if they wish to sell graves back to the City
6B	To commence reclamation and review records every ten years
7	To recommend that the City of Birmingham review the Greenwood Cemetery Management Agreement
8	To develop a donor program for improvements specific to and appropriate to the cemetery
9	To continue to review the Cemetery regulations
10	To investigate the feasibility of installing columbaria for the inurnment of cremated remains

As adopted by the GCAB on September ____, 2016



MEMORANDUM

City Clerk's Office

DATE: August 29, 2016
TO: Greenwood Cemetery Advisory Board
FROM: Laura M. Pierce, City Clerk
SUBJECT: Creation of a GCAB Action List

The 2016 Annual Report and the Status Update on Cemetery Management Services Agreement with Historic Elmwood Cemetery were presented to the City Commission on July 11, 2016. The Commission discussed both reports and recommended the GCAB create an action list for the City Commission to review. The minutes are attached for your reference.

Several comments were made during the discussion on July 11, 2016 that required clarification. A supplemental report was submitted to the City Commission on July 25th. The supplemental report and minutes are attached for your reference.

ACTION LIST

The current 2016 goals are listed below with an update on the status of each goal. The Board should discuss each goal and create an action list in priority order. The Board could include additional "action" items as well.

At the July 11th Commission meeting, it was also suggested that the Board consider the feasibility of setting up a "Friends of Greenwood Cemetery" 501(c)(3) for fundraising purposes and to discuss the potential situation of a grave owner who purchased their grave from a private sale prior to October, 2014 and now wants to sell it back to the City. These items could be added to the Action List. The Board should also consider adding to the Action List to include the payment plan in the Rules and Regulations.

OBJECTIVE

The purpose of the discussion today is to establish the GCAB Action List, not discuss the details of each item. Once the Action List has been established, it will be sent to the City Commission to determine the priority of each item. Each item from the Action List will then be presented to the GCAB, in order of priority, for action by the Board at the upcoming GCAB meetings.

Order of Priority	Greenwood Cemetery Advisory Board 2016 GOALS As approved by the GCAB on February 5, 2016	STATUS
1	To recommend an RFP for GPR services be issued for the entire cemetery to develop a map of all known burial sites	12/4/15 MOTION: To request a RFP for Ground Penetrating Radar services for the entire cemetery, except for those areas already performed by Elmwood, with any sensitive information redacted before public release. UPDATE: A request for funding will be submitted to the City Manager for Fiscal Year 17-18.
2	To investigate the feasibility of installing columbaria for the inurnment of cremated remains	See Goal #5 12/4/15 MOTION: To request the City Commission authorize a Request for Proposal to guide the cemetery board in the development of a master plan for columbarium options. UPDATE: Two quotes received, waiting for a third quote. A request for funding will be submitted to the City Manager for Fiscal Year 17-18.
3	To develop a donor program for improvements specific to and appropriate to the cemetery	4/1/16 MOTION: To recommend that the City Manager and City Attorney review the Greenwood Cemetery Donor Recognition Program as amended. UPDATE: A request will be submitted to the City Manager to review the Donor Recognition Program and for authorization for the City Attorney to do the same.
4	To digitize the burial records	In progress
5	To recommend an RFP for a Master Plan for Greenwood Cemetery	See Goal #3 12/4/15 MOTION: To request the City Commission authorize a Request for Proposal to guide the cemetery board in the development of a master plan for columbarium options. UPDATE: Two quotes received, waiting for a third quote. A request for funding will be submitted to the City Manager for Fiscal Year 17-18.
6	To recommend that the City of Birmingham review the Greenwood Cemetery Management Agreement	
7	To contact owners whose records reflect no burials in the last fifty years to determine if they wish to sell graves back to the City	

8	To commence reclamation and review records every ten years	
9	To continue to review the cemetery regulations	

SUGGESTED RESOLUTION:

To adopt the Greenwood Cemetery Advisory Board "Action List" as stated below and to recommend the GCAB Action List be submitted to the City Commission for review.

Order of Priority	GREENWOOD CEMETERY ADVISORY BOARD ACTION LIST As approved by the GCAB on _____
1	
2	
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MEMORANDUM

City Clerk's Office

DATE: October 11, 2016
TO: Greenwood Cemetery Advisory Board
FROM: Laura M. Pierce, City Clerk
SUBJECT: Digitization of Cemetery Records

At the September 30, 2016 meeting, the GCAB viewed a presentation by OMA Comp. OMA Comp presented their customized website capabilities to make the cemetery records available to the public on a website.

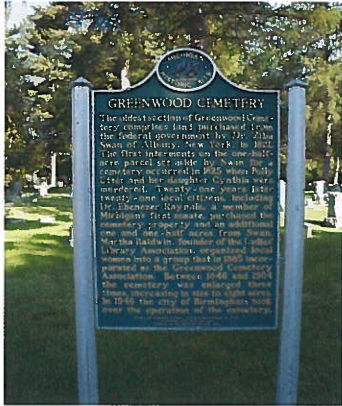
After hearing the presentation, the Board agreed that it should also hear a presentation from BS&A Software and Pontem Software. The Board requested the Clerk's Office contact each company and invite them to make a presentation at an upcoming GCAB meeting.

Clerk's Office Staff has contacted both companies. Neither company was available to attend the October 14th meeting. We are working to secure the November 18th meeting date.

Local Interest



By: Connie Hogan



When imagining the history of any cemetery, one might conjure up thoughts of an Ichabod Crane scenario on a snowy night in a country landscape, with a headless horseman ... well, you get the visual. But the actual history of Greenwood Cemetery in Birmingham has a real, factual and compelling story.

The Cemetery was actually started in 1825 as the result of the shocking murder of a mother and daughter. Polly Utter and her daughter Cynthia were the victims of an axe murder by a neighbor, Imri Fish, a veteran of the War of 1812, who had a mental disorder, what we would probably today refer to as post-traumatic stress disorder. This event created what would become



the city-owned Greenwood Cemetery on Oak Street, just north of downtown Birmingham.

Greenwood Cemetery comprises a small piece of the two sections of land Dr. Ziba Swan purchased from the federal government in 1821. The first interments occurred on Dr. Swan's land when the Utters were murdered.

Some 20 years later, a group of local citizens, including Dr. Ebenezer Raynale, a member of Michigan's first Senate, purchased the original Cemetery property and an additional one-and-one-half acres from Dr. Swan. Martha Baldwin organized local women into a group that in 1885 incorporated as the Greenwood Cemetery Association. The Cemetery was enlarged three times, increasing in size to eight acres and in 1946 the City of Birmingham took over ownership.

Long-time Birmingham residents Linda Buchanan and her brother, Ron, have guided local civic and historical society groups on a "City History Walk" through Greenwood. They have been sharing and honoring their Greenwood Cemetery Walk over the course of many years.

Included in their presentation are visits to Birmingham's only Revolutionary war veteran, John Daniels; original Cemetery land owner, Ziba Swan; Birmingham's first pioneer settlers, John Hunter and Elijah Willits; Martha Baldwin, for whom the town's library is named; Birmingham Eccentric's founders, Almeron Whitehead and George Mitchell; US Congressman, Roland Trowbridge; George and Ellen Booth, who established the Cranbrook Educational Community; Pewabic Pottery founder, Mary Chase Stratton; and world-renowned sculptor, Marshall Fredericks ... to name just a few!

Today, Greenwood is a well-maintained, monumented cemetery with much of the history of Birmingham within its gates. The small parcel, in recent years, offered burial options to area residents.

Families who have loved ones interred in Greenwood can secure additional rights of interment on those spaces for cremated remains. Memorials can be secured from the cemetery.

*Greenwood Cemetery is located at
738 Oak Blvd in Birmingham, Michigan.*

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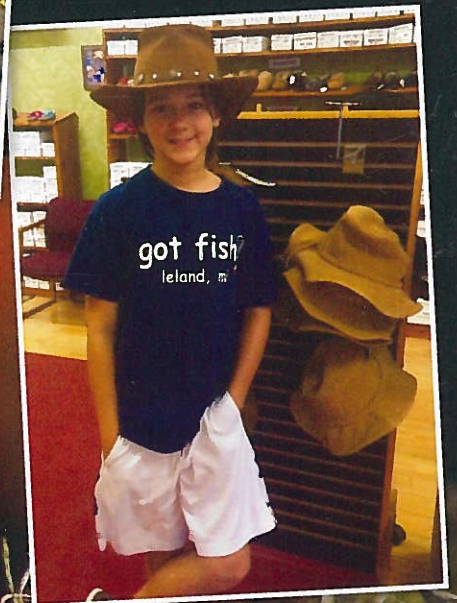


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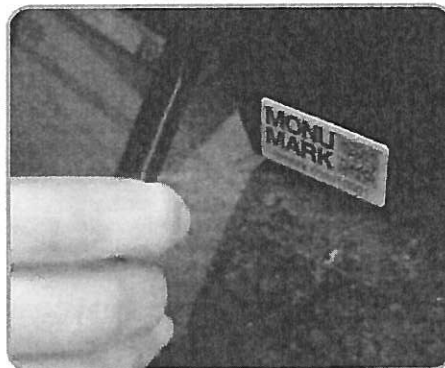
Turn to the Meet Your Neighbor section to read about The Bierley Family



ABOUT MONUMARK

What is Monumark

Monumark is more than just a [gravestone QR code](#). Broadly stated, Monumark combines physical markers and GPS data with a sustainable online service, connecting memorial and historical sites with stories and other information, and providing a powerful and purposeful means of remembering, preserving, and sharing. Said more simply, each Monumark marks a location and allows visitors to access more information related to that location. It also works the other way around, allowing online visitors to locate and experience the physical location that has been marked. Said even more simply, Monumark marks a spot, and shares a story!



Our Simple & Sustainable Business Model

Monumark has been setup with a business model that is quite different from other similar solutions out there, and it's important for resellers and customers to understand the reasons why. Monumark is priced very low, and this cost includes all features of a Monumark for the initial year of service. After that, for a Monumark to remain active, it is a yearly cost of \$2.99 per year. Monumark is founded on this approach for a number of important reasons:

1. **It is authentic.** This model is built for the long term, while being open and direct with the fact that nothing, not even a granite monument, lasts forever. *(In contrast, it would be misleading to accept a one-time payment and present service as infinite and/or indefinite.)*
2. **It is responsible.** This model accounts for the reality of ongoing costs. *(In contrast, it would be irresponsible to provide a perpetual service using a business model that failed to account for perpetual costs.)*
3. **It is sustainable.** By accepting payment only a year at a time, this model ensures ongoing service to existing customers, regardless of new sales. *(In contrast, accepting a one-time payment for indefinite and/or perpetual service would inherently leverage the service of existing customers on the prospect of ever-growing future sales.)*
4. **It promotes innovation and service.** We're in a position of ongoing accountability to our current customers, seeking to continually improve and develop new features and maintain great service. *(In contrast, accepting a one-time payment for indefinite/perpetual service would, out of necessity, value new sales over steady innovation and ongoing service for current customers.)*
5. **It affirms the multifaceted value of Monumark.** When added to a monument, Monumark notifies customers of monument completion and updates, preserves the monument's location, and gives the customer the opportunity to share the story (and the monument itself) with many more people. For resellers, Monumark provides the lowest-cost way to engage customers beyond the first week or two after delivery, to increase brand awareness, to market their brand beyond the immediate customer, and to support the value of cemeteries, monuments, and a designated 'final resting place.' Every Monumark – including those active for a single year – delivers on this front-end value.