

bcsem History of Beautification Council of Southeastern Michigan

ORIGINS

On July 31, 1963, an exploratory meeting was held in Detroit to discuss the formation of a beautification council for southeastern Michigan. At this exploratory meeting, fourteen (14) different municipalities were in attendance from Wayne, Oakland and Macomb counties. Interestingly, Windsor, Canada was also a part of this exploratory meeting, an on-going member during the 1960's and even hosted a BCSEM



Quarterly meeting in March of 1965. On November 22, 1963, forty-two (42) representatives from twenty-five (25) cities throughout Wayne, Oakland, and Macomb counties met at the Veteran's Memorial Building in Detroit to formally create the Beautification Council of Southeastern Michigan (BCSEM) by electing officers and creating a set of by-laws. The luncheon cost was \$2.95 per person. The format of quarterly meetings (with each member community taking its turn hosting the meetings) was also begun at this time and continues to the present. The cities involved were Berkley, Dearborn, Dearborn

Heights, Ecorse, Grosse Pointe Park, Grosse Pointe Woods, Grosse Pointe Farms, Grosse Pointe Township, Harper Woods, Hazel Park, Highland Park, Inkster, Lathrup Village, Livonia, Mount Clemens, Plymouth, Roseville, St. Clair Shores, Southfield, Royal Oak, Taylor Township, Trenton, Warren, Detroit, and Windsor, Ontario.

PAST PRESIDENTS

YEARS	NAME	City
2016	A Pat Deck	Grosse Pointe Park
2014-2015	James Keehn	Harrison Township
2012-2013	Jerald Stone	Lathrup Village
2010-2011	Bob Ramsey	Grosse Pointe Park
2009	Leslie Weirmeir	Novi
2007-2008	Paul Abrahamson	Memphis
2003-2006	Robert Ramsey	Grosse Pointe Park
2001-2002	Darlene Biondo	Warren
1999-2000	Pat Deck	Grosse Pointe Park
1995-1998	Art Koester	Grosse Isle
1994	Mary Kay Muirhead	
1990-1991	Addie Strong	Detroit
1988-1989	Paul Machuga	East Detroit
1985-1987	Cassie Miller	Hamtramck
1983-1984	Marion Schmidt	Center Line
1981-1982	Patricia Watt	Birmingham
1978-1980	George Armour	Oak Park
1977	Patricia Watt	Birmingham
1976	Phyllis Brooks	Dearborn
1974-1975	Shirley Richardson	Farmington
1973	Barnett (Bernie) Dickman	Farmington
1969-1972	Marie McInerney	Detroit
1968	Gloria Kennedy	Southfield

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1963-1967	Bernice Zilly	Grosse Pointe Farms
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HISTORICAL HIGHLIGHTS

DATE	HIGHLIGHT
21-Oct-66	Application for Tax Exempt status applied for
15-Jun-67	The BCSEM formally accepts Keep Michigan Beautiful, Incorporated's (KMB) offer to become District Number One of KMB. The President of BCSEM automatically becomes director of District Number One of KMB.
	Records show KMB District One to include Bay, Genesee, Huron, Ingham, Jackson, Lenawee, Lapeer, Livingston, Macomb, Midland, Monroe, Oakland, Saginaw, Sanilac, Shiawassee, Tuscola, St. Clair, Washtenaw and Wayne counties.
17-Nov-67	The Historic files / records are begun
19-Jan-68	Regular Board meetings will be held the Third Thursday of the month. (This practice continues today).
19-Nov-70	BCSEM is embroiled in discussion about non-returnable bottles (as it impacts the anti-litter campaign). Since the Council saw itself as primarily an educational tool, it was not prepared to make a formal statement regarding any law.
17-Aug-72	A motion was passed to mail out a slate of officers with the December Quarterly meeting invitation. (We continue to deliver a slate of officers prior to the December Quarterly meeting, although it usually is mailed the month before the actual meeting).
19-Oct-72	After a particularly lengthy meeting, the Board recommended time limitations on speaker presentations, suggesting one speaker per meeting would be adequate.
19-Apr-73	The Board agreed to suspend meetings in July and August.
17-May-73	The Board agreed that the Host community should have total control over the reservation process for the Quarterly Meeting.
17-Jan-74	The printing of a quarterly newsletter was started.
11-Apr-74	The Board decided that all new members to the organization should receive a booklet containing the By-laws, Tenth Anniversary Program, folder from Keep Michigan beautiful, Inc., folder from Keep America Beautiful, and a list of responsibilities of all members.
	Also at this time it was decided that only the program of the day and the minutes of the last Quarterly meeting be allowed at the luncheon tables. All other handouts should be on a separate table.

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May-74	The Tenth Anniversary of BCSEM was announced by extending congratulations to the sixteen communities who were the recipients of the charter member awards. They were: Dearborn, Dearborn Heights, Detroit, Farmington, Farmington Hills, Hazel Park, Lathrup Village, Livonia, Mt. Clemens, Northville, Oak park, Southfield, St. Clair Shores, Taylor, Trenton and Wolverine Lake.
7-Nov-74	The Board felt all guest speakers should be presented with an official letter of commendation from the Council. However, if the host community wished to fulfill this responsibility, it was their prerogative. Further, at this time, it was decided that BCSEM's telephone listing and address be changed to to the office of KMB.
17-Apr-75	Discussions continue about the recycling programs in he state.
17-May-75	The Travel Trophy was instituted. The winner would be determined by adding the number of miles traveled to the number of city delegates present. The community with the greatest number would be awarded the trophy. Immediately, problems began surrounding this process.
13-Nov-75	The Council was in support of furthering the case of naming the marigold as the state flower. The Individual Service Award (ISA) to honor outstanding volunteers was instituted. That years winner would automatically serve on the committee to select next year's winner.
19-Oct-76	The Council voted to remain neutral on "Proposition A", returning of beverage bottles.
18-Nov-76	The Council felt that the cost of Quarterly Meeting luncheons should not exceed \$5.00.
17-Feb-77	All past presidents of BCSEM become life-members. Further, the Council clarified the voting process: all Board members have one vote and each attending community collectively has one vote. Kennedy
19-May-77	BCSEM loans KMB \$1,000.00 at no interest to cover an impending shortfall.
	Since the cost of the Quarterly Luncheon exceeded the limit by \$.36, the Board agreed to pay the difference.

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20-Oct-77	In addition, it was unanimously felt that the Board set a policy that no one, other than the host community, be allowed to sell anything at the Quarterly meeting, unless it is part of the meeting.
16-Nov-78	Marie McInerney of the BCSEM Board is to receive the Lady Bird Johnson Award.
17-Jan-79	BCSEM supported the effort of the Michigan Conservation Club's "Operation: Cleansweep".
16-Aug-79	A resolution pertaining to recycling and solid waste disposal was submitted by Pam Frucci. BCSEM went on record as being in favor of recycling.
15-Jan-81	The policy of dues notices being mailed by January 15th was established.
21-May-81	The Travel Trophy causes problems as winning communities want to keep the trophy and not return it so it can be given to the next winning community.
1984	BCSEM celebrates its 20th Anniversary at Addison Oaks
23-Oct-86	The issue if "mixing" prayers at an Oak park Quarterly meeting was discussed.
14-Apr-87	A BCSEM Film will be produced in Lathrup Village. All member communities can submit film footage for this project. It is not meant to be a contest, but rather an overview of the area's beautification projects.
24-Aug-89	Plans are announced for the Silver Anniversary of BCSEM at the Lathrup Village Municipal Building. Silver medallions and silver bowls will be presented.
1994	The 30th anniversary of BCSEM is observed
7-Dec-95	The first printing of the new BCSEM brochure was available at the Quarterly Meeting.
1995	The first revisions of the by-laws since 1974
1996	A guide was developed for the first time to assist hosting communities of the Quarterly Meetings.
1997	The quarterly "Messenger" is first published to service 43 member communities.
2001	BCSEM carries its largest membership ever with 67 member communities.
	The BCSEM website is begun

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2003	The on-going "sharing files" of community activities is begun.
16-May-04	The gala celebration of BCSEM's 40th anniversary is held at the St. Clair In.
2007	Guidelines for the communities hosting quarterly meetings is revised with a ceiling cost of \$13.50 for the luncheon. (guidelines were also revised in 2000 and 2005).
18-Sep-08	BCSEM observes its 45th anniversary at the Quarterly meeting in Eastpointe with publication of the anniversary history booklet.