

4/3/2020

## President's /Facilities Report:

PCA received ten Memorial Bricks from Polar Engraving for the Chinese Circle/Cenotaph Memorial paid by the Chinese Community. Funds are the remaining 36 individual brick markers have almost been raised and will be ordered in the future. One Memorial Brick was also received for placement of a donated tree near the Gazebo, arrangements for installation will be done at a later date.

Research is being done so PCA Memorial Marker Committee can order approximately 10 Memorial Grave Markers from Zack Shumway for placement in the PMMP in known burial locations.

Frank Barrios received a phone call from City councilman Carlos Garcia's Office this past week regarding the Sotelo - Heard Cemetery. His office will be setting up a conference call next week to discuss the status of project, and I will update in the future.

PCA has picked up the new brochures and rack cards.

The two Smurthwaite House security doors were installed on Thursday, March 26,2020.

I will be picking up the U.S. Mail, checking the Smurhtwaite House and contacting City Parks and Recreation on any issues, as needed, on a weekly basis.

Lezlee will be compiling all the PCA Committee Reports so PCA can send out monthly Committee Reports to PCA Board Members so we will know some of the projects we are working on. We will do our best to forward as much information as possible. This will be our first attempt.

Lezlee and I will be researching webex.com for possible video and teleconferencing (free) in the near future. I just did a test and it is easy to use by desktop, computer, cell phone and/or landline phone.

Please be healthy and hope all is well as we go thru the COVID 19 together.

**Pioneers' Cemetery Association  
Treasurer's Report – March 2020**

**STARTING BALANCE** March 1, 2020: \$31,668.97

**ENDING BALANCE** March 31, 2020: \$26,091.54

Living History Team Report – April 4, 2020 -- Donna Carr

Active Team members are: Donna Carr, Patty Gault, Val Wilson

- During March, four more one-page biographies were added to the Biography Binder (or will be, when we have access to Smurthwaite House), bringing the total to 46.
- Val Wilson submitted bios for Saloma Newland and Anna Murray Alsap; Patty turned in one on Libbie Taylor; and I did an extensive update of the Holland Family bio. When these are completed, 20 of the above-mentioned 46 will be of women and children.

Respectfully submitted,  
Donna Carr

## **Committee Reports, April 2, 2020**

### **Membership – Lezlee Alexander**

- We currently have 85 members.

### **Communications – Lezlee Alexander, Debe Branning, Patty Gault, & Val Wilson**

- Three emails were sent in March – announcing the March Open House, distributing the spring newsletter, and announcing the closure of PCA facilities.
- Presentation for City of Phoenix Parks & Recreation created with assistance of President Vivia Strang and Vice President Mark Lamm. The presentation was distributed electronically as the meeting was cancelled.
- The website has been updated over the month including notice of facilities closure by directive of the City of Phoenix. A link has been provided to the blog *Behind the Epitaph* and the website's *Pioneer of the Month* page deleted.
- Facebook posts have been ongoing by Debe Branning. Patty Gault assists with Facebook posts and posted a video sharing the story of Martha Beatty.
- Patty Gault and Lezlee Alexander respond and forward Yahoo email messages.
- Newsletter – spring edition published, distributed, posted on the website, and will be mailed to our members without email. NEXT SUBMISSIONS DUE May 26, 2020 to Val Wilson.

### **Gift Shop – Lezlee Alexander**

- There were no Square sales this month.
- Design and purchase of new t-shirts have been tabled for now based on the cancellation of Memorial Day Remembrance and closure of PCA facilities.

### **IT Committee – Lezlee Alexander & Patty Gault**

- A digital download of Adobe Pro was purchased through TechSoup.
- Patty Gault has updated the laptop to meet current operating system standards and installed Adobe Pro onto it for greater flexibility in use by PCA volunteers.

### **Antique Acquisitions – Judy Smith**

- No report

## Grave Marker Preservation Project Report

### April 2020

March 15<sup>th</sup>, 2020: Patty Gault, Debe Branning, Cindy Lee and Steven Lee; members of the PCA GMPP had the honor of attending the memorial rededication for Haze Burch, 1884 - 1925, at Greenwood Cemetery. The GMPP crew helped repair the original Burch marker back in November 2019. Haze Burch was the first Phoenix Police Officer killed in the line of duty. He also had been a fire fighter.

Joseph Ferrannini, *Grave Stone Matters*, returned in February for "Boots in the Dirt" grave marker preservation. This is the 4<sup>th</sup> year he has worked with the committee and volunteers.

1) February 14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup>, 17<sup>th</sup>, 22<sup>nd</sup>, 23<sup>rd</sup>, & March 1<sup>st</sup>, 2020.

Total Volunteers: 22

Total Volunteer Hours: 830

Total grave markers preserved: 49

Estimated cost of volunteer project: \$41,448.90

2) Total grave markers preserved to date: 201

3) Total plot fences repaired to date: 4

GMPP volunteers worked at Greenwood Cemetery with Joseph Ferrannini for a total of 168 volunteer hours.

Hats & High Tea in the Cemetery: See attachment.

Evaluation Form Evaluations: See attachment.

AZ Humanities Grant: See Patty Gault's reports.

DAR Historic Preservation Grant: Awaiting notification, not posted until May 2020.

Brooch Fundraiser in April: Canceled due to Covid-19.

**Grave Marker Preservation Project**  
**Timeline**  
**March 2014 through February 2020**

**2014 Phase I**

\*March 2014: “Tombstone Restoration Committee” voted and approved by the PCA Board.  
Co-Chairs: Cindy Lee & Vivia Strang. Member: Debe Branning.

\*August 9<sup>th</sup>, 2014 (Saturday, at 5:00pm): PCA’s first open forum for restoration of tombstones.  
New committee name: Gravestone Preservation Project. Members added: Jennifer Merry & Sally Pavia.

\*October 2<sup>nd</sup>, 2014: Committee meeting:

- ✓ New committee name: Grave Marker Preservation Project.
- ✓ Develop Physical Assessment Forms using best practice, evidence-based research.
- ✓ Develop Volunteer Training Manual.
- ✓ Obtain copy of *Places to Remember* by Carol Griffith and Michael Sullivan.
- ✓ GPS for phones.
- ✓ Classroom physical assessment training day to be held in the morning and fieldwork in afternoon of same day.

\*November 13<sup>th</sup>, 2014: Committee meeting:

- ✓ GPS.
- ✓ Team assignments.
- ✓ Supplies needed.
- ✓ Training manual, assessment for review.

\*December 4<sup>th</sup>, 2014: Committee meeting:

- ✓ Review training manual and assessment form.
- ✓ Walk-thru cemetery with Mark Lamm and Sterling Foster.

**TOTAL VOLUNTEER HOURS: 86**

## 2015

\*January 3<sup>rd</sup>, 2015: Committee meeting: Proofread training manual.

\*January 9<sup>th</sup>, 2015: Committee meeting:

- ✓ Training manual additions and corrections.
- ✓ Assemble assessment bins.

\*January 15<sup>th</sup>, 2015: Committee meeting:

- ✓ Power point developed.
- ✓ Venue selected-Harmon Library.
- ✓ Research lunch.
- ✓ Research printing of forms and manual.

\*February 5<sup>th</sup>, 2015: Committee Meeting:

- ✓ Volunteer emails sent out.
- ✓ PowerPoint reviewed.
- ✓ Team Captains an assignment for classroom training and field work.
- ✓ Mark and Sterling given recap of progress.

\*March 5<sup>th</sup>, 2015: Committee meeting: Final preparation for classroom training and fieldwork.

\*March 28<sup>th</sup>, 2015: Volunteer Classroom Training & Fieldwork Physical Assessment at PM&MP of Grave Markers.

- ✓ Taught by the Grave Marker Preservation Committee.
- ✓ Starting at south east side of cemeteries - Knights of Pythias.

\*March 29<sup>th</sup>, 2015: Fieldwork Physical Assessments at PM&MP continues.

Total Volunteers: 36  
Total Volunteer Hours: 383  
Total Grave Markers Assessed: 678

\*April 5<sup>th</sup>, 2015: Fieldwork Physical Assessments at PM&MP continues on south side.

Total Volunteers: 22  
Total Volunteer Hours: 132

\*April 25<sup>th</sup>, 2015: Fieldwork Physical Assessments at PM&MP continues on south side.

Total Volunteers: 16  
Total Volunteer Hours: 78

\*May 16<sup>th</sup>, 2015: Fieldwork Physical Assessments at PM&MP Porter and beginning Rosedale.  
Total Volunteers: 11  
Total Volunteer Hours: 54

\*May 22<sup>nd</sup>, 2015: Fieldwork Physical Assessments at PM&MP Rosedale completed by  
volunteers.  
Total Volunteers: 8  
Total Volunteer Hours: 40

\*June 2015: Three committee members, Cindy Lee, Jennifer Merry & Debe Branning,  
attend Association for Gravestone Studies Conference in Massachusetts. Attend  
classroom & fieldwork grave marker preservation practices.

\*November 14<sup>th</sup>, 2015: Volunteers match assessment form with photography documentation  
of grave markers.  
Total Volunteers: 12  
Total Volunteer Hours: 60

\*November 21<sup>st</sup>, 2015: Volunteers match assessment form with photography documentation  
of grave markers.  
Total Volunteers: 8  
Total Volunteer Hours: 40

**TOTAL VOLUNTEER HOURS: 787**

\*December 2015. Committee members walk entire cemeteries to prioritize the grave markers.

\*February 2016: Spread sheet statistics of grave marker priorities completed.



## **2016 Phase II**

- \*March 2016: New Committee structure. Co-chairs: Cindy Lee and Sterling Foster.  
Members: Debe Branning, Steven Lee, Jennifer Merry, Jason O'Neal and David Walker.
  - ✓ Research and develop "Work Order Form" documentation for grave marker preservation.
  - ✓ Develop "Request for Quote" letter to be sent to prospective professional conservators.
  
- \*April 2016: Committee meeting:
  - ✓ Develop worksheet for scoring prospective professional conservators.
  - ✓ Start inventory of tools.
  
- \*May, 2016: "Request for Quote" letter sent to 9 professional conservators. Award money \$10,500.00.
  
- \*June 2016: Three committee members, Cindy Lee, Jennifer Merry & Debe Branning, attend Association for Gravestone Studies Conference in Ohio. Attend classroom & fieldwork grave marker preservation practices.
  
- \*September 21<sup>st</sup>, 2016: Professional Conservator Joseph Ferrannini, Grave Stone Matters, awarded bid. Joe researching what materials, supplies and tools needed for job.
  
- \*November 2016: Compiling list of volunteers for preservation fieldwork.
  
- \*December 2016: Committee meeting:
  - ✓ Develop training manual and PowerPoint.
  - ✓ Agenda and venue for grave marker preservation with Joseph Ferrannini.

**TOTAL VOLUNTEER HOURS: 740**

## 2017 Phase III

\*January 2017: Co-chairs: Cindy Lee and Sterling Foster. Members: Debe Branning, Steve Lee, Jennifer Merry, Marty Negri and Jason O'Neal.

Committee meeting:

- ✓ Joe is shipping tools and materials to Cindy's home (Tripod with riggings, hammer and chisels, Akepox, NHL, D/2, Lithomex and Set-Rite).
- ✓ Review "Boots in the Dirt" Training Manual and PowerPoint.
- ✓ Venue – Classroom training at the Smurthwaite House in morning, after lunch "Boots in Dirt" fieldwork.
- ✓ Print Joe's PowerPoint presentation and GMPP's fieldwork manual.

\*February 4<sup>th</sup>-14<sup>th</sup>, 2017: First time Pioneers' Cemetery has had a Professional Conservator - Joseph Ferrannini, Grave Stone Matters.

- ✓ Arrived 2/2/2017 for pre-planning of classroom training and cemetery workshop. Purchase materials and tools needed for project.
- ✓ 2/4/2017: Classroom training PowerPoint with walk about in cemetery.
- ✓ 2/5-14/2017: "Boots in the Dirt" grave marker preservation training.
- ✓ Total Volunteers: Classroom 28  
"Boots in the Dirt" 23
- ✓ Total Volunteer Hours: 1084
- ✓ Total grave markers preserved in Rosedale cemetery: 40
- ✓ Total grave markers preserved in Porter cemetery: 3  
Total grave markers preserved: 43
- ✓ Total plot fences repaired: 3

\*March 8<sup>th</sup>, 2017: PCA Board awarded \$2000.00 budget for preservation tools & materials.

\*May 14<sup>th</sup>, 2017: PCA Board and Committee meeting: Conflict Resolution.

\*June 2017: New committee structure. Chairperson: Cindy Lee. Members: Debe Branning, Marty Negri, Jennifer Merry, Steve Lee and Jason O'Neal.

- ✓ Store tools/materials in new storage shed.
- ✓ Developed MSDS book in shed.

\*June 2017: Committee member Jennifer Merry attends the Association for Gravestone Studies Conference in Alabama. Attend classroom & fieldwork grave marker preservation practices.

\*July 2017: Committee meeting:

- ✓ For safety reasons develop criteria for volunteers' physical requirements needed to work "Boots in the Dirt" cemetery preservation.
- ✓ Develop training manual for "Boots in the Dirt", using evidence based best practice.

\*August 2017: Committee meetings:

- ✓ Develop hands-on training workstations for staff and volunteers for baseline competencies.
  - Personal Safety
  - Dirt leveling
  - Clamp & boards
  - Chisel & hammer
  - Tripod & strappings
  - Grinder & drill
  - Set-rite application
  - NHL application
  - Akepox application
  - D/2 cleaning application
- ✓ Develop: "Letter of Understanding".
- ✓ Develop: "Sign-off Sheets 1 & 2 for competencies.
- ✓ Develop "Time-out" process. Team talks about treatment and obtain supplies needed prior to starting to work on their grave marker.
- ✓ Review tools/materials needed for upcoming "Boots in the Dirt".
- ✓ Compile list of volunteers.
- ✓ Develop "Fieldwork Guidelines Manual" for training volunteers.

\*September 2017: Committee meeting:

- ✓ Review all materials created (see August meeting notes.).
- ✓ Developed "Quick use "Guidelines" for workstations-cheat sheets.

\*October 13<sup>th</sup>, 2017: Committee meeting:

- ✓ Review Steve's props for hands-on training workstations.
- ✓ Review teaching materials.

\*October 14<sup>th</sup> & 15<sup>th</sup>, 2017: "Boots in the Dirt" grave marker preservation and hands-on training workstations.

Total Volunteers: 17

Total Volunteer Hours: 236

Total grave markers preserved in Porter cemetery: 6

\*October 28<sup>th</sup> & 29<sup>th</sup>, 2017: “Boots in the Dirt” grave marker preservation.  
Total Volunteers: 15  
Total Volunteer Hours: 176  
Total grave markers preserved in Porter cemetery: 5

\*November 2017: Committee meeting:  
✓ Review of recent grave marker preservation and training.  
✓ Plan for Joe Ferrannini to return next February 2018.

\*December 2017: Total Committee Volunteers Meeting Hours: 458

**2017 TOTAL VOLUNTEER HOURS: 1,954**

**2018 Phase III**

\*January 2018: Committee meeting:  
✓ Review training process for volunteers.  
✓ Compile list of volunteers for next preservation work.  
✓ Obtain tools/materials needed for next preservation work.

\*February 2018: Order tools/materials for future grave marker preservation.

\*February 17<sup>th</sup>, 18<sup>th</sup> & 19<sup>th</sup>, 2018: Second visit from Joe Ferrannini for grave marker preservation.

Total Volunteers: 13  
Total Volunteer Hours: 195  
Total grave markers preserved in AOYW: 1  
Total grave markers preserved in IOOF cemetery: 3  
Total grave markers preserved in Loosley cemetery: 9  
Total grave markers preserved: 13

\*March 2018: Committee meeting:  
✓ Review recent preservation.  
✓ Plan next “Boots in the Dirt” preservation.

\*April 21<sup>st</sup> & 22<sup>nd</sup>, 2018: “Boots in the Dirt” grave marker preservation.

Total Volunteers: 10

Total Volunteer Hours: 70

Total grave markers preserved in Porter cemetery: 11

Total plot fences preserved: 1

\*May 2018: Committee meeting:

- ✓ Review recent preservation.
- ✓ Plan for Pioneers’ Cemetery Association first seminar-“Historic Cemetery Preservation: How to Get Started”.
  - Key speaker Joseph Ferrannini.
  - Develop training materials
  - Develop PowerPoint presentation.
  - Price Lynette Stranstad, “*A Graveyard Preservation Primer*”, second edition.
  - Venue.
  - Lunch.
  - Cemetery tour at Pioneer & Military Memorial Park.
  - Volunteers.
  - Registration form.
  - Set price for seminar.
  - Develop contact list for attendees.

\*June 2018: Three committee members, Cindy Lee, Jennifer Merry & Debe Branning, attend Association for Gravestone Studies Conference in Connecticut.

\*September 2018: Committee meeting:

- ✓ Develop evidence based best practice training manual.
- ✓ Develop PowerPoint presentation.
- ✓ Develop Registration Form for seminar.

\*October 2018: Harmon Library for venue.

Print registration form for seminar.

Laugh & Craft envelope stuffing.

560 envelopes mailed.

\*October 27<sup>th</sup> & 28<sup>th</sup>, 2018: “Boots in the Dirt” grave marker preservation and hands-on training workstations.

Total Volunteers: 23

Total Volunteer Hours: 321

Total grave markers preserved in Porter cemetery: 12

\*November 2018: Committee meeting:

- ✓ Review recent preservation.
- ✓ Review training manual.
- ✓ Review PowerPoint presentation.
- ✓ Resend mail to contacts after address corrections for seminar-80.

**2018 TOTAL VOLUNTEER HOURS: 1,600**

**2019 Phase III**

\*January 2019: Committee meeting:

- ✓ Order Graveyard Primer books.
- ✓ Order food for seminar.
- ✓ Verify food for fieldwork volunteers.
- ✓ Compile volunteer lists for fieldwork volunteers.
- ✓ Plan agenda of seminar.

\*January 31, 2019: Joe Ferrannini arrives.

- ✓ Walk around cemetery.
- ✓ Material shopping.
- ✓ Review training materials.

\*February 2<sup>nd</sup>, 2019: First Pioneers' Cemetery Association, "Historic Cemetery Preservation: How to Get Started" seminar.

- ✓ Sponsored by the Grave Marker Preservation Committee.
- ✓ Joseph Ferrannini keynote speaker.
- ✓ Classroom training including materials:
  - Book by Lynette Stranstad, *A Graveyard Preservation Primer*, second edition.
  - Binder with copy of PowerPoint and training materials.
- ✓ PowerPoint presentation.
- ✓ Lunch.
- ✓ Walking tour of Pioneer & Military Memorial Park/Cemeteries.

Total Volunteers: 11

Total Volunteer Hours: 72.5

\*February 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 2019: Third visit from Joseph Ferrannini for grave marker preservation.

Total Volunteers: 26

Total Volunteer Hours: 617

Total grave markers preserved in AOUW cemetery: 9

Total grave markers preserved in IOOF cemetery: 16

Total grave markers preserved in Loosley cemetery: 8

Total grave markers preserved in Masons cemetery: 1

Total grave markers preserved: 34

\*March 2019: Committee meeting: Review previous work.

\*August 24<sup>th</sup>, 2019: Committee meeting: Plan for upcoming year.

- ✓ “Boots in the Dirt” training and fieldwork days.
- ✓ Planning for Joe to return.
- ✓ Application for grants
- ✓ How to reach new volunteers.

\*September 2019: Committee meeting:

- ✓ Review for committee hands-on training workstations for “Boots in the Dirt” baseline competencies.
  - Personal Safety
  - Dirt leveling
  - Clamp & boards
  - Chisel & hammer
  - Tripod & strappings
  - Grinder & drill
  - Set-rite application
  - NHL application
  - Akepox application
  - D/2 cleaning application
- ✓ Review PowerPoint presentation.
- ✓ Confirm volunteers and dates.
- ✓ Print teaching manual “Fieldwork Guidelines Manual”.
- ✓ Confirm next preservation dates.

\*October 5<sup>th</sup> & 6<sup>th</sup>, 2019: “Boots in the Dirt” grave marker preservation and hands-on training stations.

Total Volunteers: 23

Total Volunteer Hours: 282

Total grave markers preserved in Loosley Cemetery: 9

\*November 9<sup>th</sup> & 10<sup>th</sup>, 2019: "Boots in the Dirt" grave marker preservation.  
Total Volunteers: 16  
Total Volunteer Hours: 200  
Total grave markers preserved in Loosley cemetery: 6  
Total grave markers preserved in Masons cemetery: 11  
Total grave markers preserved: 17

**2020 Phase III:**

\*February 14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup>, 17<sup>th</sup>, 18<sup>th</sup>, 22<sup>nd</sup>, 23<sup>rd</sup>, & March 1<sup>st</sup>, 2020: Fourth visit from Joseph Ferrannini for grave marker preservation.  
Total Volunteers: 22  
Total Volunteer Hours: 830  
Total grave markers preserved in AOUEW cemetery: 5  
Total grave markers preserved in IOOF cemetery: 9  
Total grave markers preserved in K of P: 1  
Total grave markers preserved in Loosley cemetery: 5  
Total grave markers preserved in Masons cemetery: 11  
Total grave markers preserved in Rosedale cemetery: 18  
Total grave markers preserved: 49



**SUMMARY**  
**MARCH 2014 through February 2020**

<b><u>Total Volunteer Hours</u></b>	<b><u>Volunteer Estimated Wages*</u></b> (*Federal Guidelines Independent Sector)	
2014 = 86	(\$23.07)	\$1,984.02
2015 = 787	(\$23.56)	\$18,541.72
2016 = 740	(\$24.14)	\$17,863.60
2017 = 1,954	(\$24.69)	\$48,244.26
2018 = 1,600	(\$24.83)	\$39,728.00
2019 = 1,398	(\$25.43)	\$35,551.14
2020 = 830	(\$25.43)	\$21,106.90

**TOTAL VOLUNTEER HOURS: 7,395**

**TOTAL VOLUNTEER ESTIMATED WAGES: \$183,019.64**

<b><u>Total Grave Markers Preserved</u></b>	<b><u>Total Plot Fences Preserved</u></b>
<b>201</b>	<b>4</b>

**TOTAL ESTIMATED COST OF GRAVE MARKERS/FENCES PRESERVED: \$78,955.00**

**ESTIMATED TOTAL COST OF VOLUNTEER PROJECT:**  
**\$261,974.64**

**Hats & High Tea in the Cemetery**  
**Saturday, February 29<sup>th</sup>, 2020**  
**Evaluation Form Responses**

**Total Evaluations Submitted 43 out of 53 Guests**

**Madam Askew**

**“Was the entertainment enjoyable? Was there something that stood out?”**

- 13 Very entertaining.
- 13 Very knowledgeable.
- 4 So much fun.
- 3 Loved the English accent.
- 5 Loved it all.
- 6 Very enjoyable.
- 3 Want her next year.
- 4 Loved the history.
- 5 Loved the storytelling.
- 7 Loved her sense of humor.
- 2 Learned some new things.
- 2 Very entertaining.
- 2 Educational.
- 1 So appreciated.
- 1 Her theatrics stood out.
- 1 Fascinating.
- 3 Loved her teacup hat.
- 2 Amazing.
- 1 Not to be missed.
- 1 Will not look at tea the same way.
- 1 Beautiful.
- 1 Wonderful
- 1 Delightful.

**Marshall Shore**

- 1 Wonderful.
- 2 Entertaining.

## Tea & Goodies

**“Did the food and tea meet your expectations? Was there anything else we can add.”**

- 1 Great, great, great.
- 1 Yummy.
- 1 Love the fig spread.
- 1 Love the Tigger & Pu and Cherry Bomb teas.
- 1 Wonderful desserts.
- 7 Outstanding chicken salad.
- 1 Desserts A+.
- 4 Lemon Tart outstanding.
- 5 Excellent.
- 2 Almost too much.
- 6 Wonderful.
- 8 Beyond expectations.
- 1 Love the variety of sandwiches & desserts.
- 4 Loved it.
- 3 Delicious.
- 1 Awesome dessert.
- 3 Great, good selection.
- 2 Super.
- 1 Every sip and every bite were wonderful.
- 1 Outstanding.
- 5 Food & tea exceeded my expectations.
- 2 Going to buy teas.
- 2 Teas amazing.
- 3 Food both very attractive & delicious.
- 1 Yummy
- 3 Delicious.
- 2 Wonderful.
- 1 Everything was lovely.

## Joseph Ferrannini

- 1 Joe did a great job!
- 1 Joe is my hero.
- 2 Joe needs to bake every year.
- 1 Joe you are a master chef as well as a master grave marker expert.
- 1 I am kidnapping Joe.
- 1 Kudos to Joe.
- 1 Desserts were amazing, thank you Joe.
- 2 Joes baking exceeded expectations.

## **“Overall Impressions.”**

- 2 Enjoyed.
  - 1 Very elegant.
  - 21 Will attend next year.
  - 2 Love the cups.
  - 2 Awesome.
  - 1 Fun.
  - 2 Very wonderful.
  - 6 Loved it better this year.
  - 4 Thank you for doing it again, know it is a lot of work.
  - 2 Entertaining.
  - 1 Very nice.
  - 1 Enjoyable way to spend an afternoon.
  - 1 Everything and everyone was wonderful.
  - 3 Very impressed.
  - 1 Super way to spend the afternoon under a marvelous Arizona sky.
  - 2 Fantastic overall.
  - 3 This is my first time and I had a wonderful time.
  - 2 Was just great.
  - 1 Very well organized and an event to remember.
  - 7 Excellent.
  - 1 Everyone was helpful.
  - 1 Better than last year-which was extremely long.
  - 1 One of my favorite events here.
  - 1 Not too shabby, well done.
  - 1 Done very well, everything was great.
  - 1 Very festive and lovely.
  - 12 Great job.
- 
- 2 Missed Dining Among the Dead

**HATS & HIGH TEA IN THE CEMETERY**  
**Saturday, March 29<sup>th</sup>, 2020**

Assets:

Tickets Sold: 60 @ \$40.00 each	\$2,400.00
Raffles:	\$481.96
Donations:	<u>\$194.35</u>
TOTAL:	\$3,076.31

Expenses:

Square Fee:	\$2.69
Security-Two Phoenix Police Officers:	\$300.00
Madame Askew:	\$150.00
Dinnerware:	\$118.92
Teas:	\$113.12
Food/Desserts:	\$253.11
Decorations:	<u>\$74.17</u>
TOTAL:	\$1,012.01

**TOTAL ASSETS GRAVE MARKER PRESERVATION: \$2,064.30**

Donations:

Flowers:	\$100.00
Food/Desserts:	\$837.79
Cups/Dishes:	\$693.35
Raffles:	\$370.72
Cups/Decorations:	<u>\$163.64</u>
	\$2,165.50

Volunteers: 26

Total Volunteer Hours: 682

## Humanities Grant Report

### Women and Children in PMMP

The AZ Humanities grant began on March 23, 2020 and ends March 23, 2021. The purpose of the grant is to focus on the women and children buried in PMMP. Create more stories and tours focusing about women and children available to the public. Availability can be through the website, print and social media.

The grant also provides for the repair of a few grave markers of women and children in PMMP. However the main focus is on the new stories.

The first two events, Irish Wake and Mother's Day Brooch, were cancelled because of the virus. They will be modified and rescheduled for a later date.

Biographies are in the process of being written and/or edited on several women buried in the cemetery. Several have been completed.

Brochures for walking tours and rack cards are written into the grant budget and are in the process of being designed.

A blog (<https://behindtheepitaph.blogspot.com>) about PMMP has been initiated by Val and was posted to our Facebook page. From March 23 to March 31, the blog had 336 views. We had views from Ireland (5), Belgium (2) and France (1).

A video providing a short narrated tour of Martha Beatty's marker was produced. The intent is to continue engaging with the public in this way. That video was placed on Facebook March 30 and by March 31 had 444 views and 12 shares.

Cindy Lee  
Patty Gault

April 2020

## Instagram

AZ Humanities promotes reaching out to the public in different ways other than the need to visit a facility. They suggest Facebook, Twitter and Instagram. Since we already do Facebook, Instagram was another way to reach a different demographic. Maybe younger people. Since the Humanities grant included a marketing section, Instagram is a good method.

I've included instructions and some information about non-profits using Instagram.

Download app to phone

Username: pcacemeteries (same as username tied to Facebook)

Owned by Facebook

800 million plus users

Predominately Female

Over 50 % under 30

Below is from CauseVox (a nonprofit fundraising website)

In the realm of social media, Instagram stands out against the likes of Facebook and Twitter because it's visually-focused. Through one image, video, or story, anyone can share their own story, whether that be the meal they're enjoying, the party they're attending, or the cause they're supporting.

Once you determine you're ready to hop onboard the Instagram train, there are two big things to consider before incorporating your new account into your communications plan.

1. Time: Instagram is a very active social media platform that requires regular posts to keep viewers engaged. This requires a definite time commitment.
2. Content: Each Instagram visual should feature a picture/video that represents your nonprofit. Consider whether you have enough opportunities for content before you sign on.

## Instagram Advantages

When push comes to shove, Instagram is a smart social media platform to use. Here are a few of the major benefits your nonprofit may experience using Instagram.

1. **It Illustrates Your Work:** Nonprofits can use Instagram to put a face behind their organization. This platform allows your followers to see the inner-happenings of your nonprofit in a visual way. In fact, it's a great (and likely welcome) change from the traditional graphs, infographics, and lengthy content featured in normal marketing materials such as your blog.
2. **You Keep Followers Updated:** New content can (and should) be frequently added on Instagram. Many experts suggest uploading at least one picture per day. Each picture has the ability to further engage followers in your work and ensure that you remain relevant and top-of-mind daily.
3. **It Evokes Emotion:** What better way is there to tell your nonprofit's story than through a picture or video? Nonprofit storytelling is essential, and a well-timed and aesthetically pleasing visual can do wonders in evoking emotion from your online audience.
4. **You Can Post In Real-Time:** In the past, nonprofits relied on newsletters and annual reports to share news and recap events. Today, nonprofits can upload pictures directly to social media like Instagram in real-time. There's no better way for your followers to feel connected to your cause.
5. **Increased Visibility:** Instagram allows posters to use both tags and hashtags, which naturally increase your public visibility. Tags connect people with your posts while hashtags detail the message behind your post. Stats prove just how important it is to use those tags and hashtags. Researchers found that tagging another user/business/nonprofit (using @ symbol) increases engagement by 56%. Likewise, posts with a hashtag (#) generally experience a 12.6% spike in engagement.
6. **Engagement** – Instagram naturally engages your audience because they have the opportunity to like, share, and comment. And, because engagement leads to retention, this is another way to keep your donors, in particular, interested in your work.



4/3/2020

President's /Facilities Report:

PCA received ten Memorial Bricks from Polar Engraving for the Chinese Circle/Cenotaph Memorial paid by the Chinese Community. Funds are the remaining 36 individual brick markers have almost been raised and will be ordered in the future. One Memorial Brick was also received for placement of a donated tree near the Gazebo, arrangements for installation will be done at a later date.

Research is being done so PCA Memorial Marker Committee can order approximately 10 Memorial Grave Markers from Zack Shumway for placement in the PMMP in known burial locations.

I will be picking up the U.S. Mail, checking the Smurhtwaite House and contacting City Parks and Recreation on any issues, as needed, on a weekly basis.

Lezlee will be compiling all the PCA Committee Reports so PCA can send out monthly Committee Reports to PCA Board Members so we will know some of the projects we are working on. We will do our best to forward as much information as possible, this will be our first attempt.

Lezlee and I will be researching webex.com for possible video and teleconferencing (free) in the near future. I just did a test and it is easy to use by desktop, computer, cell phone and/or landline phone.

Please be healthy and hope all is well as we go thru the COVID 19 together.