

2025 Annual Report



Annual Meeting
Saturday, January 31, 2026
West Bloomfield Library Main Meeting Room, 4600 Walnut Lake Road

Gina Gregory, President

We appreciate West Bloomfield Library facilities use support!

Who?

Community members came together in 1974 as a charitable 501(c)3 non-profit organization.

Why? HISTORY MATTERS!

Serve

Keego Harbor, Orchard Lake, Sylvan Lake, West Bloomfield

2022 Mission

Enriching our communities by collecting, preserving, and sharing history.

2022 Vision

Our communities will understand how our past shapes, inspires, and informs the present and the future.

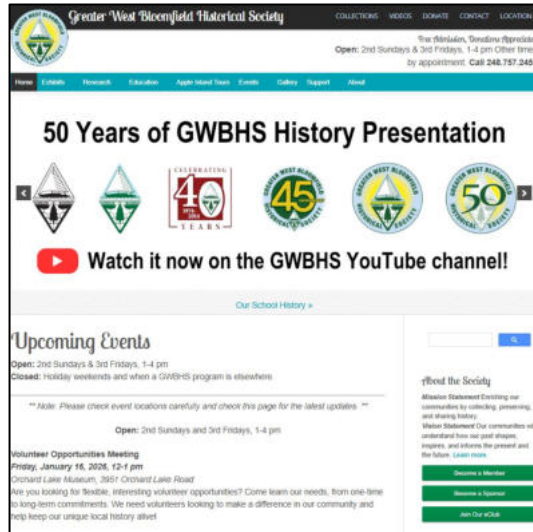
2022-2027 Strategic Goals

- **Build** membership
- **Develop** effective governance and fiscal sustainability
- **Increase** funding
- **Look** for additional space
- **Recruit** volunteers & leaders



2023 GVBHS Fundraising Strategy presentation by Catherine Cangany

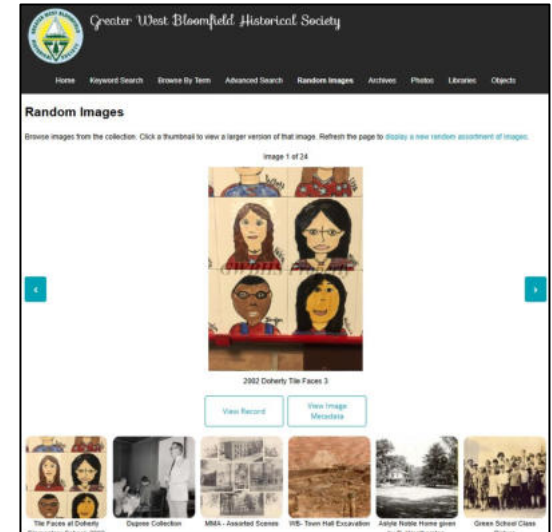
www.GWBHS.org



Since c. 2003



Online Collecting Memories project, since 2021



2025: 3,313 searchable records online with an easy search feature!

Communications - Print

History Matters Newsletter, 3 annually

Available at municipal offices, WB Library, WBP locations

In Community Publications

- WB Beacon newspaper: program listings, articles, monthly ads
- WBP Activities Guide: program ads, 3 annually
- WB TODAY publication: feature articles & events, quarterly



Communications - Social Media

	2023	2024	2025
Eblasts	77	102	81
Facebook Followers	824	886	1,019
Facebook Reach & Viewers	54,541	49,302	53,814
Instagram Followers	111	119	145
Instagram Reach	993	532	1,276
YouTube Videos Published	2	2	1
YouTube Subscribers	64	70	82
YouTube Impressions (the number of times our videos came up in searches or as recommended videos for users)	19,160	14,200	15,568
Youtube total views	1,569	1,198	1,609



YouTube Channels: Greater West Bloomfield Historical Society & Civic Center TV

50+ videos

10 playlists:

13 Local History

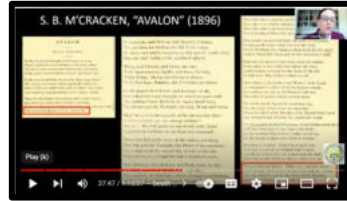
11 Presentations

15 Virtual Programs

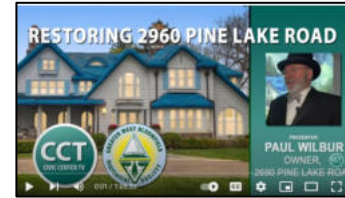
6 Virtual Tours



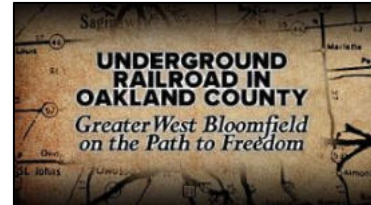
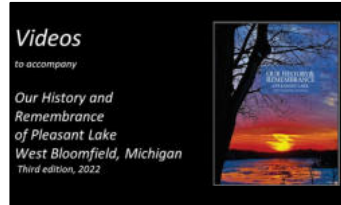
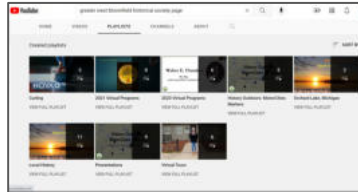
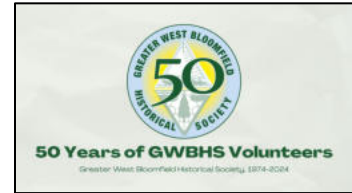
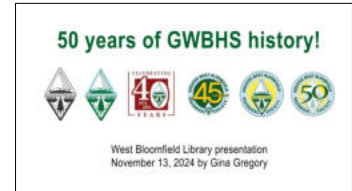
Numerous GWBHS local history videos & presentations, 2021



Apple Island Myths, Annual Meeting and Archaeology Presentation, 2022



CCTV-produced presentation: Restoring 2960 Pine Lake Road, 2023



2025: Pleasant Lake Memories, CCTV-produced presentation: UGRR in Oakland County

50th Anniversary videos, 2024



Community Presence

- West Bloomfield Library exhibits
- Municipal exhibits

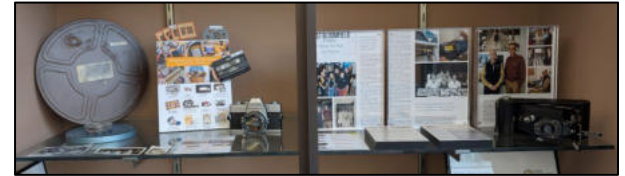
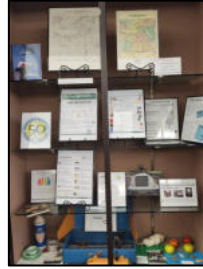
City of Orchard Lake Village

2025: West Bloomfield Town Hall case shelf: 2 community-curated exhibits

Hite Photo 100th Anniversary

Orchard Lake Community Church 150th Anniversary

- **Splash LIVE interviews**, GWBCCC



Orchard Lake Museum

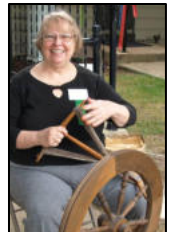
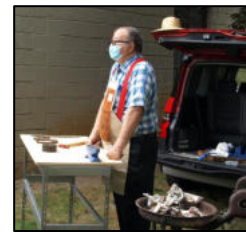
Since 1987 we appreciate Museum support by the City of Orchard Lake Village.
Museum has two galleries, office, and basement with collection storage.



Reopen Updated Museum with Curated Exhibits



- September 2021 grand reopening with remarks supporting importance of local history by all: WBSD Superintendent Dr. Hill, MI Rep. Carter, MI Sen. Runasted, Oakland County Historical Commission member James Craft
- Municipal leaders & GWBHS board members cut ribbons
- Welcome by Orchard Lake Mayor & Chamber Ex. Dir.
- CCTV provided Youtube program video
- 200 attended the Friday & Sunday open house



Update Museum Exhibits

All new indoor curated exhibits,
10 outdoor exhibit panels, 2021



Herschede Tubular
clock repaired,
2022



Installed nine new exhibits,
reupholstered & restored the
carriage, 2023



2025: Continued adding
new items to permanent
exhibits

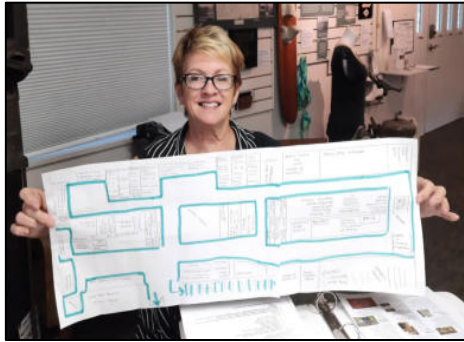


Collection - Organize, Update Records

Available Online

GWBHS.org is very unusual with online collection, c. 2003

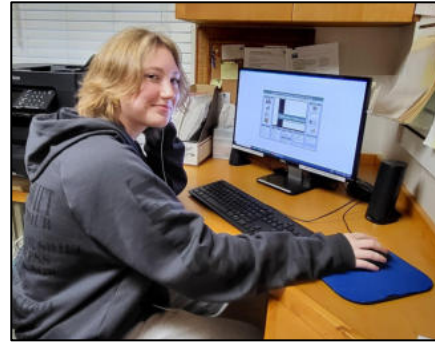
We are one of about six Michigan museums with PastPerfect online portal, at no cost to public, since 2017



Collection files & shelf organization, 2022



First Collection location binder, 2023



1,500 records available online, 2023/24



2025: Volunteers updated existing online digital records

Collection - Continue Receiving Donations



2025: Meeting with Levi Greene (Revolutionary War veteran) family member, shared research & received donated family tree



2025: Digital donations continue, including a Planterra property booklet



2025: Receive object donations, including an Orchard Lake makeup compact

Open House: 3rd Fridays & Monthly Themed 2nd Sundays

1-4 pm, 2024 - Present



Share GWBHS collections



Share recent research



Feature presenters



Members share their collections



Drop-in conversations

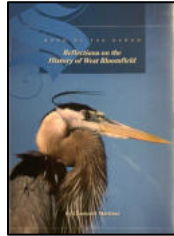


Exhibit fun!

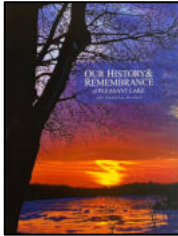
Gift Shop

Local history books, maps, and items available at the Museum. Some items available at WB Town Hall. See www.GWBHS.org/GiftShop.

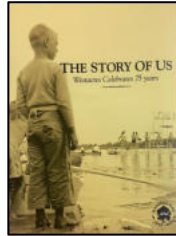
Published
with a grant,
2004



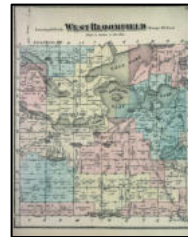
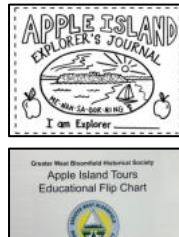
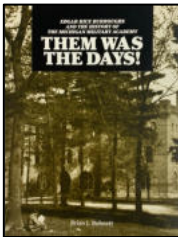
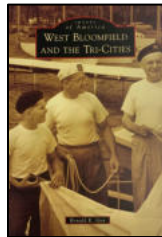
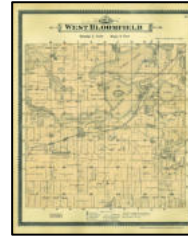
2022



2023



2024



2025



11-13 Programs Annually

300-450 attend: Library presentations, Orchard Lake Nature Sanctuary walks, Appreciation Reception (since 2015), trips through WB Parks (since 2019), bi-annual Pine Lake Cemetery Tours



2025: 76 attend UGRR in Oakland County Presentation. CCTV films and produced a YouTube video.



2025: New program with WB Parks: Apple Island Kayak Adventure!

Annual Apple Island Tours

1982: Begin holding annual public tours

2004: Event includes activities on Museum grounds

2025: 132 attend Saturday, June 14

2025: 184 attend reschedule date, Sunday, September 14

(TICKETS SOLD OUT BY 1PM!)



Group & Community Programs

- Apple Island Tours & Museum visits for 250-500 West Bloomfield School District 2nd grade students & others, since 1982
- Museum Group Tours
- Community presentations

Independent Seniors
Engage in Local History



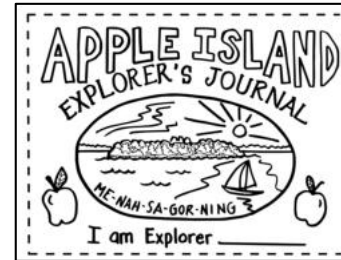
Interact

Learn at home

See Outdoor Exhibits

Share Memories

Walk or Visit



2021



Attendance & Memberships

	2021	2022	2023	2024	2025	51 year total
Total Attendance	1,046	1,065	1,230	1,367	1,336	43,838
Large Events & Apple Island Tours	63	0	0	277	261	14,783
All Open Houses	337	239	35+	275	207	5,900
Programs	201	324	100+	365	328	10,518
Apple Island Student Groups	400	400	400	400	400	10,130
Museum Group Tours, Community Presentations & Other Museum Visits	0	0	10	50	140	3,257

Memberships

2006 - 61 +
 2019 - 145 +
 2020 - 58 +
 2021 - 101 +
 2022 - 76 +
 2023 - 113 + 17 life members
 2024 - 105 + 24 life members
 2025 - 148 + 24 life members

Community - Participate in Annual Events

MI Week Community Awards Breakfast: Planning committee, 1974 - Present

Memorial Day Parade, 2009 - Present

National Trail Days Walk w/ WBP, c.2015 - 2024

WBT Juneteenth Celebration, 2021 - 2024

Orchard Lake Fine Art Show, 2016 - 2023

Oakland Co. Pioneer & Historical Society Social, 2014 - 2023

WBSD Family Fun Night, 2016 - 2019, 2021, 2023 - Present

WBP Wellness Fair, 2021 - 2023

WBP/WBT Heros Appreciation Breakfast, 2018 - Present

WBP Black Expo, 2024 - Present

2026: WBSD United We Walk

2026: GWB Chamber of Commerce Installation of Officers



Community - Active in Groups

GWB Chamber of Commerce, 2016 - Present

GWB Faith & Community Alliance, 2019, 2021 - Present

GWBCCC Community Advisory Panel, 2018 - 2021

Oakland County History Coalition, 2019 - Present

Support Special Activities

WB Parks outdoor exhibit panel wording and images, c.2005, 2018

1818-2018 Oakland Co. 100th ann. video, 2017-18

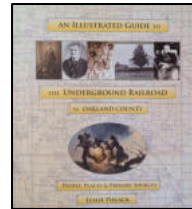
West Bloomfield Township 175th ann. article, 2018

Oakland 200th Ann. with GWBHS newsletter inserts, 2020

Sylvan Lake Village 100th Anniversary, 2021

Rededication of Walnut Lake School Peace Memorial, 2023

2024, 2025: Underground Railroad In Oakland County project



Involved with Apple Island

Island safety

Install handrails, 2006

Install interpretive site safety protection, 2007

Repair island steps, 2011

WBSD replaces entrance steps, 2019



Clear debris from interpretive sites

GWBHS volunteers 2016-2018

OL City, WBSD, WBP clear 9 paths, with OL Country Club transportation, 2021



Plant apple trees with second grade WBSD students, 2018



Sponsored Apple Island Archaeology Research with Apple Island Historic Site Listing in the National Register of Historic Places, 2018



Research & work:

2001 Madonna University Ted Gish

2008 Madonna University Ted Gish, WBSD, GWBHS, Dr. David Brose

2013 & 2014 Western Michigan University student project with Dr. LouAnn Wurst & Mark Hoock

2015 Western Michigan University MA candidate Skylar Bauer prepared 108 page evaluation & application

2016 Dr. Wurst submits Historic Apple Island designation application, learns additional support needed

2017 Application resubmitted

2017 University of the Americas Ph.D. candidate Mark Hoock conducted Apple Island dissertation project fieldwork

2018 Apple Island Historic Site is listed in the National Register of Historic Places.

2019 Apple Island National Register of Historic Places boulder monument designed, installed with a celebration

50+ Markers in GWB:

25 Outdoor MotorCities Markers

Motorcities National Heritage Area, National Parks Service project



2014: WB Parks dedication of MotorCities markers. L to R: Joe Hines, Brian Yopp, Dan Navarre, Ron Gay, and Nancy Thompson



2014: GWBHS unveiling Museum MotorCities marker. L to R: Linda Kidd, Helen Jane Peters, Gina Gregory, Sue Williams, Anita Pinson



2017: 1817 Waterford, Pontiac, Bloomfield & West Bloomfield survey marker. L to R: Steve Stone, Eric Wiegand, John Marshall, Helen Jane Peters



2024: Holiday House & Girls Friendly Society marker dedication by Ron Gay

Markers

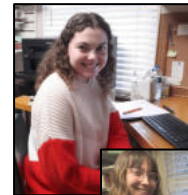
4 Community Outdoor Markers

Research, and share in purchase of outdoor historical markers at Westacres Library & Orchard Lake Schools, 1995



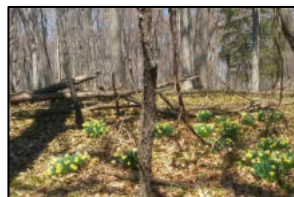
10 Our School History exhibit panels

- West Bloomfield public school histories posted at gwbhs.org, 2010
- Installed in each WBSD building
- Traveling exhibit panels exhibited in the WBSD board room, 2016
- Added digitized collection to Collection online database, 2023-2024



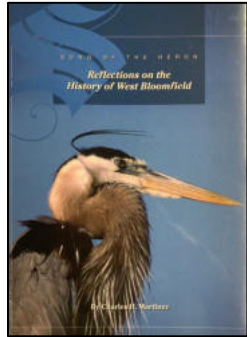
Spoke out on issues

- Sale of Orchard Lake Nature Sanctuary, 1990
- Renaming of Green School, 2011
- Repurposing of Roosevelt School, 2023

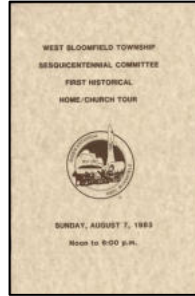


Special Projects

Book Launch 2004

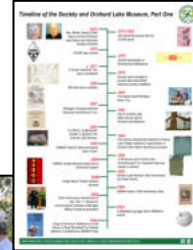


Homes Tours



50th Anniversary 2024

- 3 timeline newsletter inserts in each newsletter & presentation
- GWBHS History Through Maps presentation
- Poker Rally: Things You Auto Know About Local History
- September Open House - Celebrating 50 Years Sharing History
- GWBHS West Bloomfield Historic Highlights Map presentation



Nominate & Receive Awards



MICHIGAN WEEK BREAKFAST AWARDS Doris Bonneville, Bessie Weatherston 1999, Frank & Nancy Salo 2006, Cara Kazanowski 2007, Helen Jane Peters 2009, Dave & Betty Bradbury 2010, Richard “Buzz” Brown 2013, Gina Gregory 2015, 2024, Christy Forhan 2018, 2024, Helen McAllister 2016, Sue Williams 2018, Mari Bem, Bob Muller 2019, Barb Krause 2021, Mikwhandahn “Mike” Jewell, Sarah Schraffenberger posthumously for her mother, Molly Rozycki, Paul Mellerowicz, 2022; Christian Sonnevile, 2023, Gina & Rob Gregory, 2024, **Rick Bartus, 2025**

Receive Recognitions



Motorcities National Heritage Area Wayside Exhibits, 2014



40th anniversary Proclamation, City of Orchard Lake, 2014



Proclamations for Orchard Lake Museum Reopening, 2021



Michigan Week Community Achievement Award 1990 & 2014
Seymour Gretchko Youth Advocate Award, 2019



Proclamation for Apple Island listing on the National Register of Historic Places, 2019:
Senator Runestad, Representative Berman, Carter, & Manoogian, WB Township board

Give President's Merit Awards

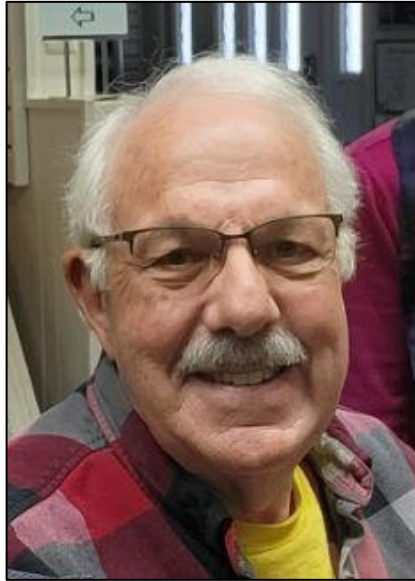


Outstanding Community Service Award: Countryside Improvement Association on 100 anniversary, Westacres on 75 anniversary, Father Whalen, Don & Iris Green 2011. West Bloomfield Parks & Recreation, West Bloomfield Library 2012*.

President's Merit Award: Angela Cini, Paul Mellerowicz, Judy Kerr*, Hannah Dagg* 2014. Melissa Gilbert, Anita Pinson, DuAnne Sonnevile 2015. Christian Sonnevile 2016. John Marshall*, Helen Jane Peters*, Ron Campbell* 2017. Jim Cherfoli, Mik-kwan-dahn (Mike) Jewell, Glen King 2019. Bill Bertakis, Christy Forhan, Rob Gregory, Gino Sanita, Sue Williams 2020. Rob Gregory*, Sue Grifor, Carol Fink, Christy Forhan*, Cory Taylor 2021. Hannah Dagg, Diane Eanes 2022. Rick Bartus, Sue Williams 2024.

* Not shown.

Give President's Merit Awards



2025: Jim Bayson & Christian Sonnevile

How: Program Sponsors, Shoppers, Volunteers

2025 Apple Island Tours

Silver Sponsors

Complete Insurance Services, Inc.

Family of Suzanne Bentley Hadley

Apple Island Champions

Natures Beauty, Inc.

Mind the Gap! Fundraiser Donors

Anonymous, Benjamin Blumenstein,

Rob Gregory, Hannah Dagg, Margaret

Gregory, Pat Steele, Michael Patton,

Carol Fink, Charles Packer, Carol

Hack

2023, 2024, 2025 Programs

Gino's Pizzeria & Italian Restaurant

Petite Gardens

Kroger shoppers chose GWBHS as their charity donation option

Volunteer opportunities in all areas including, committees, community and event support, data entry, docents, fundraising, research

2025 Committee Volunteers

Apple Island Tours Committee

Chair: Gina Gregory, Katie Cangany, Carol Fink,
Rob Gregory, Neil Hepburn, Leslie Landau

Building Maintenance

Neil Hepburn, Paul Mellerowicz, Sue Williams

Committee Relations Committee

Chair: Neil Hepburn

Education Committee

Chair: Linda Kidd, Carol Fink

Museum Collections

Chair: Susan K. Williams, Lana LaFortune

Museum Exhibit Panels Hannah Dagg

MI Week Community Breakfast & Awards Committee

Awards Co-Chair Karen Pushie, DuAnne Sonneville,
Sue Williams

Program Committee Chair: Gina Gregory, Hannah Dagg,
Carol Fink, Linda Kidd

Group reservations, Don Newman

Proofreaders Neil Hepburn, DuAnne Sonneville



2025 Leaders



Board Members

Back Row L-R: Linda Kidd,
Sue Williams, Sue Grifor,
Gina Gregory, Carol Fink,
Diane Eanes
Front Row L-R: Karen Pushie,
Hannah Dagg

Finance Committee (not pictured)

Chair Steve Briggs,
Diane Eanes, Gary Forhan,
Gina Gregory

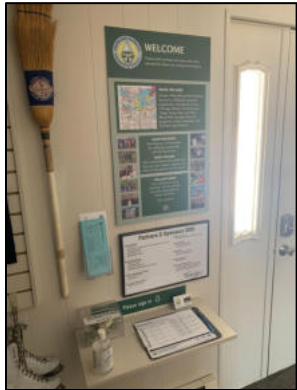


Museum & Communications Assistant Anna Smith

How: Donors

All community partners, donors, grants & sponsors receive recognition:

- At the Museum entry wall/Welcome Center
- In newsletters
- Posted online
- Recognized at the Annual Meeting



DONOR RECOGNITION 2025

Greater West Bloomfield Historical Society
publicly recognizes these generous donors with appreciation



SILVER \$250- \$499

Anonymous, 2010-2019
Betty Bradbury memorial, 2016
Gwynne and Jim Cherfoli, 2021, 2023, 2024
Jackie & Bill Beach, 2022, 2023
buggs Beddow birthday, 2023
Hugh A. Whitmer memorial, 2025

GOLD \$500-\$999

Diane Eanes, 2023
Bharat and Smita Bhatt, Family Foundation, 2025

PLATINUM \$1,000- \$9,999

John Benson Kazanowski memorial, 2019
Christian Sonnevile birthday, 2023
Carbonari Family Foundation, 2023
Glen King & Patricia Richey, Living Trust, 2025

DIAMOND \$10,000 and higher

Frances Gadd Legacy Leader, 2012

How: Grants

2008, 2013, 2014 Saint Francis Foundation of MI: Apple Island Archaeology Project

2020 Oakland Together Cultural Institution, COVID-19

2022-3 MotorCities Heritage Area, Holiday House marker

2022-3 CFSEM 'Our School History' Digitizing Database

2023 MI HUM Apple Island & summer programs

2024 MACC/NEA Digitizing #2

2024 MNA Operational Relief

2024 MI HUM Museum Outdoor Exhibit Enhancement

(TBD) 2026 America250MI Greater West Bloomfield Diverse History

(TBD) 2026 MACC Operational Support Grant



How: Exhibit Sponsors, Memberships, Partners, Planned Giving

Exhibit Sponsors

Pat & Glen King, 2021

Gwynne & Jim Cherfoli, 2021

GWBHS Memorial Fund for John Breeze Long, 2022

Tom Bjorklund, 2022

Memberships Perks

Mailed invitations to Annual Meeting & Appreciation Reception

Mailed newsletter three times per year

Free membership in Time Travelers reciprocal museum network

2026: Complimentary basic research

2026: Early access to online AIT ticket sales

Partners

City of Orchard Lake Village supports Orchard Lake Museum, since 1987

Orchard Lake Schools

Civic Center TV

West Bloomfield Library

West Bloomfield Parks

West Bloomfield Schools

West Bloomfield Township

Planned Giving Donation



What's needed?

2026 Seek \$5,000 support for Apple Island Tours, our popular signature event, so ticket prices can remain family friendly (since fall 2025 there are \$40 per person transportation costs)

2027 Support for the Orchard Lake Museum lease renewal with COLV

2028 Volunteers and plans for board leadership

Always your support and community support!

We hope to continue moving GWBHS forward!

What's needed?

You!

With your 2026 membership, support, & volunteerism!

We only receive donations.

By sharing local history we bring value to our communities!

