



## **Greenfield Recreation Commission**

20 Sanderson Street City Offices/ Greenfield Community Youth Center

February 13, 2025 - 6:00 PM Meeting Minutes –FINAL

### **Committee Members Present:**

- ☒ Donna DuSell, Chair
- ☒ Barbara Nichols Zaccheo, Secretary
- ☐ Danica Hochstetler, Member
- ☒ Myrt Jaquay, Member
- ☐ Mary Phillips, Member (Arrived 6:16pm)
- ☒ Daniel Piasecki, Alternate
- ☒ Heather Valenta, Alternate
- ☒ Christy Moore, Recreation Director, Ex-Officio

### **Others Present:**

- ☐ n/a
- ☐ n/a
- ☐ n/a
- ☐ n/a
- ☐ n/a
- ☐ n/a
- ☐ n/a

### **6:00 pm Chairperson's Statement:**

- The Recreation Commission is not recording this meeting. If any other persons present are recording the meeting, you must notify the Chairperson at this time.

### **6:02pm Public Comment**

- Nancy Hazard reported to Donna outside of this meeting on a different day that she wants to share results of the work clipping and picking invasive species from Highland Pond. Christy said she will add that to the next meeting agenda.

### **6:06pm Approval of January 16, 2025 Meeting Minutes**

- It was noted that Dan, Jay Donna, nor Mik made chili at the Winter Carnival.
- Dan made a motion to accept and Heather seconded with no edits. There are no carryover action items.

### **6:08pm Director's Report**

#### **Parks, Programs and Events:**

#### **Winter Carnival:**

- Thank you to everyone who helped make this event a huge success despite the weather challenges.
- Myrt was unable to volunteer due to a last minute commitment.
- Main and Federal had no police coverage so Heather directed traffic.
- While volunteering at the parade, Donna directed folks away from the parade route at Ryan and Casey liquor store.

### **Youth Basketball**

- This is wrapping up soon with tournaments and upcoming celebrations.

### **Buddy Basketball**

- This program launched today on social media. Shayla is looking for players and coaches. Christy is very proud of her initiative to start this program and pulling together all the logistics. Christy shared the flyer for this offering from March 3 to April 7, 2025.

### **RecRoom:**

- The Department lost a part-time RecRoom employee but has since gained a new one. There is continuous on-boarding of new staff.
- Jake reached out to Donna via email about Friendly Farming workshop and Just Roots in the summer 2025 program guide. Donna to follow up on that with Kyle at Just Roots.

### **Spring and Summer Brochure:**

- The department staff is busy pulling together event and program dates, updating program content, and coordinating with instructors for the spring and summer brochure.
- The department will be discontinuing the community safety day event due to low turnout and repetition of a similar event at Greenfield Community College Day. Christy will work with the Kiwanis Club to schedule a bike safety and helmet day.
- Christy will also be working with Bella Levavi on a Skate Clip Day at the skate park along with Theory shop on May 31.

### **Office and Grant Updates:**

#### **GRASP License renewals:**

- Kelly is working diligently to compile data for the licensing renewal with EEC which is due in March.

### **Vermont Systems RecTrac and WebTrac Software:**

- Christy needs to move this to the top of the task list for spring release.

### **Crossroads Cultural District Grant:**

- Christy needs to submit the final report for the Cultural District Grant Funding for Winter Carnival as they supported the Ice Carvings.

### **Parkland Acquisitions and Renovations for Communities Grant (PARC):**

- As long as there is a funding match, Christy anticipates the grant opening to be this spring and will apply for the grant to construct the pickle ball courts at Abercrombie Field.

## **6:18 pm Old Business**

### **Winter Carnival:**

- As shared in the director's report, the weekend went really well with a few hiccups due to the weather and scheduling issues. Christy will present the budget at a future meeting as expenses are still coming in.
- Commissioners were invited to share feedback about the weekend- see above for action items on this.
- There were 16 participants in the jigsaw puzzle contest.
- At the family fest, there were six participants at sensory hour. Michelle did an incredible job offering face painting & arts and crafts.
- Cribbage, glow party, and basketball were well attended.
- There was low attendance at keg pull possibly due to ice at Beacon Field and overall low temperatures over Winter Carnival weekend.

### **Fireworks Celebration:**

- Christy shared the fireworks fundraising event schedule.

**MARCH** - D'Angelo's 20% of order proceeds go to Greenfield fireworks. Christy shared the flyer. Commissioners are encouraged to invite participation and mark their calendars for March 21<sup>st</sup> 11am-8pm at D'Angelo's in Greenfield.

**MARCH** – Christy and Amy Proietti are working on possible Rec & Ravioli Night with Mesa Verde.

**APRIL** – Mini Golf – Russ will be the organizer again this year. Commissioners are encouraged to invite participation and mark their calendars for April 4-5<sup>th</sup>. Myrt, Dan, and Donna are working on securing sponsorships for each hole. Sponsorships that have been confirmed so far are Montague WebWorks, Ruggeri, and Blackmer Insurance Agency. Christy has asked Jake to send an initial email but may need follow up if possible. Donna can recruit Greenfield Glass, Mowry and Schmidt, and Parody Builders. Myrt to reach out to others.

**MAY** – Cornhole Tournament – Commissioners are encouraged to invite participation and mark their calendars for May 3<sup>rd</sup>. Kelly, Mary, Danica and Christy met to review possible changes to include Pro and Am levels and work with Mike and David from Montague to increase the number of teams, handle scoring, etc. Danica is following up next week to discuss more details.

**JUNE** – Mik is working on a trivia night at the Greenfield Elks. Commissioners are encouraged to invite participation and mark their calendars for June 26<sup>th</sup>.

### **North Severance Street Park:**

- Abatement and demolition bids were due today. Christy shared a sheet with the numbers. Lowest bid was \$67,400 by Associated Building Wreckers. Christy will review with the Mayor as it is more than what was estimated.

- Commissioners are invited to attend by zoom the Historical Commission meeting which has been rescheduled to February 20<sup>th</sup> at 5:00pm to discuss demolition of 46 Severance Street for expanded baseball playing fields and playground improvements.

#### **FY26 Budget:**

- Christy shared the updated budget after her meeting with the Mayor as well as the budget cover sheet and revolving funds of \$541,500. Dan made a motion to accept the FY26 Operating \$310,689 and Revolving Budget of \$541,500 as proposed and Heather seconded. All voted in favor.

#### **6:55pm New Business:**

##### **Triathlon and Mutts and Mayhem Events:**

- Registration is open and participants have registered in both already. Kelly is amazing at managing so many different software platforms! Each event is working on sponsorships, vendors, and other event details.

##### **Swim Area Operations:**

- Christy shared sheets with suggested hours of operation changes. She requested reconsideration of last month's vote for a \$5 increase and \$2 daily fee.
- Heather made a motion to rescind the January 16, 2025 Swim Area fee increases of \$5 for season passes and daily rate increases. Seconded by Dan. All voted in favor.
- Dan made a motion to set the Weekend 10am to 8pm operating hours and Weekday operating hours 11am to 7pm; concession stand closes at 6pm all days and eliminate half off Fridays. Heather seconded and all voted in favor.
- Heather made a motion to increase daily rates \$1 for residents and \$2 for non-residents and seconded by Dan. All voted in favor.
- No changes to season pass prices nor twilight seven days a week for two hours from closing time.

##### **Winter Carnival History**

- Christy shared that a resident of Concord, NH sent a commemorative entrance to the ski tournament from 1931- very impressive to consider this history.

##### **Discussion of Future Agenda Items**

- Trail Advisory Committee
- Wisty and Nancy Green River Swim Area and Highland Park invasive species projects and updates.
- Feb 27 CPC public hearing- for Hillside project and pickleball support. Commissioners encouraged to fill out CPC survey and encourage others to do so as well.

**Next Meeting Date:** March 20, 2025

**7:28 pm Adjourn** – Motion made by: Heather

Seconded by: Dan



# **BUDDY BASKETBALL**

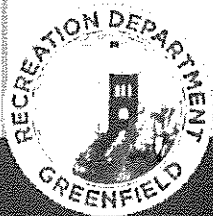
\*Welcoming individuals  
ages 6-18+ with disabilities to  
participate in skills and drills  
as well as scrimmages at the  
end of each practice!



Practices: March 3, 2025 - April 7, 2025

Shayla Demers, GM

5:45pm - 6:45pm

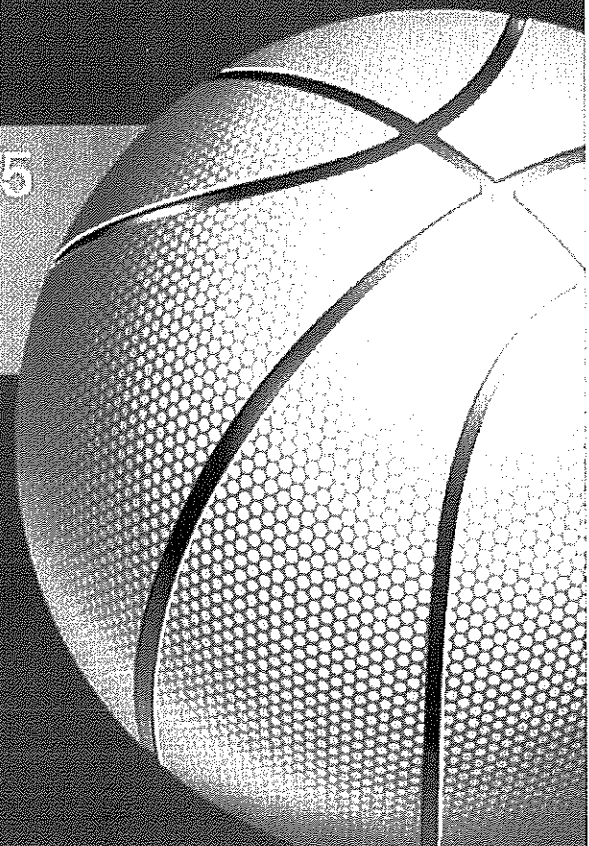


Register Now  
Code: 300540A

413-772-1553

[greenfieldrecreation.com](http://greenfieldrecreation.com)

[shayla.demers@greenfield-ma.gov](mailto:shayla.demers@greenfield-ma.gov)





# Greenfield Recreation

will earn 20% of all qualifying sales  
from orders placed on March 21<sup>st</sup>.



Friday, March 21, 2025

11:00 AM - 8:00 PM

Greenfield • 68 Mohawk Trail • 413-774-2106

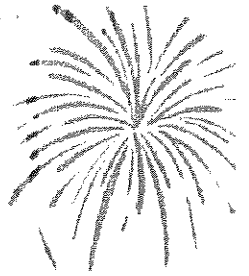


- **Walk-in or phone orders:** Mention this fundraiser when you place your order for the organization to get credit for your order.
- **Online orders:** Enter code 19 at the payment screen and then click activate.
- **Fundraiser orders** are only valid with regular priced menu items and cannot be paired with coupons or deals. Fundraisers are not valid on third party orders.

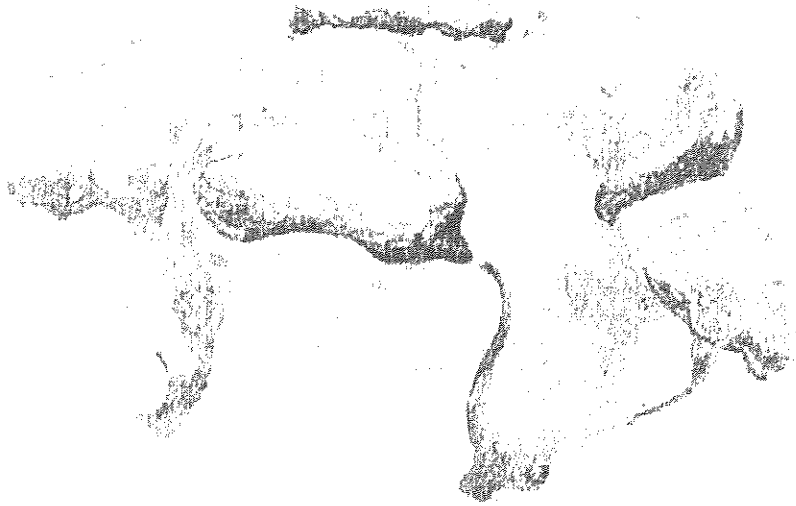
Valid for all Dine-In, Carry Out,  
Online & Delivery orders!

**View menu & place online orders @ [dangelos.com](http://dangelos.com)**

REC 6



**\$26**



*Special Tomato Bolognaise*





**FORM FOR BID OPENING PROCEDURES**  
to be completed by the owner's evaluator(s)

Contract No. \_\_\_\_\_

Date: February 13, 2025

Contract Name: Demolition Bid for 46 Severance Street - IFB 25-13

Bid Opening Time:1:00 p.m.

All non-responsive bids shall be rejected forthwith by the awarding authority upon determination of such bids' non-responsiveness at the time bids are opened and read. Failure to comply with any one of the requirements shall render a bid non-responsive, and upon determination of such non-responsiveness such bid shall be rejected and receive no further consideration.

A-Acceptable

N-R = Non-Responsive (explain reasons on supplemental sheet and attach)

[illegible]

Bids Opened By: Eric Twarog, Director, Department of Planning & Development; Witness: Jessica Siegel, Conservation Agent



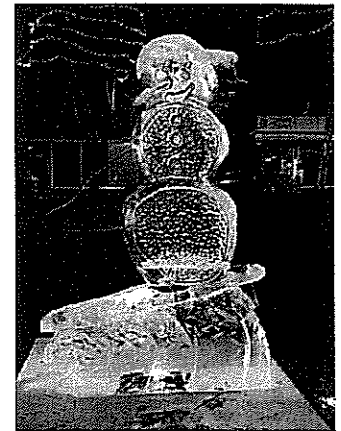
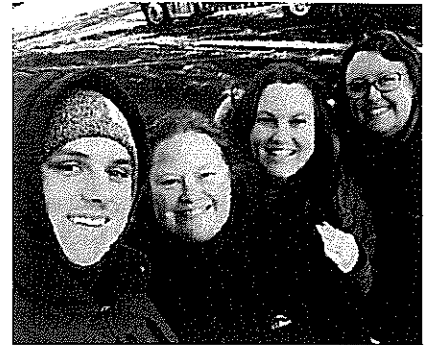


### Mission Statement

The mission of the Greenfield Recreation Department is to enrich the lives of the residents of Greenfield by providing safe, welcoming parks and recreation facilities and affordable, diverse recreation and cultural opportunities for people of all ages to play, learn, and build community. Community is created through people, parks, and programs. It is the vision of the Greenfield Recreation Department to create a happy and healthy community where residents can live, learn, work, and play.

### Accomplishments

- Installed Bocce Courts and accessible water fountains at Beacon Field, outdoor ping pong, foosball, and cornhole boards at the Swim Area and Middle School, and an accessible pathway at the GHS track.
- Highland Park trail maintenance, Highland/Rocky Mountain trail mapping, pickleball feasibility and assessment, and upgrades to Hillside Park underway.
- Managed two EEC Licensed after school programs at Federal Street School and Four Corners School serving over 70 families.
- Managed the "Rec Room" drop in After School program for Middle School students with enrollment increase of 48%.
- Hired, trained and supervised approximately 50 park and program staff.
- Recruited and supervised over 250 volunteers for programs and special events.
- Managed the Green River Swim Area through irregular weather patterns.
- Hosted record number of facility rentals.
- Organized a series of special events to include: Indoor Mini Golf, Fireworks, Triathlon, Mutts and Mayhem, Movies in the Park, Community Safety Day, Downtown Halloween Celebration, Jinglefest Amazing Race, and Winter Carnival.
- Experienced record enrollment in youth sports programs.
- Partnered with community members for ongoing invasive species removal at the Green River Swim Area.
- In the process of launching new Greenfield Recreation App.



### Goals

- Complete CPC and Capital approved projects.
- Increase Swim Area pass memberships.
- Expand program offerings for children and adults with disabilities.
- Establish a trail council/ advisory group for trail maintenance needs.
- Increase membership and community collaborations in the Rec Room.
- Fundraise \$20,000 for Fireworks Celebration.
- Apply for a PARC Grant for the construction of new Pickleball Courts



### Department Staff

- 4 FTE

**Recreation Department Budget  
FY26 Budget- Status Quo**

**FY26 Budget- Status Quo**

FTE	4	\$292,347.00
Longevity		\$742.00
Temp Wages Part Time		\$7,500.00
Purchase of Services		\$4,600.00
Computer Licensing & Equipment		\$1,000.00
Office Supplies		\$2,500.00
Meetings & Seminars		\$1,500.00
Memberships & Dues		\$500.00
<b>Total</b>		<b>\$310,689.00</b>

## FY 2026 Revolving Fund Projections

### 1900. Recreation Fees

19006300.5120 Temp Sal Wages Full Time	\$	57,000.00
19006300.5121 Temp Sal Wages Full Time	\$	28,000.00
19006300.5122 Temp Wages Part Time	\$	85,000.00
19006300.5130 Overtime	\$	5,000.00
19006300.5200 Purchase of Services	\$	75,000.00
19006300.5309 Credit Card Fees	\$	6,500.00
19006300.5341 Telephone	\$	5,000.00
19006300.5400 Supplies	\$	100,000.00
<b>Sub Total</b>	<b>\$</b>	<b>361,500.00</b>

### 1910. Recreation After School

19106300.5123 Temp Sal Wages Full Time	\$	150,000.00
19106300.5200 Purchase of Services	\$	10,000.00
19106300.5400 Supplies	\$	20,000.00
<b>Sub Total</b>	<b>\$</b>	<b>180,000.00</b>

<b>Grand Total</b>	<b>\$</b>	<b>541,500.00</b>
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## **Recreation Department Recommendation**

### **2025 Swim Area Hours of Operation**

1. Propose Weekends 10:00am-8:00pm, Weekdays 11:00am-7:00pm
  - a. This would still reduce the overall amount of guards needed to 7-8 guards working 4 shifts per week each (25 guard shifts to fill)
  - b. Weekdays would only need 3 lifeguard staff per day, 1 gate, 1 concessions staff with weekend staffing of 5 lifeguards per day, 2 gate, 1 concessions
  - c. This would allow school lunch to continue to operate from 11:30-12:30pm
  - d. Disadvantage: No camp swim in the morning, but it is usually colder so less kids swim in morning. Can play water games as alternative.
  - e. Park gates would need to be closed after camp drop off time to prevent early park entry by public.
  - f. 11:00am-8:00pm on weekends accommodates rentals
  - g. Close Concessions at 6:00pm
  - h. Reconsider Season Pass \$5 increase with reduced hours. 180 passes x \$5= only \$900 additional revenue generated compared to saving approximately \$10,000 with reduced hours.
  - i. Reconsider daily rate increase from \$2 each. Suggest \$1 Daily rate increase to Residents, \$2 to Non-Residents (maintain that non-residents pay double as required LWCF grant)
2. Friday and Twilight discounts
  - a. Eliminate all together
  - b. Offer Twilight discount after 6:00pm
  - c. Friday- lower dam first thing in morning and eliminate discount



# 2024

7 Days/Week: 10:00am-8:00pm

Position	Hours/Day	Days/Wk	Hours/Week	Pay Rate	Weekly Pay
Lifeguard	9	7	63	\$ 16.00	\$ 1,008.00
Lifeguard	9	7	63	\$ 16.00	\$ 1,008.00
Lifeguard	8	7	56	\$ 16.00	\$ 896.00
Head Lifeguard	8	7	56	\$ 17.00	\$ 952.00
Manager	8	7	56	\$ 19.00	\$ 1,064.00
<b>Total</b>	<b>42</b>	<b>35</b>	<b>294</b>		<b>\$ 4,928.00</b>

## 2025 Proposal (If Guards Paid at Same Previous Rate)

Weekends: 10:00am-8:00pm, Weekdays 11:00am-7:00pm

Position	Hours/Day	Days/Wk	Hours/Week	Pay Rate	Weekly Pay
Lifeguard	9	2	18	\$ 16.00	\$ 288.00
Lifeguard	9	2	18	\$ 16.00	\$ 288.00
Lifeguard	8	2	16	\$ 16.00	\$ 256.00
Head Lifeguard	8	2	16	\$ 17.00	\$ 272.00
Manager	8	2	16	\$ 19.00	\$ 304.00
Lifeguard	9	5	45	\$ 16.00	\$ 720.00
Lifeguard	9	5	45	\$ 16.00	\$ 720.00
Manager	9	5	45	\$ 19.00	\$ 855.00
<b>Total</b>	<b>42/27</b>	<b>25</b>	<b>219</b>		<b>\$ 3,703.00</b>

Weekends  
Weekdays

Total Savings per week \$ 1,225.00  
Open 10 Full Weeks \$ 12,250.00

## 2025 Proposal (Increased Pay Rates)

Weekends: 10:00am-8:00pm, Weekdays 11:00am-7:00pm

Position	Hours/Day	Days/Wk	Hours/Week	Pay Rate	Weekly Pay
Lifeguard	9	2	18	\$ 17.00	\$ 306.00
Lifeguard	9	2	18	\$ 17.00	\$ 306.00
Lifeguard	8	2	16	\$ 17.00	\$ 272.00
Head Lifeguard	8	2	16	\$ 18.00	\$ 288.00
Manager	8	2	16	\$ 20.00	\$ 320.00
Lifeguard	9	5	45	\$ 17.00	\$ 765.00
Lifeguard	9	5	45	\$ 17.00	\$ 765.00
Manager	9	5	45	\$ 20.00	\$ 900.00
<b>Total</b>	<b>42/27</b>	<b>25</b>	<b>219</b>		<b>\$ 3,922.00</b>

Weekends  
Weekdays

Total Savings per week \$ 1,006.00  
Open 10 Full Weeks \$ 10,060.00

# GREENFIELD FIREWORKS “TRIPLE TRIVIA” FUNDRAISER

June 26, 2025

## HOW IT WORKS

There are three trivia categories, each with nine questions spanning the decades of the 2010s back to the 1930s, each of which have THREE answers: **WHAT; WHO; WHEN**.

For instance, if the trivia question was Music in the 1960s: “Name the title song from this ground-breaking “concept album” that referenced a spicy fictional quartet; which band member sang lead on that song; and what year was it originally released”, the correct three answers would be:

1. (what) “Sgt Pepper’s Lonely Hearts Club Band”
2. (who) Paul McCartney
3. (when) 1967

Teams get one (1) point for each correct answer, for a maximum of 3 points per question.

At the end of the last question in the third trivia category, teams will swap sheets, and the answers will be revealed. Teams will score the sheets in front of them, and total them up. Runners will collect the sheets for verification, and the winner will be announced.

Good luck!

This is a fundraiser for Greenfield’s July 4th fireworks. Use the QR Code, below, if you wish to make a donation.



# 2025 GREENFIELD FIREWORKS "TRIPLE TRIVIA" FUNDRAISER

TEAM NAME: \_\_\_\_\_

DECADE	MUSIC	MOVIES	MOTORING
2010-2019	1 2 3	1 2 3	1 2 3
2000-2009	1 2 3	1 2 3	1 2 3
1990-1999	1 2 3	1 2 3	1 2 3
1980-1989	1 2 3	1 2 3	1 2 3
1970-1979	1 2 3	1 2 3	1 2 3
1960-1969	1 2 3	1 2 3	1 2 3
1950-1959	1 2 3	1 2 3	1 2 3
1940-1949	1 2 3	1 2 3	1 2 3
1930-1939	1 2 3	1 2 3	1 2 3
TOTALS			
GRAND TOTAL			

# Trivia Night Questions

**MUSIC 2010s:** Name a popular song from this decade about a girl meeting a boy at a wishing well where she non-committally gives him her phone number; who is the singer; what year was the song released. (*Call Me Maybe, Carly Rae Jepsen, 2012*)

**MUSIC 2000s:** Name a popular song from this decade that has been described as “the ultimate kiss-off song” and was noted for having the longest single-word title for a pop song; who is the singer; what year was it released. (*Irreplaceable, Beyoncé, 2006*)

**MUSIC 1990s:** Name an influential Seattle grunge band started in this decade that was named after the lead singer’s grandmother who had a special recipe for peyote-laced jelly; who is the lead singer; what year was their breakout first album released. (*Pearl Jam; Eddie Vedder; 1991*)

**MUSIC 1980s:** Name a smash hit song from this decade that asks a big question about personal relationships, which wound up being this female singer’s most successful career song; who is the singer; what year was the song released. (*What’s Love Got to Do With It; Tina Turner; 1984*)

**MUSIC 1970s:** Name a popular song from this decade describing a tragic fire that happened at a Frank Zappa rock concert in Switzerland; who was the band; what year was the song released. (*Smoke on the Water; Deep Purple; 1972*)

**MUSIC 1960s:** Name the biggest hit song of this decade that was also the name of a popular stationary, aerobic dance; who was the singer; what year was it released. (*The Twist; Chubby Checker; 1960*)

**MUSIC 1950s:** Name one of the biggest summer hits of this decade that decries a mean relationship; who is this “royally” popular singer; what year was the song released. (*Don’t Be Cruel, Elvis Presley, 1956*)

**MUSIC 1940s:** Name this popular instrumental jazz standard about uptown, city rail transportation; who made it famous; what year. (*Take the A Train, Duke Ellington, 1941*)

**MUSIC 1930s:** Name this wishful, colorful hit song from a big production movie released late in this decade; who sang it; what year. (*Over the Rainbow, Judy Garland, 1939*)

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**Movies 2010s:** Name this pre-historic creature-based sci-fi movie set on a jungle island; who was the lead actor; what year was it released. (*Jurrasic World; Chris Pratt; 2015*)

**Movies 2000s:** Name this fish tale of a father searching for his son; name the voice actor who played the dad; what year was it released. (*Finding Nemo; Albert Brooks; 2003*)

**Movies 1990s:** Name this movie about an ill-fated cross-Atlantic ship voyage; who was the female lead; what year was it released. (*Titanic; Kate Winslet; 1997*)

**Movies 1980s:** Name the hit comedy movie of this decade about a Detroit police officer who goes west in search for his friend’s killer; who was the star; what year was it released. (*Beverly Hills Cop; Eddie Murphy; 1984*)

**Movies 1970s:** Name the cult classic musical from this decade that had both Frank-N-Furter and Meat Loaf; who was the main lead actor; what year was it released. (*The Rocky Horror Picture Show; Tim Curry; 1975*)

**Movies 1960s:** Name the ground-breaking experimental sci-fi movie from this decade about an ill-fated manned mission to Jupiter after a discovery on the moon; who directed it; what year was it released. (*2001: A Space Odyssey; Stanley Kubrick; 1968*)

**Movies 1950s:** Name the movie from this decade about a frustrated jury who ultimately changes their verdict; who was the lead star; what year. (*12 Angry Men, Henry Fonda, 1957*)



**Movies 1940s:** Name the movie from this decade that many consider to be a masterpiece about a publishing tycoon who dies at the end; who starred in it; what year was it released. (*Citizen Kane, Orson Wells, 1941*)

**Movies 1930s:** Name this Oscar-winning movie that encapsulates a war from the 1800s; name the female lead actress; and the year it was released. (*Gone With the Wind, Vivien Leigh, 1939*)

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**Motoring 2010s:** Which automobile manufacturer sold the most popular pickup truck in this decade, selling over 41 million in its history; what is the model number; what year was their peak sales in this decade. (*Ford; F-150; 2015-2017*)

**Motoring 2000s:** The NHW11 (also referred to as "Generation II") was the second mass-produced hybrid car sold in America. Who was the manufacturer of the car; what was the model name; what year did sales start in America. (*Toyota, Prius, 2000*)

**Motoring 1990s:** Which car from this decade is widely considered to be "the worst car in history", in which country was it manufactured (two possible answers); what year was the plant destroyed during a bombing raid by NATO. (*Yugo, Yugoslavia/Serbia, 1999*)

**Motoring 1980s:** General Motors (GM) founded what auto subsidiary to compete with Japanese automakers; which state did they set up their manufacturing plant; what year was this new subsidiary founded. (*Saturn, Tennessee, 1985*)

**Motoring 1970s:** In this decade, what Italian automobile manufacturer started producing this iconic mid-engine, rear-wheel-drive sports car; at which 1971 motor show was it first introduced; what year did the car start full production. (*Lamborghini Countach; Geneva; 1974*)

**Motoring 1960s:** In this decade Congress passed the National Traffic and Motor Vehicle Act, which required what safety feature in every new car sold; who authored a book called "Unsafe at Any Speed" in 1965 that may have raised the issue; what year was the act passed. (*Seat belts; Ralph Nader; 1966*)

**Motoring 1950s:** Which "native" motorcycle company was manufacturing their bikes in Massachusetts starting in 1901; which city did they have their main factory; what year did production there cease. (*Indian; Springfield, MA; 1953*)

**Motoring 1940s:** In this decade, which new innovation in automobile accessories was introduced; which car manufacturer first made it available; what year. (*Air conditioning; Packard; 1940*)

**Motoring 1930s:** Which automobile manufacturer had the highest sales in this decade; approximately how many did they sell in their peak year this decade (1/2mil, 1mil, 5mil); and what was their peak year of sales. (*Ford, 1mil, 1935*)