



May 2007 Newsletter

Official Publication of the Wrigley Association

May 2007

2007 Election Edition

Current Board of Directors

President,
Alan Tolkoff

Vice President,
David Carlton

Treasurer,
Annie Greenfeld-Wisner

Secretary,
Chris Graeber

Sergeant-at-Arms,
Maria Norvell

Parliamentarian,
Gavin Mc Kiernan

Members,
Danny Amat
Jill Hill
Colleen McDonald
Nancy Risch
Coleen Vandepas

Determine our Destiny By President Alan Tolkoff

For many, the annual Board of Directors election is pretty ho hum. This one isn't. If you only attend one Association meeting this year, come to this one.

Next year's board will navigate the Wrigley Association through potentially stormy seas. Will the Association hold the course set by the current board, the direction in which this board firmly believes our future lies? Or will the new board come about, and sail back into the past, because, "We've always done it that way?"

Some say the main issue before us is Christmas Tree Lane. Others say it's about making the Wrigley Association relevant, making it responsive to the neighborhood's major concerns.

The decision is yours, Wrigley Association members. On Monday evening, you will elect six of our eleven board members. The Board of Directors, according to our bylaws, is charged with two principle duties 1) conducting the affairs of this Association and 2) the enforcement, interpretation and construction of its bylaws.

We have 15 members who have accepted the personal risk and responsibility of being candidates. They are Chris Graeber, Annie Greenfeld-Wisner, Joan Greenwood, PG Herman, Rick Linder, Gavin Mc Kiernan, Maria Norvell, Joan Pizzato, Don Raines, Victoria Reynafarje, Nancy Risch, Timothy Risch, Andrew Scammon, Carolyn Smith Watts, Coleen Vandepas

Most of them have submitted answers to a survey our Elections Committee (Thank you, **David Carlton** and **Danny Amat!**) prepared. Their answers were posted on our website by **Chris Graeber**. Our newsletter editor, **Gavin McKiernan**, also included their answers in this newsletter. The answers are printed exactly as the candidates submitted them; no editing was performed. **Annie Greenfeld Wisner** photocopied and arranged distribution of the newsletters to those on **Nancy Risch's** roster.

Each of the candidates will have the opportunity to address the Association next Monday before we cast our ballots.

Read their statements. Heed their speeches. Choose wisely. It's your association. It's your neighborhood.

It's your future.

Board Update:

In April, Kelly Haas moved out of the neighborhood and resigned her position on the board. Pursuant to our bylaws, this position was taken by Coleen Vandepas, who was the member with the most votes in the last election who was not elected.

Candidate Statements

Terms of service on the Wrigley Association Board of Directors are two years. In order to be eligible to run and or vote in the Association elections, you must renew your membership on or before the date of the annual meeting on June 4th. Every candidate has been given the following questions and given the deadline of May 21st to return their responses.

1. Give some general background information about yourself
2. What have you done to help the Wrigley neighborhood, or the Association, this year, or in the past ?
3. How do you see yourself helping the Wrigley neighborhood improve ?
4. How can the overall quality of life in Wrigley be further enhanced ?
5. How would you resolve the current conflict regarding Christmas Tree Lane (CTL) ?

Those who have declared their intention to serve as Board Members are listed below. Their responses to the candidate questionnaire are printed on the following pages unedited. Current board members seeking re-election are listed first in reverse alphabetical order followed by challengers listed in reverse alphabetical order.

Incumbents

Coleen Vandepas, Nancy Risch, Maria Norvell, Gavin Mc Kiernan, Annie Greenfeld-Wisner, Chris Graeber

Challengers

Carolyn Smith Watts, Andrew Scammon, Timothy Risch, Victoria Reynafarje, Don Raines, Joan Pizzato, Rick Linder, PG Herman, Joan Greenwood.

Coleen Vandepas-Incumbent

1. I was born and raised in the San Fernando Valley (Tarzana). I lived in San Francisco for a number of years before moving to Downtown Long Beach upon my return to Los Angeles. I lived in a vintage condo on Ocean Blvd. prior to purchasing my home in Wrigley. I have worked for a number of years in consumer protection as an Associate Insurance Compliance Officer with the California Department of Insurance. It is my job to travel to insurance carriers throughout the United States to conduct audits of claims procedures and compliance with the California Insurance Code and the California Code of Regulations.

2. I have been a member of the Wrigley Association for approximately three years. I have previously served on the Board of Directors and am currently filling a position vacated by a Director who moved out of the area. I have helped my Wrigley neighborhood most noticeably by purchasing an older home in need of TLC and making significant exterior improvements. As you walk or drive thru Wrigley, or any neighborhood in Long Beach, you get a sense of the area by the way people care for their homes. I care for and improved my home as a way of showing my respect for my neighbors and my community.

3. I see myself helping the Wrigley community by

bringing my background in auditing and consumer protection to the membership. The Department of Insurance sponsors a Consumer Outreach Bureau with information on multiple insurance topics of interest to anyone who lives in Wrigley and owns an auto, home or is a renter. I mentioned facilitating a presentation by the Department of Insurance for the Wrigley Association to the prior President but sadly received little interest or support. I look forward to providing the Wrigley Association useful information, professional conduct and a desire to serve harmoniously.

4. There are a number of different issues impacting North and South Wrigley but I think fundamentally Wrigley suffers from low expectations. Times Square in New York was changed not just from an infusion of cash but a commitment from local government, business and residents. I don't think Wrigley has received the support from local government or business it deserves but there is no reason the residents can not evoke change in hundreds of small ways. Stop having lowered expectations for yourselves and for your neighbors. Be the neighbor you would want to live next to and make sure your family and friends respect Wrigley too! Just making small changes you can control-pick up trash, paint out graffiti,

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mow your lawn, water your grass, plant something, park your car in the garage or driveway, tell people not to honk their horn when they come to your home-will make a huge difference in the quality of life for everyone in Wrigley. If everyone did this I think we would have more clout with government (Local, State & Federal) and business. Nobody respects someone who does not respect themselves. If we don't care enough to keep our homes and neighborhoods clean and safe, why will anyone else?

5. I believe the importance of CTL to the Wrigley Association has been blown out of proportion. Parades are nice but I can not believe anyone has changed their perception about Wrigley because there is a parade here any more than people have changed their perceptions about New York City because there is a Thanksgiving Day parade there. A parade is an entertainment, it does not significantly change a community for the better. Clearly high crime, bankruptcy and depression in New York continued right along with a nationally know parade. I doubt seeing an Underdog balloon floating along the streets of New Your City made a significant change in your opinion of the place! I don't believe the Wrigley Association should exist to support CTL. CTL does not give the residents of this community a voice in all of the issues effecting us on a daily basis. The Wrigley Association needs to focus its time and energies in support of a larger agenda. There is no reason CTL can not exist as its own organization-that is how most special event organizations work. CTL needs to be an organization separate from the Wrigley Association.

Nancy Risch-Incumbent

1. I have lived in the Wrigley neighborhood since 1980 and a member of the Association since the early 1990s. I raised my son here in Wrigley and he is now a college student at Long Beach City College. I was a volunteer of the Long Beach Unified School District when he was in elementary and middle school and when he went to high school I volunteered for seven years as chairperson for Poly High School's Baccalaureate Program, also I was a part of the school site council for eight years. I was recognized as a community volunteer for improving the "quality of life" in the 7th District in 1999 by seventh district councilmember Ray Grabinski, California State Senate certificate of recognition for outstanding service as Wrigley Association President 2003-2004 by Senator Betty Karnette, and Certificate of Appreciation for your support and involvement in the community presented at the City Council 7th District Recognition Ceremony in 2005.

2. I was part of the public relations committee in 1998. The committee hand delivered Wrigley Newsletter to all residents in the neighborhood; we delivered welcome baskets to the new home owners in Wrigley and invited them to the Association Meeting. Also, we put on the Picnic in the Park for the neighborhood. I have been part of the Code Enforcement committee since it began. I was part of the Long Beach Strategic Plan Committee for 2010. I have been a volunteer for FoLAR (Friends of the Los Angeles River) since the early 1990s and have been a region coordinator since 2001 responsible for the four site here in Long Beach during the annual river clean-up. I was part of the fundraising committee for our legal expenses of the Showtime lawsuit by helping with the Apparel Sale and Pancake Breakfast. I volunteer almost every Saturday at the Wrigley Landscape Project. I have been a volunteer for Christmas Tree Lane to help set-up and take-down the displays on the lane, help with the judging for the contest on Daisy, help with the entertainment nights, and help with the City sponsored parade since the early 1990s

3. I would like to respond to this question by addressing some of the chief concerns listed in the May 17th Association Bulletin. We can help with the problem of gangs and graffiti in our neighborhood by starting a neighborhood watch program on your block and calling the city's graffiti hot line to have the graffiti removed. We can help with zoning and code enforcement issues by being a part of the code enforcement committee and work with the city by reporting problem areas. The Long Beach Parks, Recreation and Marine mail out to the residents a schedule of activities on a quarterly basis and the city's workforce development board has a youth council to help with employment of our youth. The Wrigley Greenbelt planted more than 325 trees through the Harbor Arbor tree planting program and on Saturday, May 5th eighty trees were planted and 300 seedlings were given to residents. Christmas Tree Lane has a committee of volunteers that are working on Saturday's to paint and restore the displays.

4. The Wrigley neighborhood quality of life could be further enhanced if each member of the association would join one of our committees or by bringing a neighbor with you to our association meetings. Some of the committees are Code Enforcement to help improve the appearance of the neighborhood, start a neighborhood watch on your block, be a part of the Long Beach 2030 Strategic Plan, help with the Los Angeles river clean-up, help with our landscape project, and help with Christmas Tree Lane.

5. I was elected to the Wrigley Association Board of Directors to represent the membership of the Wrigley Association. I believe that the important issue of Christmas Tree Lane should be voted on by the membership because it is the foundation of the association since it began in 1988 with the country fair to raise money to light the trees on the Lane.

1. I have lived in Wrigley 38 years. My husband's name is Bill we have three adult children that were raised in Wrigley. I was one of the nine people to help start the Association 1987, and have been a board member. since then. Since 1989 I have been a member of the Police Chief's Executive Advisory Group for the Neighborhood Watch Program. I was appointed to the Public Safety Commission, in 1996. I was elected-chair for the Commission twice. I served for ten years. I have helped with prostitution marches, and removal of liquor stores and drug houses, etc. I am so proud that all of our hard work in the past has made the Association so successful.

2. I have helped neighbors to start Neighborhood Watch in Wrigley.

I have chaired Christmas Tree Lane for the past 18 years. I have chaired and co-chaired our wonderful Wrigley Country Fair. It was a fund-raiser for Christmas Tree Lane. I also, have chaired our Anniversary Parties and helped organize our Holiday Party every year. I was membership chair for 6 years. I helped organize the clean up on Pacific Avenue after the riots. I also have worked on every thing that the Association has been involved in.

3. I will continue to go before the City Council and express my opinion regarding Wrigley.

I communicate and work well with everyone. I am an organizer, and when I am requested to perform a task, I see to it that it gets done. I love Wrigley and will continue giving Wrigley 110% of my time. I am very dedicated in helping my community. Not just where I live, but all of Wrigley and the City I live in. I will keep working on ways to stop drugs, prostitution, liquor licenses, graffiti etc. through our Police Department.

4. My continued goal is to get more participants in the Neighborhood Watch Programs. I will continue to encourage residents to join the Wrigley Association. I have been able to sign up a lot of new members. We have had two-membership drives. The first time I signed up 30 members and won a 3-day trip to Palm Springs for two. The second time in 2006, I signed up 8 members.

Both times, I was able to bring in the most new members and won both contests.

Our sense of community pride needs to be shared by more of our Wrigley neighbors; we can accomplish this by involving more people in our efforts to make Wrigley a better place to live. I will encourage residents to keep a close relation with our Council members and our Police Department. I will continue to support the business section in Wrigley. Everyone must work together, so we can continue to improve the **QUALITY OF LIFE IN OUR WRIGLEY NEIGHBORHOOD!**

5. I just want to say that Christmas Tree Lane is not getting bigger and causing conflict. It is our heritage and legacy. Maybe, more people come by and see the Lane. There haven't been any big display built since the Theater in 2001. We have been replacing some of the smaller displays like the Reindeer, Gnomes, Carolers, etc. What we need to do is to raise lots of money for upgrading the electrical and adding energy-efficient LED lights that will last longer. The Central Long Beach Association and the North Long Beach Associations can do it for their parades and celebrations. So, why can't Wrigley remain a sponsor for Christmas Tree Lane. We will most likely have to pay for the set-ups and take downs of the Lane, to help the City. That's why it may seem to have taken so much of our time this year. Thank you Wrigley Association members.

Gavin Mc Kiernan-Incumbent

I have served twice as an officer of the Wrigley Association as the Vice President and the Parliamentarian and is currently the editor of this newsletter. I am also the chairman of the Neighborhood Advisory Group in South Wrigley which, among other accomplishments, has led the effort to refurbish Wrigley Village and has pushed the city and the RDA to appropriate funding for streetscape improvements that are currently moving forward in the planning stages, results will be visible soon.

Professionally I work full time mobilizing community groups with the goal of protecting children

from sex, violence and profanity in the media nation wide. I oversee more than 9000 volunteers and have won passage of laws at the state and federal level as well as used public pressure to encourage private companies to be responsible corporate citizens. Previously, I worked for the Boys and Girls Clubs of America for more than five years managing a staff of twenty employees and a budget of \$750,000. In 2003, my staff and I were awarded the prestigious Honor Award for best overall Boys and Girls Club program out of over 3500 clubs in the nation. I also have taught civics and US government to high school students.

I have pursued my interest in grass-

roots activism and leadership in a variety of venues. I was a 2004 graduate of the Long Beach Neighborhood Leadership Program. In 2001 I graduated from the Leadership Institute's Grassroots Activist School, in 2003 I was selected as a McCabe Executive Leadership Fellow. In 2004 I completed the Advanced Leadership Certificate Program at Clemson University. Local activism and community improvement is my career and my passion and I have been extensively trained both in the classroom and with hands on work experience to further this passion.

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I graduated from Georgetown University's School of Foreign Service and have served for 4 years on the Southern California Alumni Association's Board of Directors. I am also Chairman of Georgetown's South LA County Alumni Admissions Program, making me responsible for coordinating student interviews and recruitment efforts in the area for over 100 college hopefuls a year.

The Wrigley Association can be much more than it is. It is criminal that our sixth district councilman was recently elected with far fewer than 1,000 votes. Despite being split in two districts, Wrigley has enough eligible voters to decide who the 6th & 7th district council people are. We need to get everyone in Wrigley registered and voting and use our clout at the ballot box to ensure that our neighborhood gets its share of the city resources that are so often only spent downtown and on the east side. The Wrigley Association was a driving force behind establishing the Wrigley Marketplace and should use its stature and numbers to improve the business climate throughout Wrigley. I have been working to

resurrect the Wrigley Business Association. Although still in its infancy, I would like to continue that work if re-elected. An improved business climate in Wrigley has far reaching implications for all of us. It means we no longer have to drive to other neighborhoods to do our shopping saving us time and money. It means more job opportunities for us and our neighbors. It means less crime and loitering as well as higher property values and everything that goes with that. Bringing residents and businesses together in a powerful voice for our neighborhood is what I do every day in communities around the country, the same principles will work in Wrigley too.

There are many great things the association can do, especially since there appear, at least recently, to be many who care about the neighborhood and are willing to expend their time and resources to help improve it. Christmas Tree Lane has been a successful program that the Association has run and it is time for it to no longer be the focus of what the Association does. Not one person has stated any reason other than tradition that it would be bad for CTL if a new organization were started to oversee those events. Tradition is important

but it should not be the sole basis for important decisions. CTL as its own 501c3 organization will be a great asset to our neighborhood, taking those events to new heights in the future. It is my hope that the Wrigley Association can set the stage for the creation of other 501c3 organizations in the future that serve specific needs in our community including but not limited to a group to organize a neighborhood fun run that supports neighborhood improvements and a fundraising group to support our local schools. We can do so much more if we build on tradition and the way things have always been done but also look beyond the past and look for new opportunities to establish a foundation for the best neighborhood in the city if not all of Southern California.

I currently live at 19th & Oregon with my wife, two children and two dogs and would be honored if I were to be asked to continue to serve the neighborhood as a member of the board of the Wrigley Association.

Please vote for Gavin Mc Kiernan.

Chris Graeber-Incumbent

1. My wife and I have lived in the Wrigley area for over 11 years. We moved into the area after our marriage. We have two dogs, one of which has been a winner in the Haute Dogs events. I am a business representative for labor union in Hollywood and my wife is an Artist.

2. Currently, I am the Secretary for the Board of Directors. I put together the website for the Association, which can be reached at:

<http://www.neighborhoodlink.com/longbch/wrigley/main.html/>.

I have prepared press releases to our local media. I have also served as the Vice-President. I have helped on the various activities of the Association, including Christmas Tree Lane and neighborhood clean-ups.

3. I believe I can lend a hand in improving our community by helping the Association focus its goals on important issues that affect us. I feel that I can be of assistance due to my knowledge of the inner working of the government agencies. I have worked as a Union representative for labor unions that works for various

government agencies, which has provided me with an understanding of the working of these governmental agencies.

4. This is the foremost reason for the Association. I strongly feel that our neighbors want the Association to be a force for change in our community. The Wrigley Association is known citywide as one of the most influential association in our city. Wrigley should continue its focus on the everyday quality of life issues; such as crime. I believe that activities such as the Christmas Tree Lane are also important. However, it should be spun off into its own organization, which the Association should continue to support. Last year, I volunteered by car, with the Wrigley Association banner on the side of it, to be a float in the Daisy Lane Parade.

5. As a member of the Wrigley Association Board for several years, I feel it is important for the membership to trust the Board to make decisions on behalf of the membership. The Board attempts to make decisions that are in the best interest of the entire membership. We have been through difficult issues in the past and sur-

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vived. It is important that this issue does not divide the membership, everybody loves Christmas Tree Lane and it is an important part of our neighborhood and that is why I volunteered by car for a float in the parade. The Wrigley Association, like Santa, has to be a key figure in the parade. Currently, however, it is not an automatic float in the parade and should always be. This would tie the two together. The Christmas Tree Lane and the Parade should and will survive and the Wrigley Association should make sure this happens. However, the Board was correct in voting to form a separate organization for the Christmas Tree Lane. All the interested parties need to get together and work this problem out.

Annie Greenfeld-Wisner-Incumbent

1. I have lived in Wrigley since 1999 and have been extremely active in the community since then. I am one of the founding members of the Neighborhood Advisory Group (NAG), a co-founder of Better Balance for Long Beach (BBLB) and presently am serving in my second year as the Central Project Area Committee (CPAC is the Redevelopment Agency Advisory Committee on redevelopment issues for our area) Secretary. I am also in my third year as a Commissioner on the Community Development Advisory Commission (CDAC is an advisory commission regarding Community Development Block Grant funds) and have been on the Wrigley Association Board for 2 years.

BBLB won first place in the multi-neighborhood category of Neighborhoods USA (NUSA) last year in Kansas City, MO. In the last 2-1/2 years, we have worked to improve the quality of life in the 14th Street Park neighborhood and one of our many accomplishments has been to make 14th Street Park more family and child friendly.

2. This past year I have worked very closely with the City and the prosecutor's office to close down parking on the east side of the street in the 1900 block of Henderson Ave. (one of the worst streets in the City) in an effort to get rid of drug dealing and gang problems in that area, and have worked hard with the Prosecutor's office to have 2 problem-buildings be purchased by the City of LB Housing and Development Co. on this street. Within the next couple of months these problem, substandard, buildings will be torn down and single family homes will be built.

I have also worked hard on CPAC to get redevelopment dollars on Pacific Ave. I served as the Secretary of CPAC and also the Pacific Ave Task Force Chair. We have managed to secure funding and move forward with improvements on Pacific Ave, which will start on June 21, 2007 and worked to have NAG become the steering committee for this redevelopment project on Pacific Ave. This revitalization of Pacific Ave. is key to improving Wrigley as a whole.

3. The Wrigley neighborhood is a beautiful, vibrant and diverse community. I will continue to work hard in Wrigley to revitalize and improve Pacific Ave. for the business community and for the residents of Wrigley, and assist in reporting crimes and gang activities in this neighborhood. I am the Wrigley Association's and NAG's "go to" person for graffiti. I have invited and continue to invite all Wrigley residents to contact me with any graffiti problems in your area so that I can make sure they are reported and painted out as quickly as possible.

I will continue to work on CPAC, NAG, BBLB and the Wrigley Association to improve the quality of life in our neighborhood. It is so important to be consistent and not allow anything to be status quo. It is not acceptable to be "good enough". We want to be the best!

4. The quality of life in Wrigley could be further enhanced with the improvement of the Pacific Ave. corridor, adjudicating code enforcement violations, enforcing the laws already on the books as to graffiti, drugs, prostitution, and loud music as well as working with Neighborhood Watch. Calling the appropriate city department, whether it be the health department, the police department, your council representative, or whatever department handles the problem and following through on those calls, will improve the quality of life in your neighborhood.

We also need to be concerned about air quality/pollution and to make sure that nothing is forced down our throat. We need to make our streets clean and beautiful, planting more trees to enhance the streets of Wrigley. Again I say we should not allow anything to remain status quo. It is not acceptable to be "good enough". We want to be the best!

5. The current conflict regarding Christmas Tree Lane (CTL) has been blown out of proportion to such an extent that now the only way to resolve it would be to separate Christmas Tree Lane from the Wrigley Association. When this entire disagreement began, mediation would have been the appropriate avenue; however, it was turned down by those who disagreed with your board. Now the members who are fighting to keep CTL as part of Wrigley Assn. have slandered your hardworking volunteer board to City Hall including the Mayor's office. This reflects poorly on the Wrigley Association's image and is NOT how a true community leader including a Board of Director should resolve their difference of opinion. Our members may want to communicate that this is unacceptable behavior and does not reflect well on our association. This all came about over a disagreement about one vote. Rather than trying to work things out (which was requested on many occasions), the CTL people dug in their heels and refused to discuss any compromise whatsoever. Being a volunteer in the Wrigley Association has become so difficult and it really shouldn't be that way. We all care about our community and should be able to agree to disagree. Due to some people being so passionate about CTL (to the exclusion of day to day quality of life issues) it only makes sense to create a separate non-profit where they can focus their passion 365 days a year.

As a 9 year resident of the Wrigley it's an honor to have an opportunity to work in community and with my neighbors.

1. As a former police officer from Lansing, Michigan I currently served on several commission and boards such as Citizen Police Complaint Commission and Leadership Long Beach Executive Board. Currently as a Professional Consultant her services includes community marketing, corporate training, political campaigning and event planning. I provide training for youth development, cultural competency, staff development, and leadership development. My partial clients list includes; U.S. Department of Labor, Long Beach Job Corps Center, City of Long Beach, Los Angeles Urban League, non-profit organizations, elected officials, and private developers.

2. I volunteer within the within the 7th District council office for

the past 5 years and was the direct liaison between Daisy Lane Parade coordinator and the District Office. In addition I have volunteer for the family day during the summer.

3. First, understanding the knowledge of history will help the entire board and association to move forward in the next era. I want to open communication and encourage others neighbors to share their vision of what our neighborhood could be for our future generations. Encourage and initiate cluster meetings within just a few blocks, with neighbors. Go them if they can't attend the monthly meetings and let their voices be heard.

4. It can only be enhance with increase involvement from neighbors residents and local business by creating a Wrigley Resource book – great for new residents and businesses in the area. Great opportunity to showcase the existing resource and locate new resources published every two years and can be distributed for new

home owners from the realtors and local businesses who advertise it the book.

5. I won't pretend to understand the entire issues. However, my general thoughts: CTL is Wrigley and Wrigley is part of CTL- partially. Again, we need to transition into corporate sponsorship to make the CTL better that will be inclusive and represents not just our Wrigley Assoc but entire city. We must create a *working committee* with will include, community leadership adults and youth, city staff, sponsorship and local business that will establish a productive succession planning for future generations. It should remain a part of an "extended arm" of the Wrigley Association and that will ensure of integrity of community by keeping it close to the neighborhood while being productive outside the daily operation of the association with regular report to the Wrigley Assoc.

Andrew Scammon

1. Andrew Scammon, 2750 Chestnut Ave.

We bought our house early 2003 after driving up for years from Irvine to visit friends on Maine Ave. and seeing the diversity and pride of ownership of the neighborhood.

2. Actively involved with CPAC (which is Long Beach's Redevelopment Agency committee that allows citizens to directly work on improving blight and quality of life issues in our neighborhood thru RDA money and projects). I'm working on projects involving billboards and taking part in discussions and planning for Pacific Ave corridor. Completed CERT (Community Emergency Response Training) and helped create Emergency Preparedness Task Force with Kingdom Causes.

3. By creating cleaner, safer, streets and sidewalks and bringing people out of their houses and backyards and on to their porches and sidewalks we bring a sense of small town warmth and friendliness to Wrigley, while still enjoying the benefits of a metropolitan city.

4. Cleaner, safer streets draw in nicer businesses to Pacific Ave corridor and Willow Street and PCH. A usable

Los Angeles River Bike Path is another meeting place with friends and neighbors. It also creates an environmentally friendly corridor to the attractions of downtown Long Beach. Although some residents and business owners may feel tagging should be a capital crime, I believe we should combat graffiti only slightly less aggressively. It is almost an act of terrorism and one of the most debilitating things to happen to neighborhoods. It must be stamped out through combined efforts of police, citizens, businesses, and the city council. The Wrigley Association should encourage additional multi-block size gatherings to initiate contact and conversation between neighbors. The Christmas Tree Lane Events have been a terrific annual event. We should learn from this and seek to create additional events at different times of the year and different locations throughout Wrigley.

5. The Daisy Avenue/Christmas Tree Lane annual decorating event has been fully developed and promoted over the years; having the sort of publicity that draws a city parade and brings supporters from all over Southern California. We, the Wrigley Association, should continue to support a new organization solely dedicated to this wonderful event.

1. Give some general background about yourself.

My name is Timothy Risch. I am a 23 year old college student majoring in Computer Programming at Long Beach City College. As a college student I have been in many clubs and served as many officer rolls. So I feel I am well prepared to take a serious roll in the Wrigley Association.

2. What have you done to help Wrigley or the Association?

I have volunteered a lot in my life. I have just recently finished my fourth year as a site captain for the "Friends of the [Los Angeles](#)" River Clean up day. Also I volunteered for the daisy Christmas tree lane construction days and also the deconstruction days. Last year I also volunteered for the Christmas tree parade night. Lastly I have been the baby sitter for the Association meeting for the last year or so, and help

heavily with the refreshments at the meetings.

3. What do you feel you do best that would benefit Wrigley?

As a local college student I feel that I could rally local students to help with projects and events held by either Wrigley or the Association. Also I am fairly well versed at computer related things, thus allowing me to help spread the word about any event via local blogs and other online news outlets. Lastly with my computer abilities I can help either work on or update the site for the Association.

4. How do you see yourself helping Wrigley to improve?

I would try to get more young people getting involved with there area. It would help the community greatly if the college age or post high school age people of Wrigley were to really care about the area. This I hope would have a positive affect on all aspects of Wrigley and the Association in general.

5. How can the overall quality of life in Wrigley be further enhanced?

I think that getting younger people to realize that Wrigley is a great place to settle down and raise children would be the best way to further enhance Wrigley. If the younger generation really had good jobs and a steady future to look forward to after college in Wrigley, then they would be more willing to invest time and energy in projects that affect and promote Wrigley. Not only that but when those college age people become full adults then they will be better prepared to deal with any issues involving Wrigley since they will have had years of experience with any current issues.

6. How would you resolve the current conflict regarding Christmas Tree Lane (CTL)?

I would allow the membership to decide the issue.

Victoria Reynafarje

1. I was born and raised in Peru. I have lived in the United States for over 25 years and recently moved into the Wrigley District. For many years of these years, I lived in Belmont Shore. Over the years, I have made many friends in Wrigley through my volunteer and school work. They have told me about this wonderful community.

I am a student working on a certificate in the travel industry. Even though Spanish is my native tongue, I am taking a course in Spanish to help me with my English grammar.

I have a son who is 24 years old and serving in the Air Force. When he was growing up, I took him to Christmas Tree Lane. It is very important to me. That is why I am running for the Board. We need to bring more people into the Association and have a Board that reflects the diversity of our neighborhood. I am a doer, not a talker.

I like Wrigley because it is a safe neighborhood. I can walk my dog at night without worries. In a short time, I have made many new friends who I was able to help with some of their problems. I know how to get things done through the Council office.

2. As a new resident, I have not done very much just for Wrigley except for putting together a petition in favor of keeping Christmas Tree Lane going. I went to the meeting on May 7th and spoke out for the community that believes in the unifying spirit of Christmas Tree Lane.

I will do many of the same things that I did while I lived in Belmont Shore. I will volunteer. In the past, I was very active in the Sons of the American Legion as the wife of a member. I have volunteered at the Museum of Latin American Art, and with my son given out presents at the Christmas dinner for homeless at Mum's restaurant for 13 years. I also was a volunteer for the Long Beach School District.

3. I will work on membership. Person-to-person is the way to get more people involved. Some people in the community are uncomfortable with English. I can help translate your materials and get more people involved, especially in the businesses on Pacific Ave. I am an entrepreneur. I speak the language of business and can reach out to them.

4. I want to be the membership chair and help neighbors get together for social events like block parties. When people know each other socially, it is a much better neighborhood.

5. The Board must understand how import this event is to everyone in Long Beach. I went to local places and asked people about Christmas Tree Lane. Everyone knows about the Association because of this great event. Why would the Association want to give up the honor and prestige of hosting such a great thing? The membership does not see a conflict. All things are possible. It is not an either or situation.

Don Raines did not return a candidate questionnaire by the deadline.

Joan Pizzato

When the young Pizzato couple, Louie and Frances came from Italy in 1930 to establish their American Dream, they found Daisy Avenue in Wrigley. I married their son, Jim Pizzato many years later and I was left a legacy. Now, that they are gone, I have stayed here and have seen Wrigley change and become a many faceted community. I grew up in the Wilshire District of Los Angeles and was never allowed to come to Long Beach as a teen because of the "Sailors", ... but as fate would have it I took a job with the Long Beach Better Business Bureau in the '70s and was initiated into this united caring community.

Involvement in Civic and Community commitments became automatic for me...For years—from PTAs to serving on the Commission for the Disabled Access Board, at our Mayor request for 12 years; serving youth in Nancy Reagan's Chemical people program, I and Lee Sundstrom started Winners for our Long Beach youth. I served 25 years as a volunteer at the Memorial Alumni Foundation ending as a Member of the Board of Directors and finally, President. Continuing my education in Clinical Psyche at Cal State Dominguez, I Interned at Memorial West in 1983 and dedicated my efforts in a Drug Free Youth foremost in our community.

Enthusiasm for the Wrigley area was ever constant. The Veteran Park's Country Fair and exciting

neighborhood projects have been an ongoing involvement in our special Wrigley District...of course Daisy Lane Christmas' were the topper every year whether it was a stuffed Santa climbing in my chimney or reindeer prancing on my roof...while hundreds of friends and neighbors passing my house on the way to the magical displays would stop to share the Peace and Joy and Goodwill of the Season. It was of course, the Daisy Lane Christmas' that gave the Wrigley Association its beginning so many years ago. Wrigley is truly delightful and I need to give back some of the pleasure of being a part of it all.

Excellent programs and policies identified in the City of Long Beach 2010 Strategic Plan are already in place and meet our every need and concern...Crime, Vandalism, Graffiti are addressed; the abatement codes, community-based code enforcement; the beautification projects, local pollution focus—all are in place, and the Wrigley Association adopted them as their own in 2004.

In fact, four volunteers from the Wrigley District served over a year as members of the Environmental Task Force. Wrigley spoke. The City and Councilmember Uranga listened. Goal number 4 identified by this task force is to improve air quality. Under Goal 2, one of the objectives is to create an urban forest management program to increase street trees. Again, the City listened and Councilmember Uranga appointed Alan Tolkoﬀ as the Seventh District Representative to the City's Tree Committee. More importantly, the Port of Long Beach has established its Harbor

Arbor program, which in collaboration with Long Beach Organic and its young urban foresters from Jordan High School, ensures that the Wrigley District will not have to compete for trees. We can get all the trees we want as soon as we want without spending one cent of City General Funds or grant monies.

We needn't reinvent the wheel...just help it turn-- by getting involved as a volunteer and member of the Wrigley Association and by letting the new neighbors on the block know about the Association. Our children are our future and it does take a "village" and Wrigley through your membership in the Association can meet their needs!

With you and I working together, the future is bright and friendly and full of promise, and I would like to see us reach across our fences and join hands, sharing and learning our many cultural and ethnic differences-- allowing us all our American Dream. The legacy of our neighborhood and its history belongs to each of us here in Wrigley...I would relish devoting these remaining years to you and our children and grandchildren... by compiling its history as Association Historian on the Board of Directors. Be sure to slow down on Daisy Avenue and give me a wave...its so good to have you part of Wrigley—Hey, invite your neighbors to join us!

Rick Linder

Rick Linder did not return a candidate questionnaire by the deadline.

1. I am a California native, born and reared in central California. I graduated from UCLA with a BA in sociology and psychology. I worked in human resources in LA prior to moving to Maui, HI. In my 25 years on Maui, I helped to open our first gym and worked as a personal trainer for many years. I helped open two hotels including the four seasons Wailea. I was a concierge and worked in guest services. I started my own company in 1995 (Kamalei Kreations) I designed, manufactured and distributed ladies hats, my largest account was Liberty House (now Macy's) who placed my product in 10 stores. I also painted and am a Faux-finish artist. I returned to California in 2003 to care for my father who was ill with lung cancer. After the passing of my father I moved to southern California in October 2004 to be closer to my mother and step father who reside in mission Viejo. I currently am an interior designer. I am a member of Wrigley, NAG (Neighborhood Advisory Group) and CPAC (Central Project Area Committee) and on the CTL committee. I graduated from the in August 2006 from NLP. My grant project consisted of complete interior and exterior renovations of 4th street head start (on Atlantic) I also managed to change the ally adjacent to the Head Start (Melrose Way) from a dangerous two way to a one way road way. Our total project cost was \$27,000 cost accomplished with a mere \$1,000 grant.

2.

- I have participated with NAG in several clean ups in Wrigley removing both litter and graffiti.
- As a regular member of NAG I am responsible for calling all members with meeting reminders. I also do set up and take down and receive and welcome members for monthly meetings.
- I worked on Daisy Ave set up days for the past two years as well as on parade night last year
- I am a member of CPAC insuring that redevelopment funds and actions will benefit Wrigley.
- I have done outreach to businesses on Pacific Ave for the Pacific Ave Streetscape Project. I will be assisting with dispensing information via mail and in a seminar to educate both businesses and property owners on Pacific about the project and how they can partner with NAG and the Wrigley Association to better their business and the neighborhood.

3. I am excited to be part of the Pacific Ave Streetscape Project changing the look and feel of this corridor will greatly enhance our daily life and real estate in Wrigley. As an interior/exterior designer (colorist), I hope to work with businesses on choosing tasteful palates, more reflective of our period homes in Wrigley. I plan to also work on curb-cut outs to accommodate wheel chairs and baby strollers. I plan to continue to work hard on projects to eliminate litter and graffiti. I would like to increase

memberships in our association and make members feel more acknowledged, appreciated and welcome. We must accommodate the needs and desires of our membership.

4. I believe we need to do more "connecting" in our neighborhoods to bring more residents into the Wrigley Association. Neighborhood Watch, clean ups and "block get together's" have proven to be beneficial bonding techniques so neighbors will work together, rather than against each other. Rectifying our litter and graffiti situation will enhance our everyday lives as will cooperation on noise abatement. There are many concerns about pollution in our district especially with our proximity to the 710,. Between illegal dumping and pot holes, many of our allies in Wrigley have become eyesores. We must strive to have cleaner alleyways like those in Bixby Knolls. Finally, updating our business community and developing Pacific Ave as a place to stroll and be entertained as well as shop (see #3).

5. I would prefer to see professional mediation occur (if both parties would agree to such) to make everyone happy with the final result concerning CTL. It is a shame that fees paid to attorneys could be used for a project beneficial to our community. Conflicts are counter-productive. Perhaps confiding in a neutral third party may open the door to fruitful communication.

Joan Greenwood

1. I have four step-sons and seven step-grandchildren. My husband John and I have lived in Wrigley since 1986. We have been members of the Association almost from its beginning in 1988. Since his stroke in 2002, my husband has not been able to participate in Association activities. Due to my husband's condition, I decided to cut back on my other organizational responsibilities and focus on the Wrigley Association in 2004.

It was my volunteer work as Wrigley's environmental point person since 1995 that led me into a new career

path as an environmental consultant in 2000. Last year, State Senator Alan Lowenthal selected me to be one of his Environmental Commissioners. In addition, I have served on numerous committees and task forces that addressed both Wrigley and City-wide environmental concerns.

I work full-time for an environmental consulting firm located in downtown Long Beach as a project manager. I earned a certificate in strategic environmental

cont...

management from the University of California in 2005. I have qualified as a Registered Environmental Assessor in the state of California.

2. I served a two-year term on Board in the mid-nineties. During that time, I volunteered for neighborhood cleanups and supported the Association's efforts to bring the District back to its former glory by eliminating prostitution on PCH, wiping out graffiti and reporting suspicious activities. Beginning with the flood control improvements for the Los Angeles River, I have worked collaboratively with other neighborhood and regional organizations on environmental issues.

During this past year, I thoroughly researched all aspects of Christmas Tree Lane and consulted with accounting professionals and legal counsel regarding the options open to the Association. During my most recent three year term on the Board, I wrote the Association's response to the draft Environmental Impact Report for the proposed LNG terminal and testified about the very real safety concerns in public hearings. In 2004 and 2005, I joined with other Wrigley residents and testified at public hearing regarding air quality and the I-710 expansion.

Much of what I have done as a representative of other organizations has led to significant environmental improvements in Wrigley and enhanced the Association's reputation for leadership in environmental matters. Here is a partial list of my activities:

- Working Group Member, San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy (RMC) Watershed Open Space Plan (2002)
- Water Resources subcommittee chair and Sustainable City Program subcommittee member: *Long Beach Strategic Plan 2010* Environmental Task Force (1999-2000)
- Senior Project Manager for the Long Beach RiverLink Program sponsored by the San Pedro Bay Estuary Project adopted as an Action Plan for enhanced open space and recreation on the Westside of Long Beach
- Community Representative on the City's Land Use and Transportation Element Update Planning Initiative (2004)
- Water Quality Committee Member, Los Angeles and San Gabriel Rivers Watershed Council (2002-2003)
- Technical Advisory Committee, City of Long Beach 6th Street and DeForest Park Wetlands Feasibility Study (2001- 2002)
- Initiating Committee and Stakeholder Group Representative: Long Beach Community Partnerships 4 Results directed by the National Civic

League (2000-2002), development of performance measurements and progress indicators for meeting the City 2010 Strategic objectives

- Non-voting governing board liaison for Friends of the Los Angeles River to the Los Angeles and San Gabriel Rivers Watershed Council (March 2001- November 2002)
- Steering Committee, Long Beach Beautiful Campaign (February 2001-2002)
- Board Member and Chair, Technical Advisory Board: Friends of the Los Angeles River (1995-November 2002)
- Environmental Point-person: Wrigley Association, Long Beach (1995-present)
- Community Representative: *Los Angeles River Alternative Flood Control Study*, Los Angeles County Department of Public Works (1996-97)
- Community Representative: Long Beach Naval Complex Restoration Advisory Board (1994-1996)
- Community Representative: *Stormwater Best Management Practices Study* at the Los Angeles Zoo (1999-2000)

3. Just keep on doing what I have been doing. Reporting graffiti to the 24-hour hot line when I see it; keeping the police informed when I see suspicious activity on the Los Angeles River Bike Path or in the new mini-park near my home; advocating for more parks and recreational activities in our community; assisting Councilmember Uranga and other elected officials in understanding the more technical and scientific aspects of improving air quality and health risk management.

In 2004, the Board adopted the City 2010 Strategic Plan and Long Beach RiverLink as its own guidance documents. I will continue to work with City staff on the goals identified in that document. Goals have been established in the following areas: community safety, environment, education and youth, business growth and workforce development and neighborhood development.

My more immediate objective is the 20-acre Wrigley Heights Park identified in Long Beach RiverLink on the former Oil Operators property and urban forestry. Through my relationship with Charlie Moore, the founder and David Cundiff, the current Executive Director of Long Beach Organic, I have secured a commitment to make street trees in Wrigley a priority. Long Beach Organic already has the staff, trees and volunteers from Jordan High School to make Wrigley a showpiece of urban forestry.

4. I believe in strengthening collaborative partnerships cont...

with organizations like Neighborhood Watch and encouraging more people to volunteer for City programs. The Neighborhood Advisory Committee (NAG) has made a real difference in South Wrigley and deserves a round of applause for its achievements. The Pacific Avenue corridor is now getting attention because of the dedicated work of the Central Project Area Committee members. But, I know my limits. As much as I would like to expand my activities, I can't. I will remain focused on environmental justice, environmental quality and Christmas Tree Lane.

5. The conflict is over the heart and soul of this Association not Christmas Tree Lane. The Board serves at the pleasure of the members. It is their decision not the Board's.

Approving the new Bylaws which will clearly identify the role and responsibilities of the Board and clarify noticing procedures is an important first step in the process. Without good Bylaws, policies and practices, the Board cannot do its job, which is to make certain that the purpose for which this Association was found has the commitment and resources to carry through.

Daisy Avenue Christmas Tree Lane can be handled by a separate Board within the Association as was recommended by the Internal Revenue Service, and the Parade can be handled by a separate organization founded for that very purpose. The City, not the Association, is the Parade sponsor.

There is no need to abandon the legacy and purpose for which this Association was founded. If other Associations are up to the task of relieving the burden of their celebrations and Parades on the City General Fund, then why did a majority of the current Wrigley Board decide that we are not as committed and competent as they are? After all, the Wrigley Association led the way and the others followed!

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E-mail: wrigleyvillage@hotmail.com
Wrigley Association Website:
<http://www/neighborhoodlink.com/longbech/wrigley/>

Membership is \$15 per year. Membership renewal is required to vote in annual elections on June 4th, 2007.

Your vote will determine the future and focus of this Association. Make it your association.

MEMBERSHIP RENEWAL FORM

Save time! Fill this out before you come to the June 4th meeting

The Wrigley Association will not sell, loan or give membership information to anyone, under any circumstances, unless compelled by law.

Name(s) _____

Address _____

Telephone Number _____ FAX _____

Email Address _____

As a member, I/We agree to abide by the Association By-Laws

Membership Year is June 1, 2007 through May 31, 2008

Annual Membership Fee: \$15.00, Make Check payable to Wrigley Association

Optional Contributions: \$_____ For Wrigley Landscape Project

\$_____ For Wrigley Legal Defense Fund

\$_____ Total Payment

Type of Membership: Resident____ Business____ Associate____

Please check if you are interested in volunteering for Association Activities____