



July 2008 Newsletter

Official Publication of the Wrigley Association

July 2008

If you haven't renewed in the past month, your membership has expired, please renew now. Form on the back

Board of Directors

President,
Annie Greenfeld-Wisner

Vice President,
P.G. Herman

Treasurer,
Andrew Scammon

Secretary,
Chris Graeber

Sergeant-at-Arms,
Danny Amat

Parliamentarian,
Gavin Mc Kiernan

Members,
Jennifer Beaver
David Carlton
Joan Greenwood
Colleen McDonald
Nancy Risch



Thank You For A Great Year!

A new year has dawned, for the Wrigley Association at least, and we have elected a slate of board members and new leaders of the association. I am proud of my year as President of this association, I have learned a lot and hopefully done some good on behalf of the great neighbors and association members that I represented. I will step back now to the role of board member as long time member Annie Greenfeld-Wisner takes over as President.

In my last month as President I am as proud as ever of the accomplishments of the many fine volunteers whose work I witness on a regular basis. We have recently seen Wrigley's first fun run, you need only look at the picture on this page of some of the Tadpole Trot participants to know what a great time was had by all. We



took to the streets again with our series of street events in the south east corner of our neighborhood that has been plagued by crime. These events are a lot of hard work but we know that little by little they will bear fruit and improve the lives of many. This month we will turn adversity (the loss of our meet-

ing room while they refinish the floor) into opportunity by hosting a pot luck Luau, you don't want to miss that! Mark your calendars as well for July 24th when the second annual Wrigley Summer Fest comes to Veterans Park. If you weren't at our first one, you have likely been kicking your self for eleven months, don't make the same mistake twice!

There are so many people I should thank for their part in the successful year that has passed that I really don't know where to start. While I think you all know who you are, I plan to convey my gratitude in person to you all. Thank you for the opportunity to serve, it has truly been an honor!

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Wrigley is
Going Green

Purple!

Taking Back

Locust

And Much
More...

SAVE PAPER!

(and postage for
the association)

Get this newsletter
in your email box.

Email

[wrigleyvillage@
att.net](mailto:wrigleyvillage@att.net)

Calendar Items

July 4.

Independence Day!

July 7. Wrigley Asso-
ciation Pot-Luck Luau

July 17. Neighborhood
Advisory Group Mtg:
Street Scape Update

July 24, 2nd Annual
Wrigley Summer Fest

Every:

Saturday 9 & 10am
Wrigley Walkers

Wednesday 630p
Free Concerts in
Los Cerritos Park

Next Meeting: July 7th, 7pm— On the Patio... Pot Luck LUAU!!

Copies provided FREE of charge by the Neighborhood Resource Center (562) 570-1010



Gavin Mc Kiernan

Runners Take Over Wrigley

The inaugural Wrigley River Run and Tadpole Trot presented by Buono's Pizzeria, held on June 7th, was a huge success. The event was organized by the Long Beach Neighborhood Foundation (LBNF). Several of the board members of the LBNF are Wrigley Association members including my wife Terry and I, Danny Amat and P.G. Herman.

More than 200 people participated in the three events: the 5 and 10k's and the kids run. The male and female winners of the 5k and 10k all left with free shoes donated by sponsors Road Runner Sports and Runners High. In addition to Buono's, many other local businesses supported the race through monetary and product donations including Westin Long Beach, Wrigley Association, Parents Television Council, Pacific Hospital, Altus Realty, Bloobie.com, Earth Tech, Signal Tribune, A Running Experience Club, Coach's Oats, Surfrider Foundation, Percise Productions, Thai Sky Restaurant, El Paisano Market, Pho America, Carousel Party Supply, Starbucks, Frank Ramirez, Director of Public Works and the 6th & 7th District Council Offices.

The Long Beach Neighborhood Foundation is still looking for and accepting donations to support the youth of our community, if you would like to make sure we have the funds to bring this event back year after year, please contact us at lbmf@att.net to coordinate a donation.

The support we received for this event shows that there is a demand for family-friendly community events in this city outside of Downtown and Belmont Shore, where the overwhelming majority of events in Long Beach currently take place.



Runners Enter the River Trail in the 10k

The 5k started at 7:30 am and the race course went from Gonzalez Market on Pacific Avenue to the LA River and back while the 10k started at 8 am and went through north Wrigley and along the LA River before heading back to Gonzalez Market. Results and pictures are posted at www.wrigleyriverrun.com.

The highlights of the event were the Cabrillo High School Jazz Band that performed for runners on the course throughout the morning and the post-race food from Buono's, Coach's Oats, Thai Sky, Clif Bar, El Paisano Market, Juice it Up, and Noah's Bagels.

A big thank you to our superb volunteer board of directors who spent countless hours as well as their own money to get this event and organization off the ground. We also appreciate all the help we received from various city departments and groups, the West Division of the LBPd and of course the support and guidance of our Advisory Board, including Long Beach's First Lady Nancy Foster, Long Beach Rescue Mission CEO Jim Lewis, Bixby Knolls BIA Executive Director Blair Cohn, City Council Members Tonia Reyes-Uranga and Dee Andrews, Long Beach Little Ones Founder Laura Gallagher, and Former Councilman and LB Historical Society President Evan Braude. We are already looking toward solidifying this as an annual event and making improvements for next year.



P.G. Herman

Wrigley Taking Back Locust Avenue!

The second of our "Take Back the Streets" campaign occurred on Locust Avenue on Saturday, May 31st. The collaboration between the South Wrigley Neighborhood Advisory Group (NAG), Wrigley Association, the Long Beach Police W. Patrol Division and Community Relations has proven effective in reducing crime in the Pine, Locust and Earl neighborhoods. Our primary goal is to empower and enlighten the residents of this district by encouragement to work with the Police and various service agencies. This begins by opening the path of communication and replacing fear with strength in numbers. Since the inception of our program several other City programs have taken place which will fill the void between our quarterly events. The first Police Dialogues with At-Risk Youth took place at Washington Middle School on Tuesday and Wednesday, June 17th and 18th. We're hoping that the next similar session will be conducted in the Pine District. "These dialogues help sustain the valuable work that's already been done in the neighborhoods with previous events and will hopefully continue to improve police community relations." stated Lt. Joe Levy. The dialogues are a collaboration of the LBPD, the Human Dignity Program and California Conference for Equality and Justice (CCEJ).

Also as a result of our events, LB Parks, Recreation and Marine have chosen our area to place their Summer Mobile Recreation Program. According to Etnangte Roeung, Recreation Assistant for Youth Services, having partnered with us on both events identified the need for Mobile Rec to be on Pine and Locust Aves. "The turn-out is amazing! The people in the community are great and I am very happy that we were able to be a part of your event prior to being out at that site." he stated.

As budget cuts ensue we are compelled to find creative ways to keep our "Taking Back the Street" events going as well as other programs for children. If we want to combat crime we need

to provide productive and recreational activities for our youth. In future issues I will give details on crime stats being influenced by our events as well as an economic break-down. Speaking of economics, this is a good time to thank the many who donated in goods and services and/or time to "Taking Back Locust Ave." Generous donations of food for our volunteers was from the following: Frank Buono of Buono's Pizza; Dorian and Javier Villasenor of Tacos Don Chente; Alejandro Barrera of KFC; Casita Chapina; Pema and Kelsang Khangtetsang of El Paisano Market; Casimiro

Pena of El Rey Bakery; Jenny Calhoun of Daymon Corp, Ralphs/Food 4 Less and Brad Weis of Starbucks. Neighborhood Services Bureau provided 200 chips and water. Big mahalos to Steve James and Debbie Fountas of the Police Officers Association (POA) who have again supported our efforts by donating all of the hot dogs, buns, condiments, juices and 200 chips for the kids. Snobiz Shave Ice, co-donated by owner/operator Rich Clyde and Tracy Colunga of the Weed and Seed Strategy was a tremendous hit with long lines throughout the afternoon.

The early morning set-up crew had their work cut out for them and performed exhaustively throughout the day. The key players were: Annie Greenfeld-Wisner, Volunteer and Registration Coordinator; Dan Pressburg, Clean-up Coordinator; Danny Amat and Andrew Scammon, Event Set-up/Breakdown Coordinators; Mauna Eichner, Lee Fukui and Lisa Wibroe, Volunteer Food Coordinators and all completed with the assistance of David Carlton and Warren Wisner. The morning Clean-up with tools supplied by the NSB was conducted with the following Squad Leaders: David Carlton, Danny Amat, Jenny Beaver and Chris Graeber. Other Wrigley Association/NAG members there to help were: Victoria Morris, Judith Way, Ginny Marra and Richard Flores. Non-members, Barbara



David Carlton, P.G. Herman, Mayor Foster, Dan Pressburg, Dr. Lydia Hollie, Sgt. Richard Conant and Comm. Robert Luman.

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Bennett and Bubba Wade worked tirelessly throughout the day. Many residents ambitiously joined us in both the Clean-up and the Block Party. It was worth our efforts to see the **huge** number of children in attendance playing tetherball, shooting hoops, riding the skate/bike ramp, energetically jumping in the bounce house, getting their faces painted, creating arts and crafts and indulging in the 500 hotdogs that were grilled by the Police as well as partaking in juice, water, chips and shave ice.

Our event has grown from 23 entities participating in February, to 52 for the Locust event. Word has spread in a positive fashion and others have wanted to contribute to support our mission. Many thanks to the following LB City Departments and Entities: LBPD Community Relations, Elva Reyes; Neighborhood Watch, Nicole Avalos; NSB, Teresa Gomez and Jim Osgood; Wrigley CPC; Kathleen McCleary of the NRC; Frank Ramirez of Public Works; Mike Duda and Karl Wiegelman of CCE; Jeff Arndt and Dan Haas of North PAL; Chrissy Marshall and Etnangte Roeung of Parks, Rec & Marine; Special Events & Filming; Noel Hagegaba of the City Prosecutor's Office; Lou Wilder of Wireless Communications; RDA; Steve Gerhardt of Development Services; Russell Cantanzaro of Environmental Services; GaleLynn Peterson of Fire Prevention Bureau and Javier Ramirez of LBFD Community Services Division; Health & Human Services; Childhood Lead Poisoning Prevention Program; Melissa Morgan of the Human Dignity Program, Dr. Lydie Hollie of the Youth & Gang Violence Prevention Task Force; Tracy Collunga and Liliane Roy of the Weed and Seed Strategy and Sandra Holden and Dennis Hunter of LBTv 8. Also our gratitude to the following: Michael White of Percise Productions/BFlow Entertainment for fantastic music; Trace Fukuhara of Pacific Wind Arts; Elizabeth Cuellar of Carousel Party Supply; Elisa McConnehea of Versatile Events; Bubba Wade of Hashaway CME Church; Barry Steinhart of Graffiti Protective Coating (GPC); Beacon House; Substance Abuse Foundation; Westside Neighborhood Clinic; Bill Pearl of the L.B. Report and Nick Diamantides of the Signal Tribune.

We were also very fortunate to have had the continual support of Mayor Bob Foster and First Lady Nancy Foster who took time from their overwhelming schedules to be present. Their son, James also helped us with Community Outreach with flyers on Locust prior to the event. Others involved in the outreach were Tom Flores, Danny Amat, Andrew Scammon, David Carlton, Kenny Schack, Enzo Casano, and Officers Darlene Wigmore, Diaz and Wood.

Without the support of our 6th, 1st and 7th District Council Offices and Jim Lewis, CEO of the Long Beach Rescue Mission we would not have been able to complete our mission.



Neighborhood Kids with
Sr. Tacos Don Chente

We have the best partners a Neighborhood Association could hope for with our W. Patrol Division: Commander Bob Luman, Lt. Joe Levy, Lt. Bob Smith, Sgt. Richard Conant and DET officers: Chris Valdez, Matt Kennison, Matt Whybrew, Ryan Lee, Sean Magee and William Wendt. They not only worked diligently on our event but were simultaneously challenged with other criminal activities occurring throughout the day. I've said it before, they are the true heroes who put their lives at risk while we all try to create peace and harmony in our neighborhoods.

I'm so appreciative of the help from all of you....this is definitely not a one-person effort. I will continue to say... **IT TAKES A VILLAGE**. Mahalo for all of your passion and pro-active concern.

Our next event will be on Earl Avenue at the end of September. Hope to see you all there.

Election Results

Our June Annual meeting saw six association members vie for four open spots on our board of Directors. These six neighbors should be commended for volunteering to devote more time to their neighborhood and city while opening themselves up to the public scrutiny and liability that comes with such a leadership position. Following our annual meeting the board then votes to decide board leadership positions, the officers of our non-profit corporation. Below are the results of these two elections, congratulations to the new board that officially takes office on July 1st in accordance with our by-laws.



Annie Greenfeld-Wisner: President

Re-elected to her third term on the board in June. She served as Treasurer last year.



P.G. Herman: Vice President

In the second year of her first term as a Wrigley board member, she served as the Sergeant at Arms last year.



Andrew Scammon: Treasurer

Serving the second year of his first term as a Wrigley board member, he served as the Parliamentarian last year.



Chris Graeber: Secretary

In the second year of his fifth term, he has served as the Secretary in the past.



Danny Amat: Sergeant At Arms

Re-elected in June to his second term as a member of the Board. Danny served as the Vice President last year.



Gavin Mc Kiernan: Parliamentarian

Serving the second year of his second term as a member of the board, he has served as Parliamentarian and Vice President in the past.



Jennifer Beaver: Newly Elected Member

Elected in June to her first term as a board member.



David Carlton: Immediate Past President

Serving his third year as a member of the board and was the association president for the past year.



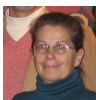
Joan Greenwood: Past President

In the second year of her third term on the board. Joan served several years as the Association President among other roles.



Colleen McDonald: Re-Elected Member

Re-elected to her second term on the board in June. She served as the Secretary last year.



Nancy Risch: Past President

Serving the second year of her fifth term on the board. Nancy is a past president among many other positions.

River Run Pictures

Professional Photography Provided Free by Susan Mapes, visit her sites

Editorial: www.suzannemapes.com

Weddings and Portraits: www.suzphoto.com

All photos are by Susan Mapes unless otherwise noted. More Pics at www.wrigleyriverrun.com

Men's 5 & 10k winners



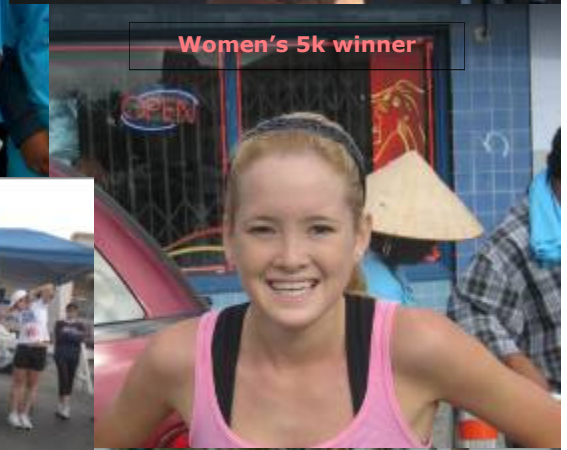
Photo: PG Herman



Photo: PG Herman



Women's 10k winner



Women's 5k winner



Photo: PG Herman





P.G. Herman

2nd Annual Wrigley Summer Fest!

On Thursday, July 24th, Wrigley Association in collaboration with Long Beach Parks, Recreation and Marine will be hosting the Second Annual Summer Fest. Last year's event was quite an amazing success with only 2 weeks prep time. This year with ample time for planning, we expect even greater crowds to attend and more participation from various community entities. The event will begin at 5:30 pm with the grill provided by LBPD Community Relations and 500 hot dogs to be prepared by the W. Patrol Division DET's led by Sgt. Richard Conant. The kids will also have the opportunity to be fingerprinted by the Police Explorers and there will be an information table with the Sr. Police Volunteers.

This year we will also be including LBFD who will be bringing a Fire Truck and the simulated "Burning House" for the children to explore and receive valuable safety tips as well as the Fire Ambassadors with an information table. Other tables will include: Wrigley Association, South Wrigley Neighborhood Advisory Group (NAG), Long Beach Neighborhood Foundation (LBNF) and the Weed and Seed Strategy.

July is "Recreation Celebration Month" and thus Parks and Rec will be providing Ultimate Frisbee, Basketball, Arts and Crafts, Face Painting and a variety of other children-oriented activities. Our event will end at 8:00 pm however, the festive night doesn't stop there. At approximately 8:30 pm the "Movie in the Park" will begin with popcorn for everyone. This year's feature is "Bee Movie" and should be a big hit with the kids and adults alike.

We want to thank the Police Officers Association (POA) for their generous donation for the hot dogs, chips and juice and Junie Salcido and Parks and Rec. for being such terrific partners.

PLEASE COME JOIN US FOR A TRULY FESTIVE SUMMER EVENING...FOR MORE INFO OR TO VOLUNTEER (we need plenty!) PLEASE CONTACT US AT 562-595-6460, wrigleyvillage@att.net.



Andrew Scammon

By Laws Amendments

As the parliamentarian this past year, one of the tasks I was asked to take on was a review of our bylaws. Any member can propose amendments to our bylaws and with appropriate notice given, the membership of the association will vote on them. On the following two pages I have laid out a series of changes I would like to see made to our by-laws. These changes clarify some points, bring the association into closer compliance with the California Corporate Code and add a provision for associate members of the Wrigley Association to become members and even board members in the future. The By-Laws are 11 pages long and available on the Wrigley Association Website so we only printed the proposed changes here. If anyone would like a copy sent to them send me an email at wrigleyvillage@att.net and I will send you a copy. These amendments will be discussed and voted upon at our next association meeting, July 7th, 2008. Please attend this meeting to make your voice heard about the governance of our association.

ARTICLE II – PURPOSE

SECTION 1. The objectives of this Association shall be:

A. To promote the common interest, instill pride, establish and encourage the highest standards in and from all merchants, property owners, residents, businesses and professionals doing business in the Wrigley area of Long Beach, California, members and non-members alike; and to improve the quality of life in the Wrigley area.

E. To do and perform any and every act permitted by law to accomplish the foregoing objectives consistent with and necessarily related to the accomplishment of the same and the status of this Association as a nonprofit organization for public benefit.

F. Be the Stewards of the Wrigley Landscape Project organized by the Wrigley Association with Friends of the LA River in 1995, for the purpose of designing, erecting, planting and maintaining drought resistant foliage to benefit the aesthetic quality of the neighborhood directly adjacent to the LA River. The Wrigley Landscape Project includes an area from PCH along the LA River Bike Trail, which was taken upon by members of the Wrigley Association in 1995 and continues until the Wrigley Association's dissolution or a vote of two-thirds of the Board of Directors.

ARTICLE III – MEMBERS

SECTION 2. QUALIFICATIONS

A. Members shall be:

3. Associate members are non-Wrigley residents who may wish to attend all meetings and to enjoy and participate in all rights, privileges and activities of this Association, except the right to vote. Associate members may have the right to vote after two (2) years of continuous membership.

SECTION 6. DELINQUENCY

A. A member whose dues are delinquent for ninety thirty days shall forfeit his or her membership and shall not be eligible to vote until the next meeting after his or her dues are paid in full.

ARTICLE IV – BOARD OF DIRECTORS

SECTION 1. NUMBER OF DIRECTORS

A. The Board of Directors for this Association shall be composed of eleven members, including the immediate past president, who shall automatically, upon retirement as the President, serve as a Director without need for re-election by the membership for an additional year beginning July 1. Associate members may run for the Board after two (2) consecutive years of being a member in good standing. There shall only be one associate member permitted to be on the board at any time.

SECTION 3. DUTIES

D. The governing laws relevant to the conduct of The Wrigley Association shall be the laws of the United States, Laws of the State of California, The California Corporate Code for NONPROFIT PUBLIC BENEFIT CORPORATIONS, the By-Laws and the policies and resolutions that are passed from time to time by the members and the directors. If there is any inconsistency between these controlling bodies of law, then any inconsistency is to be resolved in favor of the senior body of law and the junior bodies of law are deemed automatically amended. Directors shall make every effort to generally amend the junior bodies of law whenever necessary so that inconsistencies will be corrected. The priorities of the governing bodies of law are as follows: (a) The laws of the United States; (b) the laws of the State of California; (c) Articles of Incorporation; (d) By-Laws; and (e) policies approved by the Directors.

ARTICLE V – OFFICERS

SECTION 3. DUTIES AND POWERS

A. The duties and powers of the officers of this Association shall be as follows:

3. The Treasurer shall receive and administer all funds as prescribed by law and as set forth in Article X ~~except for—
funds received for Daisy Avenue Christmas Tree Lane (referred to as Daisy) which will be a separate account and
reported to the Board monthly by the Chairman of Daisy.~~

The Treasurer shall submit an accounting to the Board of Directors monthly on all funds ~~except Daisy.~~ All checks for withdrawal of funds under \$500.00 shall be approved and signed by the Treasurer, ~~except for funds disbursed from Daisy, which may be approved and signed by the Chairman of Daisy.~~ All checks for withdrawal over \$500.00 shall be signed by two of the following officers: President, Vice President and/or Treasurer ~~except for Daisy which shall require the signature of the two of the following: Chairman of Daisy, President, Vice President, and/or Treasurer.~~

ARTICLE VIII – MEETINGS

SECTION 4. MEETINGS OF THE BOARD OF DIRECTORS

C. Directors have full participation in board meetings and the right to vote on any action if they are present when the item is voted upon. Directors are considered present in person and/or when they are verifiably on a speaker (cell, land or internet line) phone for that portion of the meeting.

SECTION 6. RULES

A. Roberts Rules of Order Revised shall govern the proceedings of this Association except as provided for by these by-laws and the California Corporate Code.

ARTICLE XI – CONFLICT OF INTEREST

SECTION 1. Officers and Directors for the Wrigley Association will perform their roles and responsibilities and arrange their personal and professional affairs in such a manner that public confidence and trust in the Board's honesty, integrity, fairness and good faith are conserved and enhanced. This policy is intended to supplement but not replace any applicable state and federal laws governing conflict of interest as applied to nonprofit and charitable organizations.

All officers, Directors and committee members with governing board delegated powers are responsible for disclosing potential, or actual, conflicts of interest. Disclosure shall include: the type of potential conflict; the nature of the activity or situation; description of major parties involved; potential financial interests and rewards for the officer or Director; any possible violations of laws and regulations, and policies or plans of Wrigley Association and any other information which the officer, Director or committee member feels necessary in order for disinterested persons serving on the Board to evaluate the disclosure.

One of the fiduciary responsibilities of an officer or Director is the duty of loyalty to the organization that he or she serves. That duty requires that officers and Directors carefully deliberate and disclose any potential, or actual, conflict of interest situations. These are situations which may compromise, or have the appearance of compromising, an officer's or Director's judgment and priorities in carrying out their roles and responsibilities. Specifically, conflict-of-interest situations might be enable an officer or Director to influence activities with an outside person or other organizations that may lead to the personal gain or improper advantage for the officer, Director or other person. Personal gain may take many forms such as money, financial interest, no or reduced costs for personal goods and services, and political influence or power. Conflict of interest situations can also occur when an officer or Director becomes the co-founder and/or officer and Director of a competing corporation with the same or similar purpose and attempts to gain stewardship of another corporation's membership list, assets and/or projects. The membership list of the Wrigley Association shall be coveted and shall not be used as any other corporate membership list and is considered to be confidential. Membership lists may not leave the possession or control of the Wrigley Association Board of Directors.

A fiduciary responsibility shall also include any action taken by any officer or Director on behalf of the Corporation that is in direct violation of the City of Long Beach's Municipal Codes, opening the corporation up to liability.

SECTION 2. The deciding factor for a possible conflict of interest shall be in accordance with the provisions of ARTICLE IV, SECTION 3D.

ARTICLE XII – VOTING

SECTION 1. Voting must be in person only. A member must have his/her dues paid in full in advance of the date of the meeting when a vote is taken, except for the annual June meeting for election of Board of Directors.



Throwing The Seeds Out

Sasha Kanno

I am not a native to California. I grew up in the tropics of Florida and Hawaii. The type of gardening I was taught was to just throw out the seeds and see what happens. That may work well in wet and fertile soil but it simply does not work in California.

We have lived in Southern California since 2002. I have tried my hand at gardening since we were renting our first house. In the beginning I started with the hardy types. Mint was a summer friend. I had good luck with chili peppers, green onions and different types of basil.

Last year we really kicked it up with the raised garden beds. We had great success but could we have had more? I direct sowed everything, should I have been

babying my seeds? I am starting to think so. This planting season I am going to try something new. Instead of just "throwing the seeds out" I am going to try starting my seedlings in seed trays and peat cups.

Here are some tips that I can't wait to try:

Usually the best way is to pick the method to suit the type/size of the seed. If the seed is small to very small, sprinkle evenly on top of compost in a seed tray then just lightly cover with compost so that the seed is only as deep as it is big, i.e. if the

seed is 1mm in diameter then it should be no deeper than 1mm. If the seed is medium to small, draw a groove in the surface of the compost then sow the seed along this row

then cover by pulling the compost inwards, making a slight ridge then flatten it. If the seed is large enough to be handled individually then that is what you do: sow singly about 25mm apart. Water enough to moisten the compost and allow to almost dry out before watering again. When the seeds have formed two proper leaves (i.e. not the seedling leaves), thin to allow proper growth.

Even though its officially summer we still have some cool nights. This growing season I am going to try a new technique. I'm starting the little babies indoors, in a growing tray. Who knows maybe I'll end up with something new to add to the garden.

This month try growing some herbs; basil, oregano, rosemary, sage, and thyme are all summer hardy.

Happy Growing!

<http://chalkboardcoop.blogspot.com/>



Your Color Diva: Color For your Every Mood—Purple

Shoshanah Siegel

yourcolordiva@aol.com, www.yourcolordiva.com

In past Wrigley Association newsletters, I have explored the colors of green, yellow, orange, and blue. This month I'll examine purple, the most enigmatic of all colors –it is a combination of red and blue. Color preferences are very personal. Find the ones that evoke a certain moods and great memories, and you'll find that decorating is much easier and fun.

The Complex Color Purple

This unique color demands a unique person—this color is not for everyone. But before you turn away from all things purple in the home, think of all the nuances. A vivid purple may not work for you, but think of purple in terms of undertones, lightness, and brightness. There are so many shades of purple—they are extremely varied, and some shades work better than others for specific areas.

The Kitchen: The most fun place to use brighter shades of purple. Think of Italian ceramics and interesting glassware and endless possibilities on the table. Pair it with golden yellows, turquoise, blue, and reds.

Bedroom: The bluer purples such as violet work best in bedrooms. Those are

Continued next page



Lisa Wibroe

Wrigley Is Going Green

Mauna Eichner



On June 14th about a dozen more trees were planted in Wrigley by nine volunteers. Neighbors were delighted to receive either an Australian Willow or Chinese Elm. Even though the trees are now a fifteen gallon size, they already have a significant impact on the look of the street. After a year or two of regular watering, the trees will become drought tolerant and have an even greater positive visual impact, lending a more suburban look to our community.

Planting young trees is vital as they eventually replace the older trees that are removed from the parkways. The real estate market values a tree lined street, and



Volunteers (from left to right) Olina, Richard, Ryan, Rory, Lisa, Lee, Mauna, Lynette, and Robert (kneeling) planted more trees in Wrigley.

most all of us enjoy a bit of shade in the hot California summers. Trees are our allies when it comes to cleaning the air we breathe, too.

Wrigley is Going Green plans on writing some more grants so we can improve our street appeal and provide trees to all who want them. We eventually will need the support of Wrigley residents to help us get the trees into the ground and keep the trees watered. Some residents may soon be receiving a reminder notice to keep their young trees watered this summer as this will be the trees' first summer, and they really need extra support the first two years..

If you have any questions, comments, would like to volunteer or make a donation, please contact us at

wrigleyisgoinggreen@hotmail.com

Color Diva Continued From Previous page

quieter and more serene than the reddish purples.

Dining Room: This is the best room for grape tones. They are sophisticated and subtle and suggestive of delicious fruits. The cool grape tones are excellent in dining areas that face south, especially in hot climates.

Bathrooms: Deep sumptuous aubergine (eggplant) purples are really great for a bathroom. The darker the better. Or try a light lavender; it has all the qualities of a calming blue and a "spa" like feeling but with more depth and complexity.

Living Room: Grape or aubergine will work here as well. It's a matter of what suits your mood: the depth and elegance of plum shades or subtlety of grape. If you would like to keep your living areas light, lavender might work. However, it is best to combine the lavender with plum to give a more sophisticated feel.

Dens and Libraries: This room is perfect for aubergine, and any purple going towards the reds. These shades are in the warmer purple category and create a cozy, comfortable feeling.

Children's Rooms: Typically, young girls go for lavender, especially if it is paired with pink, light lime green, and yellows.

If You Like Purple: This hue has an aura of mystery and intrigue. The purple person is enigmatic and highly creative, with a quick perception of spiritual ideas. These people are generous and charming.

6th District Council Office

LEGISLATIVE UPDATES

Important reminder to all motorists that **two new restrictions on the use of cellular phones while driving** go into effect on July 1. The first law prohibits anyone from using a hand-held cell phone while operating a vehicle on California roadways. The second law prohibits motorists **under the age of 18** from using a hand-held cell phone or a hands-free device while operating a motor vehicle. Fines can range from \$20 to \$190. There will be no grace period for this offense, so you will not get a warning. This law does not affect passengers. This law does apply to out-of-state drivers. **Drivers 18 and over** may use a Bluetooth or other earpiece device; however, you cannot have both ears covered. You may also use the speakerphone function of your wireless device while driving.



Lane Closures

There are currently lane closures on Walnut Ave, between 10th St & Pacific Coast Highway. The project estimated completion date is July 2008.

Curfew Enforcement Reminder

Due to the 2008 summer break for Long Beach students, the Police Department would like to remind parents; "It is unlawful for any minor under the age of 18 years old to remain in or upon any "public place", between the hours of 10:00 pm until 6:00 am."

Park Watch

Help keep parks safe by participating in the Long Beach Park Watch Program. The program involves the community in preventing crime and vandalism in our parks. Citizens can act as extra eyes and ears for Park Rangers and Police Officers in detecting activities that can diminish a safe, clean and enjoyable park environment. For more information log on to www.lbparks.org or call (562) 570-3100

Long Beach Businesses:

There are many businesses that generously support the Wrigley Association and its events, Below is our listing of businesses that are members of the Wrigley Association who have signed up at various levels of support. Contact wrigleyvillage@att.net about business memberships.

Altus Realty Solutions

Scott Rhinehart, Broker

www.AltusRealtySolutions.com

scott@altusrealtysolutions.com,

562-331-1919



Buono's Pizzeria

401 W. Willow Street

Long Beach, CA 90806

562-595-6138

www.buonospizza.com/



West Division Police Blotter



The LBPD West Division hosted a Community Leadership Forum on Wednesday, June 25, 2008. These monthly meetings are held at the West Division Police Substation located at 1835 Santa Fe Avenue at 6:00 p.m.

The LBPD would like to notify you that we are seeing an increase in gasoline thefts from vehicles, both through siphoning and drilling holes into gas tanks. Please consider investing in a lock type gas cap, so that suspects can be discouraged from making your vehicle a target. Also be aware of any individual(s) standing next to your vehicle. **Always report suspicious persons.**

The fourth of July (Independence Day) is upon us. Please remember that Fireworks are illegal in the city of Long Beach. Please report any firework activity.

CURFEW ENFORCEMENT/NIGHT TIME LOITERING – SUMMER 2008. The 2008 summer break for Long Beach students is fast approaching and schools will be letting out for the summer. The Long Beach Police Department would like to remind parents that Section 9.58.010 of the Long Beach Municipal Code states: "It is unlawful for any minor under the age of eighteen (18) years to remain in or upon any 'public place' as defined in Section 9.02.090, between the hours of 10:00p.m. until 6:00a.m. the following day.

The Long Beach Police Department takes nighttime loitering/curfew violations seriously. Our experience has shown us that children who are on the street after curfew are more likely to become victims of violent crime, and also are more likely to become involved in criminal behavior.

We are here to remind parents that it is important for them to know where their children are at all times and ensure they get home safely before curfew. The Long Beach Police Department will strictly enforce the curfew statutes through the summer break. Additionally, we have adjusted our staffing at the Youth Services Division to accommodate any enforcement action.

Curfew laws are there to protect children/youth and keep them safe, and Long Beach police officers will enforce this law with your child's safety in mind. By working together, we can help provide your child/youth a safe and enjoyable summer break.

On 05/25/2008, a burglary occurred in the 2200 block of Chestnut.

On 06/03/2008, a burglary occurred in the 2300 block of San Francisco.

On 06/04/2008, a burglary occurred in the 2600 block of San Francisco. The loss was a laptop computer and jewelry.

On 06/05/2008, a burglary occurred in the 2000 block of Oregon. The owner was out of town at the time.

On 06/06/2008, an attempt burglary occurred in the 2900 block of Eucalyptus. Fortunately for the owner the alarm was activated.

On 06/06/2008, a robbery occurred on the 1800 block of W Willow.

On 06/13/2008, a burglary occurred on the 2300 block of Oregon.

On 06/14/2008, a robbery occurred on the 300 block of W Willow.

On 06/15/2008, a burglary occurred in the 2200 block of Maine. The point of entry was a sliding glass door left unlocked.

A.....LOOOOOOOOOOO.....HA!!!!!!

YOU'RE INVITED TO THE WRIGLEY ASSOCIATION'S

LUAU-STYLE POTLUCK

MONDAY JULY 7, AT 7:00PM (7/7 @ 7)

VETERANS PARK ~ 101 E. 28TH STREET

~ OUTSIDE ON THE LANAI (PATIO)

PLEASE BRING YOUR ALOHA SPIRIT AND FAVORITE KAU-KAU (FOOD) TO SHARE. WE WILL HAVE THE PULEHU (BBQ) GOING AND IT SHOULD BE A GOOD TIME. PLEASE WEAR ALOHA ATTIRE. IN LIEU OF A GENERAL MEETING, ONLY BRIEF ANNOUNCEMENTS WILL BE MADE SO WE WILL HAVE MORE TIME TO EAT AND "TALK STORY".

PLEASE RSVP to: P.G. HERMAN at (562) 595-6460 or email at amauigirl@hotmail.com or ANNIE GREENFELD-WISNER AT (562) 225-9462. MAHALO....



Announcing the NEW Back Yard Food Exchange!

The first Monday of every month join the Wrigley Association and come to Veterans Park with your personal harvest to share and swap your food with other back yard farmers.



The first monthly Back Yard Food Exchange will be July 7th at 630pm

Please come and share your hard grown goods.

We will have a table set up for you to pick up and drop off. Please help yourself to anything you feel like trying. There might be some old favorites but feel free to try something new.

We will also be providing everyone with seed exchange envelopes. Take a handful just in case. If you have extra seeds fill up the envelopes and bring them back next exchange.

This will be our ongoing spot to exchange food, seeds, starter plants. Anything garden related that you want to trade.

Don't let your food go to waste any longer, come and trade it with your neighbors.





Annie Greenfeld-Wisner

Wrigley Landscape Project

The last time we wrote about the Wrigley Landscape Project, we gave you the background of how it started. The LA River was declared inadequate for flood control and they needed to raise the levy. When you do that you change the slope and as restitution the County said they would plant native plants and they planted all the way up the river. Native planting was a new endeavor for Ken Gore, who is our native plant guru and the keeper of the landscape project. Ken is a believer in the theory that "where you live is what that area should look like" – which basically means to him that native plants should be utilized, and they can also be beautiful and comfortable to live with.

Ken has noticed the return of certain butterflies called Blues. The Blues are small, exquisitely beautiful butterflies that are usually colored blue (on the top of their wings). The disposition of this butterfly is very apparent as you try to get a closeup. They have very quick movements and getting a good look at them is very difficult.



The Acmon Blue butterfly larvae live on a variety of food plants such as Shadscale (*Atriplex canescens*), Buckwheat (*Eriogonum* spp.), Rock Cress (*Dudleya* spp.), but many of the food plants, including (*Lupinus* spp.), *Astragalus* sp., and *Lotus* spp., are in the Legume family (Fabaceae).

In a native garden, the adult Acmon Blue butterfly feeds on Milkweed flowers. The large flower clusters are small and easily accessible. They can also be seen on *Baccharis douglassii*, Marsh Baccharis. This plant grows in a similar manner to the narrow leaf milkweed, each of the flowers are white and small and are in large clusters. Some of the adults also feed upon buckwheat flowers. Buckwheats of all kinds are popular with these butterflies as well as many other species. Plant a buckwheat in the garden and save more than one butterfly.

California native plants are plants that existed in [California](#) prior to the arrival of [Europeans](#). Some of them have extraordinary horticultural appeal, and have been grown in European gardens for over a century. California native plants are in rapid decline in their land of origin due to pressures from urban development, agriculture, overgrazing, recreation, and invasive alien (non-native) species. Citizen groups (such as the Wrigley Association) are at the forefront of a movement to save these plants from further losses and the Wrigley Landscape Project is one of those movements.

The [California Floristic Province](#), a geographical area that covers most of California, portions of neighboring [Oregon](#), [Nevada](#), and [Baja California](#), is regarded as a world hotspot of biodiversity. California is home to 5,862 species, subspecies, and varieties of native plants. This figure is comparable to the species in all the other states combined! (California also has 1,023 species of non-native plants introduced during the immigrations of the 18th-20th centuries.)

Of California's total plant population, 2,153 species, subspecies, and varieties are endemic -- they occur nowhere else on earth. This botanical diversity stems not only from the size of the state, but also its diverse topography, climates, and soils. Numerous plant groupings exist in California, and botanists have attempted to structure them into identifiable vegetation types or communities.

MEMBERSHIP RENEWAL FORM

Ask your neighbor to join, there is strength in numbers!

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

Name(s) _____

Email Address _____

Address _____

Telephone Number _____ FAX _____

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

Membership Year is June 1, 2008 through May 31, 2009

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

Optional Contributions: \$_____ For Wrigley Landscape Project

\$_____ For Wrigley is Going Green

\$_____ Donation

\$_____ Total Payment

Type of Membership: Resident____ Business____ Associate____

Please check if you are interested in volunteering for Association Activities____



PO Box 16192

Long Beach, CA 90806

E-mail: wrigleyvillage@att.net Wrigley Association

Website:

<http://www.neighborhoodlink.com/longbeach/wrigley/>

RENEW TODAY:
Your membership is
expiring
Please renew!