

Candidate Statements

Each candidate for the Board of Directors for the Wrigley Association was asked seven questions, incumbents had an eighth question. The following pages will include each of those questions followed by the various responses of the candidates. The order of their answers will change for each question to be fair to all candidates.

1. Give some general background information about yourself

Danny Amat -Incumbent:



I am a self employed businessman. I have lived with my wife and two children in Wrigley for five years. I was elected by the board to serve as Vice President last year.

Annie Greenfeld Wisner-Incumbent: I have lived in Wrigley since 1999 and have been active in the community since then. I am one of the founding members of NAG (Neighborhood Advisory Group), a co-founder of Better Balance for Long Beach (BBLB), have served on the Board of Wrigley Association for 3 years, and have served on the Board of Central Project Area Committee (CPAC) for 3 years, currently serving as Vice Chair. I am also in my fourth year serving as a Commissioner on the Community Development Advisory Commission (CDAC). I am on the Board of Neighborhoods First, a new group, and I am a graduate of the Neighborhood Leadership Program (NLP) in the Class of 2003.



Colleen Mcdonald-Incumbent:



I have been a homeowner in South Wrigley since late 1984. Before that I have lived in other south bay cities as well as in Hilo, Hi. I have attended Harbor Junior College, the University of Hawaii, and Long Beach State. I was employed as a professional in the computer field from 1976 until my semi-retirement in 2001.

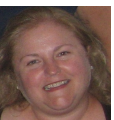
Jennifer Beaver: My name is Jennifer Beaver though many members also know me as Jenny Tolkoff. Our family moved to Wrigley in 1991; we fell in love with the Spanish architecture. I joined the association in 1992 after the riots, believing then, as I do now, that "all it takes for evil to triumph is for good men to do nothing," to paraphrase Edmund Burke. In my opinion, pollution and crime are the top two evils. By trade, I'm a copywriter and communicator. I live with my husband and son, both of whom are active in the association.



Shoshanah Siegel:My name is Shoshanah Siegel. My husband and I have lived in Wrigley for the past 15 years. I am a woman of many talents and wear many hats. I am the owner of two businesses, a graphic design firm that I have had for over 18 years, and a color consulting firm, Your Color Diva, for the past 4 years. Many of you have seen my monthly column in the Wrigley Newsletter and also seen my presentation. I am the Senior Adult Program Director at the Jewish Community Center in Long Beach. I teach meditation classes there and I teach Reiki and perform Reiki treatments at LB Memorial Hospital and privately. I am also a fine artist and musician.



Coleen Vandepas:



5 year Wrigley resident. Work in insurance compliance. World traveler and bon vivant.

2. What have you done to help the Wrigley neighborhood, or the Association, this year, or in the past?

Annie-As one of the founding members of NAG, we have been tirelessly working to improve the quality of life in Wrigley and on the revitalization of Pacific Ave. in Wrigley Village. As a member of CPAC and as the Pacific Ave. Task Force Chair, we have been able to have NAG chosen as the steering committee for this RDA project.

In the past years, I have worked closely with the City Prosecutor's Office and the LBPD to rid the neighborhood of the drug dealing, etc. in the 1900 Block of Henderson. This past year, the two problem properties, 1950 and 1960 Henderson were torn down making way for the Long Beach Development Company to buy the property and put single family homes there.

I have also worked with the LBPD and Nuisance Abatement to rid the neighborhood of the problems of drug dealing, prostitution, etc. at the Princess Inn in the 1800 Block of Magnolia. Last month, the City Council voted unanimously to revoke the business license of the Princess Inn and we are working very hard for an alternate use for this property.

Colleen M-I have been on the Wrigley Association board this past year and have served as its Secretary, but I guess my favorite activity was developing the Pet Costume Contest for the Halloween Fest by securing donations (the contest actually made the 10 o'clock news on Channel 11!). Additionally, I have been a member of NAG, the South Wrigley Neighborhood Advisory Group. I have worked to support the activities of both of these fine organizations in any way asked. Recently I've become rather fond of spending two or three hours a month helping Ken Gore maintain the marvelous Wrigley Landscape Project.

Jennifer-

- Founding member of the Wrigley Tree Committee, whose tireless research and consistent outreach led to landmark citywide changes in the way our pollution-cutting, property-enhancing street trees are maintained.
- Spoke at city council meetings about various issues affecting the neighborhood, such as the 710 expansion
- Question screener at Wrigley debates. This demonstrates a knack for deciphering hard-to-read handwriting as well as a good grasp of the issues.
- Volunteer for area cleanups such as "Take Back Pine".
- Helped write Wrigley marketing brochure
- Copyeditor for Wrigley newsletter

Shoshanah-I was involved initially and continue to be involved with establishing a citywide tree policy. My particular concerns involve issues maintaining and planting new trees in Wrigley and promoting meandering sidewalks instead of root pruning. I have also participated in cleaning up Pine, and have been involved with the redevelopment of the Wrigley Village. I have also participated in the newly formed food co-op. I have also been involved in the issues regarding the LNG, the freeway expansion, and the port and pollution issues.

Coleen V-See response to number 4.

Danny- I co-founded the new non-profit, the Long Beach Neighborhood Foundation which is organizing Wrigley's first 5/10k event on June 7th. We hope to branch out to do events city wide within a few years. I have served as the Associations' Vice President for the past year and have helped with the planning and implementation of many Wrigley events over the past couple years including our renowned forums, Summer fest, our annual Christmas Party, Christmas Tree Lane, Tree Plantings and Taking Back Pine among others.

3. How do you see yourself helping the Wrigley neighborhood improve?

Colleen M-I would like to see a stronger commitment from the local businesses, especially those on Pacific Avenue, to creating a safer, nicer area commercial area. It is time for that to happen.

Shoshanah-As a business owner I bring to the board knowledge of working with committees as well as being a self-starter. I am articulate and a great listener. I love new challenges and finding ways to turn dreams into reality. Of course I bring my artistic and designing skills to the plate as well. I am deeply committed to whatever endeavor I pursue. As a fine artist I would like to help create an Art Association and Art Co-op.

Jennifer-By looking at big issues like pollution and crime and figuring out small, workable ways to minimize their impact on our neighborhood. I would like to research and report on how other neighborhoods with similar issues have handled them successfully.

Coleen V-See response to number 4.

Danny- As a parent and entrepreneur I represent two important groups of people who hold the future of not just our area but our entire society in their hands. I will continue to work for opportunities for the youth in our community while keeping an eye on the business climate that makes our economy go.

Annie-I will work hard doing the same as I have been doing for years with Code Enforcement, getting rid of problem properties and working to rid our neighborhood of nuisances.

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

Jennifer- Adopt a zero-tolerance policy to such things as trash-can scavaging, graffiti, and vagrants. Let's make this easy for people to do so we can send a message that this is not acceptable here. In addition, I'm concerned that foreclosures/property abandonment will reduce property values and may also increase the number of homeless pets. The association could take the lead in sprucing up exteriors/landscapes and watching out for animals.

Shoshanah-My passion is to help create a healthier environment, a place where people can work, play and feel safe. I would love to continue making Wrigley a community that enriches people's lives. I think that empowering others to make their neighborhoods clean and safe is important. We also need to improve the overall look of our major business areas. I would like to help form a Wrigley Village Business Association. I would love to create a neighborhood that would encourage businesses to move into the area, such as restaurants, coffee houses, bookstores, and more.

Coleen V- I believe helping the Wrigley Association and the neighborhood are the same thing as helping the Wrigley neighborhood improve. Community involvement is the number one way quality of life may be improved. I don't think that means that everyone in the community needs to be out attending various meetings throughout the city and pushing political objectives. You can be involved in community and improve quality of life simply by caring about what is going in your neighborhood and setting an example. Michael Josephson of the Josephson Institute posted the following on his website:

The Parable of Brother Leo 567.2

An old legend tells of a French monastery that was well-known throughout Europe because of the extraordinary leadership of a man known only as Brother Leo.

Several monks began a pilgrimage to visit Brother Leo to learn from him. Almost immediately, the monks began to bicker as to who should do various chores. On the third day they met another monk who was also going to the monastery.

This monk never complained or shirked a duty. Whenever the others would fight over a chore, he would

gracefully volunteer to do it himself. By the last day, the other monks were following his example, and everyone worked together smoothly.

When they reached the monastery and asked to see Brother Leo, the man who greeted them laughed. "But our brother is among you!" pointing to the fellow who had joined them late in the trip.

Today, many people seek leadership positions not so much for what they can do for others, but for what the position can do for them: status, connections, perks, or future advantages. As a result, they do service primarily as an investment, a way to build an impressive résumé.

The parable about Brother Leo teaches another model of leadership, where leaders are more preoccupied with serving than being followed, with giving than getting, with doing than demanding. It's leadership based on example, not command. It's called servant leadership.

Can you imagine how much better things would be if more politicians, educators, and business executives saw themselves as servant leaders?

Danny-I hope we can focus further on business development and cooperation. A cohesive business community builds so many other good things for all of us. A better business community in Wrigley Village will increase job opportunities, improve public safety, increase our property values and improve our quality of life in many intangible ways.

Annie-The quality of life in Wrigley can be further enhanced by improving the water and air quality/pollution in the neighborhoods and to make sure that the Port does its job cleaning up the water and the air. The expansion of the 710 will be a big part of that also.

We need to make our neighborhoods clean and beautiful, planting more trees to enhance the streets of Wrigley and to help clean our resources, the air and the water.

Colleen M-Safety. Neighbor looking after neighbor. Creating a more supportive atmosphere for the wonderful kids who live here and come here for their education.

5. What do you think is the most important issue facing Wrigley today and or in the coming year.

Shoshanah-I think that one of the most important issues is making sure that with the expansion of the port we as a community make sure that we create and maintain a healthy environment. This includes planting of more trees, being actively involved in any port, freeway expansions or any other proposed actions taken by the city and other business groups.

Coleen V- On a small scale I think crime is the most important. Crime chips away at our neighborhood's sense of peace, prosperity and sense of community. On a larger scale, pollution from the 710, ports and rail yards will affect the livability of Wrigley and the life expectancy of Wrigley residents.

Danny-Continuing the positive momentum on many fronts in our area while finding a way to combat or contain the rampant foreclosures that are hitting our neighborhood harder than most.

Annie-The biggest issues facing Wrigley today are the water and air quality/pollution in the neighborhoods and making sure that the Port does its job cleaning up the water and the air. The expansion of the 710 is also going to be a contributing factor in air pollution.

Colleen M-Safety.

Jennifer- It's tough to say...either pollution or crime. Many area residents have been active regarding both but unfortunately these two issues are still very much with us. Two ideas: One, make the Wrigley Association the peoples' clearinghouse for air pollution issues. Two, harness the power of our neighborhood's at-home workers to watch and patrol designated areas on a daily basis.

6. Discuss something you think the Wrigley Association could do better and what you would do about that if you were elected to the board.

Coleen V-The Association needs to implement a records retention policy and procedure. All association business records should be housed in a central location that requires a dual control access to documents.

Danny- We waste too much time on petty and peripheral concerns. I hope to be part of an improved planning process so that we make the most of our time and not waste any of our considerable clout in the city and region.

Annie-I think we need to become more focused on what the real problems are in our neighborhood and focus on what concerns the membership has. Wrigley is a wonderful neighborhood with so much character. We need to all work together on improving Wrigley - not just talking about it.

Colleen M-The board needs to keep its eyes and its ears open to what is going on in the neighborhood. Perhaps surveying the membership at each meeting through Q&A forms would be helpful. I strongly feel more input more often from the members would make the Association and the Board more responsive.

Jennifer- I'd like to see more outreach to families with small children. I'm overjoyed to see so many new kids in Wrigley. They are the future of the neighborhood and we should make our meetings and events family-friendly. I would meet with the Wrigley Moms Group and others with small children to find out what we can do to make them feel welcomed and involved.

Shoshanah-It is always difficult to get volunteers and involvement from the community. By having more events, activities that include all ages and individuals, this would help create a community instead of an area of Long Beach.

7. Of the 12 Association meetings in the past year, have many have you missed (your best estimate).

Shoshanah-I have missed three or four meetings in the past year.

Coleen V-

Danny-Once

Annie-2 general meetings, I believe.

Colleen M-Well, I have missed two that I can remember—both were candidate forums where no General Association business took place.

Jennifer-Three

8. If you are running for re-election, how many board meetings have you missed in the past year.

Danny- I think I missed two for business travel.

Annie-1 or 2 board meetings, I think.

Colleen M-I missed one board meeting this year.