



# May 2009 Newsletter

Official Publication of the Wrigley Association

May 2009

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## Board of Directors

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Annie Greenfeld-Wisner

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P.G. Herman

Treasurer,  
Coleen Vandepass

Secretary,  
Chris Graeber

Sergeant-at-Arms,  
Danny Amat

Parliamentarian,  
Gavin Mc Kiernan

Members,  
Jennifer Beaver  
David Carlton  
Colleen McDonald  
Sammy Portillo  
Lisa Wibroe

## Calendar Items

May 15.  
Bolt Movie

May 19.  
Statewide  
Special Election

May 21.  
NAG Meeting

May 25.  
Memorial Day

June 1.  
Wrigley Association  
Annual Meeting,  
Elections!

June 6.  
Wrigley River Run

River Runners  
Thursdays at  
Buono's

Saturdays at  
Juice it Up



## The President's Inbox

Annie Greenfeld-Wisner

June is a busy month for the Wrigley Association, starting with membership renewals. Please take a moment to renew your membership at our next meeting on June 1 or through the mail. Quality programs and events start with you—help us make them happen!

It's also election time at one of the city's most dynamic neighborhood groups. Serving on the board of directors is an honor and a great way to turn your fabulous ideas into reality. Interested in running or nominating someone? Curious about the process? Please call election committee chair Alan Tolkoff at 595-1111 or email [wringleyville@att.net](mailto:wringleyville@att.net)

Also at our June meeting, association member and former State Assembly Representative Betty Karnette will transform us into senators and help us experience the excitement and occasional frustrations of generating, championing, and passing Senate bills. This legislative role-playing adventure in the hands of a former teacher who knows how to engage her audience promises to be both fun and educational.

Got kids? Take a night off at our second Parents' Night Out on June 19<sup>th</sup>. Held at Grace Lutheran Preschool, a licensed facility that has served Long Beach for more than 20 years, this event is great for kids and parents. Call school director Debbie Castlen at 424-7668 for more info or email any questions to [wringleyville@att.net](mailto:wringleyville@att.net).

## Inside this Issue

Guerrilla

Gardening

BOLT at  
Jackie Robinson

Police Blotter

WiGG Tree  
Planting

Wrigley River  
Run

And Much  
More...

## SAVE PAPER!

(and postage for  
the association)

Get this newsletter  
in your email box.

Email

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

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**Next Meeting: June 1, 7pm:** Board of Directors Election



Councilman Dee Andrews

## 6th District Update

On Tuesday, May 26th, the Councilman will be hosting a Town Hall meeting at King Park, from 6:00pm—7:00pm. The meetings special guest, from the Long Beach Health and Human Services Department, will be updating the community on the Swine Flu and other communicable disease, along with the services that the health department offers. For mor information, call the office at 562-570-6816

### **New 6<sup>th</sup> District Commissioner:**



On April 15, 2009 we swore in a new 6<sup>th</sup> District Youth and Children Commissioner, her name is Olina Wibroe-Benson, daughter of Lisa Wibroe. Olina was born in her family home in Wrigley 17 years ago. She attended Laurelcrest School for Girls in Long Beach until her transfer into Chadwick School in Palos Verdes. Olina volunteers for many local events such as tree plantings, the Martin Luther King, Jr. Peace March, street/alley clean up events, beach clean up events, the SACA march to raise awareness of violence against women, and the annual FoLAR LA River clean up. She is involved with environmental issues and visits the LB Aquarium and local beaches for her research in marine biology.

In her spare time, Olina loves to sing and write original music. She loves performing in the school chorus and the student talent shows with her dad as bass accompaniment. Olina loves kids and baby sits for many families in Long Beach to earn money for college. You can also see her featured in Disneyland in the *Home of the Future* display located in Tomorrowland. This summer, Olina is going to try her luck as a model.

Olina was a member of the Long Beach Swim Club for many years, but now swims competitively for Chadwick School. She qualified for CIF held at the Belmont Pool last year, and has automatically qualified for CIF this year. Olina is well connected with the youth in Long Beach and is looking forward to representing the 6<sup>th</sup> District as a commissioner on the Commission for Youth and Children.

## **PUBLIC WORKS**

### **Local Streets. Construction to start this summer:**

- Alley north of 16<sup>th</sup> Street from Gundry to Peterson
  - Golden Avenue from PCH to 20th Street
- 19<sup>th</sup> Street from Long Beach Blvd to Atlantic Avenue

### **Wrigley Village Streetscape:**

- Design & Bid specifications complete
- Proposed contractor selection: the week of May 18<sup>th</sup>
  - Start of construction: July 27
  - End of construction: October 30

### **Neighborhood Clean up**

- 8:00 am – 12:00 pm, Saturday, May 30, at 1177 21<sup>st</sup> Street

## Business Members:



Pacific Baptist Church  
3332 Magnolia Ave.  
Long Beach, CA 90806  
562-424-7714  
[www.pacificbaptist.com](http://www.pacificbaptist.com)



Comfort Inn

200 E. Willow Street

Long Beach, CA 90806



Support your local newspaper with a voluntary subscription, Call 562-427-8678.

Wrigley Association Members get 10% off advertising when they buy ad space in the Signal Tribune.



## Your Business Here

Become a Business Member of the Wrigley Association

Altus Realty Solutions  
Scott Rhinehart, Broker  
[www.AltusRealtySolutions.com](http://www.AltusRealtySolutions.com)  
[scott@altusrealtysolutions.com](mailto:scott@altusrealtysolutions.com),  
562-331-1919

## Wrigley Sustainer



The Wrigley Association accepts submissions for print at [wrigleyvillage@att.net](mailto:wrigleyvillage@att.net). You will receive a response to your email to confirm it has been received. Submissions that are relevant to the mission of the Wrigley Association will be included in newsletters and bulletins as space allows. No editing will occur without prior approval of the author. Accepted submissions will generally be printed in the next newsletter that is printed following the submission. Newsletters generally, but not always, go to print on the third Tuesday of the month.

Newsletter editor Gavin Mc Kiernan may change the schedule of the printing of the newsletter for various reasons without notice.

## Long Beach Businesses:

There are many businesses that generously support the Wrigley Association and its events, Businesses that are members of the Wrigley Association are listed throughout this issue. Contact [wrigleyvillage@att.net](mailto:wrigleyvillage@att.net) if you have questions about business memberships.



**Buono's Pizzeria**  
 401 W. Willow Street  
 Long Beach, CA 90806  
 562-595-6138  
[www.buonospizza.com/](http://www.buonospizza.com/)

Wrigley Leader

### **Important Numbers**

(6th District) – Dee Andrews (562) 570-6816  
 (7th District), Tonia Reyes Uranga (562) 570-6139  
 Graffiti hotline, on private property (562) 570-2773  
 Graffiti in City Parks (562) 570-4895  
 Graffiti on County flood control channel (562) 256-1920  
 Graffiti on Caltrans property (freeways and highways) (213) 897-3656  
 Police, toll free, anonymous, Gang Tip (866) 426-4847  
 Police Dispatch (from a cellular phone) (562) 435-6711  
 Animal Control Center (562) 570-7387  
 Pot Hole Patrol, reporting street pot holes (562) 570-3259  
 Maintenance for City Traffic Signs (562) 570-5264  
 Abandoned shopping carts removal (800) 252-4613

### **BILLBOARD STUDY SESSION #2**

#### **At the City Planning Commission Meeting of May 21<sup>st</sup>, 2009**

The Long Beach City Planning Commission will hold a study session on Thursday, May 21<sup>st</sup>, 2009, to review City staff's proposed changes to the municipal code regulating billboards and electronic message center signs.

The proposed changes include increasing restrictions on the size, location, and approval process for billboards, restricting size and brightness of electronic signs and billboards, prohibiting mobile billboards, and a number of other new standards and restrictions intended to modernize the City's zoning regulations that deal with these types of signs. The Department of Development Services hopes to create a strong, balanced, and fair set of rules to guide billboard and sign development in the City. The major goal of this proposed code change is to ensure that Long Beach will be prepared with the proper regulatory tools to manage the innovative sign developments found in today's market and anticipated in the near future.

The opinions of Long Beach residents and businesspeople are important as the Planning Commission studies this subject. Your views will help the Planning Commission determine a course of action for the City to set policies on billboards in the 21<sup>st</sup> century. We invite you to attend and express your thoughts.

**Please Remember:** A billboard (electronic or not) is for off-site advertising (i.e., a Coca-Cola sign); an electronic message center sign is for on-site advertising (i.e., sale prices at a car dealership).

The study session will be held:

**Thursday, May 21<sup>st</sup>, 2009**  
**5:00 pm**  
**Long Beach City Council Chamber, 1<sup>st</sup> floor**  
**333 W. Ocean Blvd.**

If you have any questions, please call Scott Kinsey at (562) 570-8461 or email [scott\\_kinsey@longbeach.gov](mailto:scott_kinsey@longbeach.gov).





Lisa Wibroe

## Wrigley Is Going Green

Mauna Eichner



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Tree care Day on April 11th was successful, fun, and hard work. We managed to trim and re-stake all of the Chinese Elms in and around Pine Avenue. The trees have really grown and quite a few were a bit top heavy, but now they are a beautiful asset to our community.

We would like to thank all of our helpers, particularly Annie Greenfeld-Wisner, P.G. Herman, Raul Romo, Vernon Rudd, and Mike Laquatra. We still need to get to the other trees on Euclalyptus, Hill, and Daisy, so more volunteers will be needed. Please contact [wrigleyisgoing-green@hotmail.com](mailto:wrigleyisgoing-green@hotmail.com) if you are interested in volunteering for our next Tree Care Day.

The May 2nd Anaheim Street Tree planting where about 100 youth showed up to plant trees was a huge success. Trees were planted not only on Anaheim Street, but also at the end of Drake Park next to Cisco Burger that will eventually become a bike path. Mayor Foster, Councilmember Andrews and representatives from the 1st, 8th, and 9th district council offices also participated in the event. We appreciate the Wrigley Association members and all of our volunteers who helped supervise and keep the youth safe on this major corridor. WA members Lynette Ferenczy and Mike Laquatra were kind enough to lend their truck for the transport of bags upon bags of soil, mulch and woodchips. Tina Burnight and Matt Reno also hauled supplies in their truck. Also thanks to Brenda Martinez who provided translation services.

We would like to thank Long Beach Neighborhood Foundation (LBNF) for sponsoring WiGG in our endeavor to plant trees on Long Beach's major corridors. We also have many local businesses that made donations to help keep our volunteers happy: Babette Bakery, Popeye's Donuts, Bartha's Donuts, Long Beach Bionicos, 5 Cora's Market, Starbucks at the Wrigley Marketplace, Ralphs Market on Anaheim Street as well as businesses all the way from Irvine like Ruth's Chris Steakhouse and Starbucks all of which donated food and liquid refreshments.

This tree planting was made possible by a NPP grant from the Neighborhood Services Bureau, and we worked closely with the City's Public Works Department and Councilmember Dee Andrews and his wonderful staff (thanks Tonya and John). WiGG partnered with Long Beach Housing Development Company in an effort to teach their youth involved in the Youth Beautification Project how to be good environmental stewards of our planet. The youth previously attended WiGG's environmental workshop held at the Main Library and then participated in the tree planting.

Lastly, we would like to thank Matt Elder from Minimum Impact Demolition for donating some curb cuts and getting the rest of the curb cuts and augering done for a reasonable price.

### **Presidents Inbox, Continued from Page 1**

Coming soon: A pancake breakfast! Bring friends and appetites.

Mark your calendars for May 21<sup>st</sup> at 6 pm and discover what's happening with the Pacific Avenue median project and the Princess Inn. The Long Beach Redevelopment Agency will report on improvements to the main corridor in our neighborhood. Ray George from the City Prosecutor's office will discuss his efforts to close down the Princess Inn. All this and more will take place at the South Wrigley Neighborhood Advisory Group meeting at 2023 Pacific Avenue.

In closing, let me suggest that if you would like to change the association, the neighborhood or the city, then seize this opportunity and do it. Run for the board! Take control and be part of this new era of positive thinking.



## West Division Police Blotter



The Long Beach Police Department has noted an increase in the number of laundry room burglaries to residential complexes since January 2009, and would like to inform residents, specifically living or working in apartment buildings and condominiums with coin-operated washers and dryers, to be on alert.

Since January, there have been over 70 of these type of burglaries reported city-wide. However, a majority of them have occurred in the South Patrol Division, which is bordered by Anaheim Street on the North, the Los Angeles River on the west, Cherry Avenue on the East, and the shoreline on the south.

During these occurrences, the suspect(s) gained access to the laundry rooms, and in some cases, forced their way in. Once inside, the washers/dryers were pried open and the coins were taken. On a few occasions, possible suspects were seen leaving the area on bicycles. Other items in the rooms have also been taken, such as tools and miscellaneous electronics.

Apartment/condominium owners, property managers and residents are encouraged to practice the following safety tips, which could prevent their building from being targeted or victimized:

- If your laundry facility is equipped with a lock, use it when possible or invest in one.
- Install security cameras around your property and post signs indicating such
- Ensure you have adequate lighting in and around your property
- Pay attention to loud noise or commotion occurring in or around your laundry facility
- Remove the coins from your machines frequently
- Do not store any unnecessary items in laundry room

Talk with your tenants or neighbors and be sure they report any suspicious activity immediately by calling 9-1-1.

If you discover your facility has been burglarized or if you were a victim and didn't report the incident, please call the Long Beach Police Communications Center at (562) 435-6711. Anyone who may have any information regarding these crimes should contact Long Beach Police Burglary Detective Lorri Peck at (562) 570-7351.

On May 5, 2009, the Los Angeles District Attorney/Elder Abuse Section filed multiple felony charges against a self-proclaimed "gypsy" for kidnapping an elderly Long Beach resident for money, and Long Beach Police believe additional victims may exist.

On October 16, 2008, an 86-year-old Long Beach resident was standing in front of his house when he was contacted by a male subject driving a white, four-door sedan. The suspect lured the elderly victim into his car and drove him to two bank branches in Orange County. The suspect told the victim that his grandson had owed him money and exhibited a firearm. Fearing for his life, and the lives of his family, the victim withdrew several thousands of dollars from his account and gave it to the suspect. The victim later escaped, sought refuge at a restaurant in Orange County, and returned home in a taxicab.

The victim's family contacted the Long Beach Police Department and reported the incident. During the course of the investigation, Long Beach Forgery detectives learned that the suspect had stolen money from other elderly residents in Cypress, California and Las Vegas, Nevada. Coordinating with these agencies, Forgery detectives were able to identify the sus-

## West Division Police Blotter Continued

pect and compile their case to present to the Los Angeles County District Attorneys office who filed charges of kidnapping, robbery and financial elder abuse.

Investigators believe that there could be additional victims, and are asking any potential victims to come forward. In an effort to protect the integrity of the ongoing investigation, detectives are not releasing the suspect's identity or photo, but believe he is a member of a transient criminal organization commonly known as "travelers" or "gypsies". He is described as a 49-year-old heavy-set male, with short brown hair and brown eyes, a "goatee" beard and a medium complexion. The suspect has utilized several different aliases and birthdates and currently has felony warrants for his arrest out of Washington, Oregon and Nevada. The suspect was arrested in Las Vegas on April 8, 2009, and is currently awaiting extradition.

To report an incident or additional information regarding this investigation, the public is urged to contact Long Beach Police Forgery Detectives Stacey Holdredge or Jesse Macias at 562-570-7330.

On 03/22/2009, a burglary occurred in the 2600 block of Golden.

On 03/22/2009, a garage burglary occurred in the 2600 block of Chestnut.

On 03/23/2009, an assault occurred in the 1900 block of Cedar.

On 03/23/2009, an assault occurred in the 3200 block of Pacific.

On 03/26/2009, a burglary occurred in the 700 block of West 33<sup>rd</sup>.

On 03/26/2009, a burglary occurred in the 2400 block of Daisy.

On 04/05/2009, a burglary occurred in the 2100 block of Chestnut.

On 04/10/2009, a burglary occurred in the 2100 block of Magnolia.

On 04/21/2009, a garage burglary occurred in the 2700 block of Chestnut.

On 04/22/2009, a burglary occurred in the 100 block of East Spring Street.

On 04/25/2009, a garage burglary occurred in the 2500 block of Golden.

On 04/27/2009, a burglary occurred in 2000 block of Cedar.

On 04/27/2009, an attempt burglary occurred in the 2100 block of Cedar.

On 05/01/2009, a burglary occurred in the 2200 block of Chestnut.

On 05/05/2009, an attempt burglary occurred in the 2400 block of Maine.

On 05/06/2009, a shooting occurred in the 100 block of east Eagle.

On 05/06/2009, a garage burglary occurred in the 3300 block of Pacific.

On 05/10/2009, a burglary occurred in the 2800 block of Chestnut.

For more info on crime in our area visit [www.crimereports.com](http://www.crimereports.com). Type in an address and see detailed reports of many things including the pictures and addresses of convicted sexual predators as well as info on crimes, arrests and other sometimes startling info.



Alyssa Edwards

## Wrigley Resident Abroad

Happy Flag Day Wrigley residents!

I am writing to you all in the midst of Flag Day festivities here in American Samoa. What is Flag Day you ask? Well it is a local holiday (officially April 17) which marks the anniversary of American Samoa becoming a U.S. Territory. It is the biggest annual event on American Samoa's calendar. It was on this date in 1900 that the U.S. Navy raised the American Flag here and American Samoa as a U.S. Territory was born.

American Samoa is the only unincorporated and unorganized territory of the United States. This unique relationship with the United States ensures that land continues to be communally held by aiga (families). Today around 90% of land is communally owned. American Samoa is also the only U.S. territory south of the equator. Flag Day celebrations will take place all weekend and include traditional dancing (siva) and singing (pese), colorful parades and Fautasi - longboat - racing. This morning before work I was able to step outside of the office to catch one of the Fautasi races as the boats whizzed by. Quite a sight to see.

Looking forward to a weekend of celebrations and great food!

Until next time fa soifua,

Alyssa







Gavin Mc Kiernan

## Guerrilla Gardening

You may not have noticed as you have been wizzing by along Willow but there is some new vegetation along the median, slow down and take a look. You can thank Wrigley member Adriana Martinez and Scott, the So Cal Guerrilla Gardener. Scott supplied all the plants and tools and a few local volunteers along with Blanca and Ruben of South Central Resistance did some of the dirty work.

These new plants need your help! They need water every few weeks. Hector & Adriana are purchasing 8-10 gallon containers that they'll recycle to do the job but would like some help in the watering efforts. Interested parties can email Adriana at [adriana0804@hotmail.com](mailto:adriana0804@hotmail.com).

For more photos and info check out the following blogs

<http://socalguerrillagardening.org/?p=191> and

<http://victoryhomegarden.blogspot.com/2009/04/just-di.html>



## **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\_\_\_\_



**TIME TO RENEW  
YOUR MEMBERSHIP**