



September 2013 Newsletter

Official Publication of the Wrigley Association

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From the Desk of Andrew Downin
Wrigley Association President

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Future meetings:

Association- 2013
October 7
November 4
December 2
Meetings are held
once a month at
Veterans Park in the
Social Hall 7pm
Doors open 6:30 pm

Board— 2013
TBA

Neighbors and business owners,

It is a pleasure and privilege to have been selected as the new president of the Wrigley Association. For three decades now, this group has led the charge advocating for a better Wrigley and I am honored to be a part of it.

Having lived in the Wrigley Neighborhood since 2003, what has stood out plainly to me is the individual passion and dedication residents have for our community. Although each of us may have a unique focus—for some it is tree planting, for others neighborhood cleanup, and for many it is supporting the time honored events—what bonds us all together is the desire to make Wrigley the best it can be for residents and businesses alike.

Another Long Beach neighborhood that has successfully united its residents and business owners for dramatic revitalization is our neighbor to the north, Bixby Knolls. Blair Cohn, Executive Director of the Bixby Knolls Business Improvement Association, will be our featured speaker on Monday, September 9 at 7:00 pm. I hope you'll come join your Wrigley neighbors at Veterans Park to hear Mr. Cohn speak and learn from the successes that Bixby Knolls has achieved. You'll also get updates from our city councilmembers and the Long Beach Police Department.

I look forward over the next year to continuing the progress our members and association leaders have already made to improve our neighborhood. We have a lot of work ahead of us and I am excited to partner with each of you to achieve our common goals.

Regards, Andrew

P.S. Do you have a question or idea about how we can improve Wrigley Association's advocacy and neighborhood improvement efforts? Please e-mail me at andrew.downin@WrigleyAssociation.org!

Inside this issue:

- *A letter from our new President, Andrew Downin*
- *News from the 6th and 7th District*
- *Tree Plantings then and now*
- *LB Open Studio Tour*
- *Historic Wrigley*
- *Jenn in the Yarden*
- *NAG news*
- *710 EIR meeting*

TONIGHT'S SPEAKERS include...representatives from:

West Division, Sixth District and Seventh District Council Offices
Featured Speaker: Blair Cohn, Executive Director Bixby Knolls BIA

Next Meeting: October 7th, Veteran's Park, 7:00 pm

Long Beach Businesses:

Many businesses generously support the Wrigley Association and its events, Businesses that are members of the Wrigley Association are listed throughout this issue. Contact wrigleyvillage@gmail.com with ?'s about business memberships.



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Jenn In the Yarden

“The View from the Front Porch”

Front porch? What front porch? Whoever has a front porch anymore? Certainly not in Southern California! Besides, who needs a front porch when we have all the comforts **inside** the house? Who wants to be outside where it's too hot or too cold or too loud? The ice cream truck doesn't blare as much when you're **inside**, plus it's easier to see the computer screen **indoors**!

Sarcasm aside, we have to admit that with the absence of the front porch, our relationship with our neighborhood diminishes. We may not know our neighbors as well as we could and we may not know what is going on on our street. Maybe our increased awareness would lead to decreased crime.

Not all is lost, Dear Neighbor! We have choices! Those of us without porches can build one! Those of us with porches can sit out there to watch the sunrise, sunset, or just enjoy the view! Perhaps that simple act will prompt us to **improve** the view by picking up errant trash or by planting a garden...

Aha! You found me out! That's what this rant is really about: gardening! Yes, but not just any gardening-*front yard gardening*. We have been growing food in our front yard for almost 10 years now, and I tell you, it has been most rewarding! We have benefitted greatly not just because we get fresh produce by stepping outside, but because we have more contact with our neighbors and neighborhood! Myriad times have I been asked by passers by what we're growing or why the writing on the bat box is upside down. Even better are the times when former strangers ask for cuttings from the succulent wall or from the fig tree! The best is when those brief encounters inspire repeated conversations and neighborhood-building! Kind acts are reciprocated and goodwill flourishes!

Allow me to encourage you to consider setting a comfortable chair on your porch or in your front yard and commit to sitting out there for just a few minutes every week. Or if you are so inspired, plant a shrub or tree that provides food or attracts hummingbirds or acts as a conversation piece. You could even challenge yourself to grow a bumper crop of something to share with your neighbors, and notice that you are contributing to neighborhood-building! Even without a porch!

tell me what you think at
jennintheyarden.wordpress.com
 Jennifer van der Fluit or on Facebook at
<https://www.facebook.com/BikeFor45>



Instead of trying to blow out a couple dozen candles on a cake for my 45th birthday this year, I am training to ride my bike 45 miles from Long Beach to Glendora on September 14th. My goal is to get at least 45 people to ride with me and/or donate \$45 to HomeForever, a non-profit organization that advocates for orphans. There will be a 9 mile-kid ride; a 20 mile ride and the 45 mile ride.



7th District Update



Dear Friends,

City Council is currently discussing the 2014 budget. For the first time in many years, we have a budget surplus. Long Beach's 2014 budget shows the benefits of the necessary, but difficult, fiscal decisions we have made over the last few years. We have gone from pension abuses to pension reforms, deferred maintenance to record investments in our infrastructure, and budget deficits to a modest budget surplus. Thanks go to the city employees and residents who have made this possible by coming together during tough times in the spirit of shared sacrifice. Nonetheless, tough decisions remain, as does the need for fiscal prudence.

It is important to reflect on how we came back to fiscal health. We faced our problems head on and did not succumb to the temptation of budget gimmicks, irresponsible borrowing, or a fire sale of assets. While some other cities endlessly deferred maintenance, we increased our spending on infrastructure, realizing that letting our assets deteriorate does not save money but simply shifts the rapidly escalating costs to future budgets. We reinstituted our street maintenance budget, which had previously been eliminated in 2003. We increased tree trimming to get back to a standard trim cycle, instead of waiting for overgrown or diseased trees to fall and damage property. We worked in partnership with our employees to reform pensions, saving \$215 million over the next ten years.

Our challenge now is to set aside funds for the rainy days that are sure to come so that we can avoid future service cuts. When I asked you (via my weekly e-newsletter) how we should spend millions of dollars of one-time funds available this year, a clear theme emerged in your comments: we should save some for the future. By putting aside some money today, we can avoid reductions to services (such as public safety and street repair) tomorrow. I advocated putting some funds aside for the long-term success of Long Beach and I will continue to do so. We know our pension costs will rise and that we have other costs ("unfunded liabilities") that, if avoided, will only increase over time. While we are making increased infrastructure investments due to available one-time funds, we know that we need to do more.

Additionally, we discussed making responsible investments to improve quality of life for our residents. City Council will weigh potential investments in open space improvements throughout the city, including funding of up to \$1 million for Willow Springs Park. This investment, if approved in the coming weeks, will allow us to continue the progress we have made developing the biggest park in Long Beach since 1952.

I was lucky to be born and grow up in Long Beach, a city with excellent parks, libraries, public safety officers, and a school system second to none. When we think about our budget decisions, it's important that we think not just about today, but tomorrow. Let's use surplus funds to ensure that the Long Beach we pass on to our children is even greater than the one passed on to us.



Wrigley Snow Day
Saturday, December 28th, 2013 - 11 AM

Snow Day on Mt. Wrigley is fast approaching...sign up now to Sponsor, visit <http://tinyurl.com/kf8k9vt> or contact wrigleyvillage@gmail.com for more infor-

Updates from the 6th District

Councilman Andrews will be hosting a 6th District Free Food Distribution, 9 till food disbursed, Friday, September 20th, at McBride Park. For more information call [\(562\) 570-6816](tel:562-570-6816).

Councilman Dee Andrews will be hosting the Free 6th District Evening at the Aquarium of the Pacific, 6:30 to 8:30pm, on Thursday, September 26th. For more information call [\(562\) 570-6816](tel:562-570-6816).

A Chinese Elm being planted by Councilmember Dee Andrews and several others in 2007.



Save the Date for a Wrigley Neighborhood Tree Planting

Saturday, November 9, 2013 at 9 a.m.

A Chinese Elm being planted by Councilmember Dee Andrews and several others in

(Meeting place and area of planting will be announced in the next newsletter.)

The Wrigley tree planting is funded by the Port of Long Beach through the I Dig Long Beach 6,000 trees by 2020 program. The Goal of the program is to reduce greenhouse gases, provide habitat for birds and wildlife, reduce cooling costs and increase property values.

The groups partnering with the Port for this planting are Wrigley is Going Green, Wrigley Association, TreePeople, Beachgreens, Farm Lot 59, Miller Children's Hospital Long Beach, Neighborhood Leadership Program Alumni, Port of Long Beach Employees, Walgreens, and the Neighborhood Services Bureau. All tools and supplies will be provided. There will be refreshments. This event will satisfy the community service hours requirements.

Business may apply for membership in any of the following tiers. In-kind donations will be accepted to fulfill all or part of the requirements for the different tiers.

Wrigley Business Member \$25.

Can put out coupons at Wrigley association meetings and will be listed in newsletter and on the website.

Wrigley Partner \$50

Above benefits plus business card sized recognition in newsletter for the entire year.

Wrigley Sustainer \$100

Above benefits plus quarter page recognition in the newsletter for the entire year.

Wrigley Leader \$200 plus sponsoring the food for one meeting

Non-food places can purchase or pay for food and be recognized in the meeting for doing so

Above benefits plus business can submit an article for the newsletter the month that they sponsor the food.

Wrigley Founder \$1000



So. Wrigley Neighborhood Advisory Group

(From Annie Greenfeld, NAG co-chair)

NEWS--South Wrigley Neighborhood Advisory Group (NAG) will be having meetings every other month. Our main focus has been and still is public safety for our community and improving the Pacific Ave/ Wrigley Village CNP Zone to what was once a vibrant neighborhood/pedestrian shopping area. In order to accomplish this, I would love you all to welcome [Colleen Mc Donald](#) as NAG's new co-chair! Watch for meeting news!

I-710 Corridor Project EIR/EIS Meeting Reminder

The technical team continues to work on the traffic analysis as it has for the past several weeks. We anticipate the following meetings this month, but convening the committees will be based largely on the progress made on the traffic model. Final confirmations will be sent next week. The following are the scheduled meetings for the I-710 Corridor Project:

Technical Advisory Committee (TAC)

Wednesday, September 18, 2013

1:30 PM - 3:30 PM

Gateway Cities Council of Governments Offices
2nd Floor Conference Room
16401 Paramount Blvd.
Paramount, CA

Corridor Advisory Committee (CAC)

Thursday, September 19, 2013

6:00 PM - 8:30 PM

Progress Park
15500 Downey Ave.
Paramount, CA

Thank you for your continued involvement in the I-710 Corridor Project.

The Wrigley Association accepts submissions for print at wringleyville@gmail.com. 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.

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Wrigley Leader



Each year the Wrigley River Run gives money to Holy Innocents, Jackie Robinson, Lafayette, Birney, Cabrillo and several other schools and youth programs. For more info visit www.lbfoundation.org

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Warren and Karen planting an Australian Willow in



That same Australian Willow in 2013. Barbara and Mauna of Wrigley is Going Green are discussing how to prune it.

Wrigley is Going Green Reminisces About Their First Tree Planting in 2007

Wrigley is Going Green (WiGG) was founded in 2007 by Lisa Wibroe, Brenda Martinez, Richard Pass, Mauna Eichner and Lee Fukui to complete a NPP Grant co-signed by the Wrigley Association. The grant was awarded to WiGG and on November 3, 2007 WiGG planted 150 trees in two hours with the help of over 200 volunteers, the Conservation Corps and the Neighborhood Services Bureau. Things went so quickly and smoothly that the biggest problem was getting the pizzas donated by Buonos, Dominoes and Pizza Hut delivered an hour early. About 75 volunteers hung out and waited for the treats. It was a great neighborhood event

The pictures shown are trees being planted back in 2007 and how they look today. Pictures from 2007 are courtesy of

A Brisbane Box freshly planted on Eucalyptus Avenue in 2007. These tree planters are very proud.

Look at the Brisbane Boxes now. They're really thriving.



Look at the Brisbane Boxes now. They're really thriving.



Wow, that house looks familiar.....

Last month there was quite a conversation on Facebook in the **Wrigley Neighborhood Group** about the origin of the Wrigley Association's logo. Well, here's the scoop (as related by longtime Wrigley resident Candace Mead):

"It was designed in the mid-to-late 1980s by the artist Cathy Cangro who is a former Wrigley resident and the wife of the association's president at that time, Dan Cangro.

Cathy Cangro said, "The association needed a logo, so I designed one." Cathy said she designed it "after the house across the street" from their house."

So that's the story of the logo that's displayed on the monument signs located on Willow Street as well as the ones on PCH at Daisy Avenue and at Golden Avenue.



The Wrigley Association's logo was inspired by the 1928 Spanish style house that's located at 1985 San Francisco Avenue

Thank You Long Beach!
for voting

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August's meeting featured a wonderful presentation by noted Art Deco historian and preservationist John Thomas about the historic building styles that you can see throughout our unique neighborhood. John currently serves as the President of the Art Deco Society of Los Angeles and was named 2012 Preservationist of the Year by Long Beach Heritage. We are privileged to share the photos from that event with you. Please visit <https://www.dropbox.com/sh/6p4hrfns1chqtmx/bFDBjrIwZ7> (ALL PHOTOS BY J. CHRISTOPHER LAUNI)





Lisa
Wibroe

The 2013 LB Open Studio Tour is scheduled for October 12th & 13th from noon to 5 p.m. in celebration of Long Beach Arts Month and National Arts and Humanities Month. Local artists open up their studios for a two-day self-guided tour. About one third of the studios are located in Wrigley. The other studio hubs are located in the Bixby/California Heights area, Belmont Heights and El Dorado Park Estates area.

Brochures are available with a list of participating artists and a map of studio locations.

The LBopenstudiotour.com website also provides this information along with a web page for each artist and locations for live music. This tour is a fun way to get to know your local artists and see where they create **their art** within your own community. Get a group of friends together and follow the tour route from the brochure or website. Look for the LB Open Studio Tour lawn signs to help you locate studios.

Live music in Wrigley is scheduled at Wibroe Art Studio, 467 W 25th Street. In CalHeights/Bixby area, the Long Beach Ukelele Club will be performing at Burnight's studio, 3868 Gaviota Ave.

Wrigley's local restaurant, Guadalupe's Grill, is inviting the public to view their large group portrait of famous Mexican actors from classic westerns as well as their new acquisition of a portrait of Jenny Rivera, the famous salsa singer from Long Beach who recently perished in a plane crash.

The Wrigley hub of art studios is also including a studio a bit outside of its borders, The Pan African Gallery and Kambon Studios on Atlantic Ave. Akinsanya Kambon is a prolific artist who not only exhibits his myriad of paintings, sculptures and drawings, he also opens his studio and volunteers his time and skills to teach art to local children. This is a real treat to the community, and Wrigley is proud to stretch out its borders to include this gem in the Wrigley hub.

There is so much local talent to enjoy on this Tour that you might as well schedule the entire weekend of October 12th & 13th right now. Mark your calendars!

This annual Studio Tour is partially funded by the Arts Council for Long; their support is much appreciated

SEPTEMBER FEATURED SPEAKER BIO:

Profile: Blair Cohn

Born and raised in Long Beach, Blair attended Cubberly, Marshall and Millikan schools. He studied business/marketing at USC and began his event planning experience booking shows for local bands out of his dorm room. Blair worked for a number of event planning companies and was involved in organizing events of all kinds including fundraisers, sport expos, and corporate events. He for six years he worked organizing national educational seminars and conferences for school teachers.



In 2001, Blair was a co-founder of International City Racing that organizes the annual Long Beach International City Bank Marathon. In 2005 he helped establish the *Run for Her* 5K Ovarian Cancer Awareness event with the Women's Cancer Research Institute/Cedars Sinai Hospital.

Currently Executive Director of the Bixby Knolls Business Association, chairs the Council of Business Association (COBA), and is the Event Director for the annual Tour of Long Beach event that benefits Miller Children's Hospital.

Phone (562) 595-0081 Fax (562) 595-0281
www.bixbyknollsinfo.com

The Wrigley Association accepts submissions for print at wringleyville@gmail.com. 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.

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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 _____

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

Membership Year is June 1, 2013 through May 31, 2014

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

Optional Contributions: \$_____ For Wrigley Landscape Project

\$_____ Snow Day in Wrigley

\$_____ 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: wringleyville@gmail.com

Wrigley Association Websites:

www.neighborhoodlink.com/longbch/wrigley/

www.facebook.com/group.php?gid=28996908644

www.wrigleyassociation.org