



July 2007 Newsletter

Official Publication of the Wrigley Association

July 2007

Summer Fest July 20th!

Current Board of Directors

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David Carlton

Vice President,
Danny Amat

Treasurer,
Vacant

Secretary,
Colleen McDonald

Sergeant-at-Arms,
PG Herman

Parliamentarian,
Vacant

Members,
Annie Greenfeld-Wisner
Joan Greenwood
Jill Hill
Gavin Mc Kiernan
Maria Norvell
Nancy Risch
Andrew Scammon

Big Plans

By President David Carlton

I am at the same time humbled and excited about the trust my fellow board members have placed in me by electing me President of the Wrigley Association.

I hope to make good on that trust and make this one of the most successful and exciting years our Association has ever seen.

With the board turnover following our June elections we did not get our act together in time to publish a June newsletter, for that I apologize, hopefully it won't happen again. If it does, please keep in mind that each of your eleven board members are volunteers with full time jobs, other volunteer obligations and of course their families. I believe I speak for all the members of your board of directors in saying that we will do our best to put as much energy as possible into making this a better neighborhood and city. We also are always looking for others to step forward with time and ideas to help the Association. In that vein, I am devoting my first President's Message to discuss my plans and ideas for committees that I would like to see take off in the coming year. These ideas will go nowhere, however, without the assistance of many of you who read this newsletter. Please consider rolling up your sleeves and volunteering to help out. Decisions are made by those who are present, so be there to decide the shape and direction of our neighborhood going forward.

In this issue you will read about the exciting Wrigley Summer Fest scheduled for this Friday evening, July 20th, from 630pm to 830pm at Veterans Park. Thank you to PG Herman and many others for pulling this event together with such short lead time. There is much more inside including articles about local artists, trees, and much more.

We are starting a new email list. If you are interested in saving some trees and saving the Association some postage money, please send us your email address and we will send this newsletter to you as a PDF Document. Email the Association at wringleyville@hotmail.com. If you still want to receive a paper copy, please email us anyway so we can add you to our email update list. This list will be used sparingly to let you know the agenda of upcoming meetings and about important actions before the city council and related bodies that will have a great impact on our neighborhood.

CONT...

Next General Meeting:

August 6th at 7pm.

Irene Payan will present "I-710 Long Beach Livable Community Plan."

See you then.

Presidents Message Continued...

Below is a brief outline of some ideas for committees. I have secured chairs for many of these committees but each of these great volunteers needs your help to be successful. If you have other ideas for committees the Association could have, please email me or talk to me at the next meeting to share your ideas.

My vision for the Association is an ambitious vision and I will need lots of help to make it a reality.

AUDIT —Chair: Treasurer

With the guidance of an outside accountant, this limited term committee will audit the finances of the Wrigley Association and all subsidiary funds.

BY-LAW REVIEW —Chair: Dr. Alex Norman

The Neighborhood Resource Center has graciously offered to pay for Dr. Norman to lead a review of and suggest updates to our By-Laws

ENVIRONMENTAL—Chair: Rick Linder

I have yet to confirm with the chair on this committee. This committee will focus on policy concerning the Port, 710 expansion, pollution, and adding parks to our area. These volunteers will attend meetings and keep the membership updated as to developments that affect the environment of our neighborhood and alert us when action may be needed to support or fight ideas put forth by local legislative bodies.

MEMBERSHIP—Chair: Gavin Mc Kiernan

This group works to increase membership thru community outreach, welcoming new people as they move to this area and when they come to our meetings.

NEIGHBORHOOD PRIDE—Chair: PG Herman

The Association will continue to work with government agencies responsible for code enforcement and graffiti removal through this committee. Neighborhood Pride will also coordinate neighborhood cleanups, nominate "Yard of the Month", "Business of the month" & "Volunteer of the month" to be recognized at meetings and in this newsletter. This committee will also work with other groups and the city on events like the Wrigley Summer fest on July 20th in conjunction with movie night in Veterans Park, anything to help build sense of community.

PROPERTY MAINTENANCE—Chair: Ken Gore

I haven't had a chance to speak with Ken but hope he will continue his excellent work building and maintaining The Wrigley Landscape Project next to the LA River between PCH and 19th Streets.

PLANNING & BUILDING—Chair: Annie Greenfeld-Wisner

Annie and her group will keep a close watch on the Department of Planning & Building, alerting the Association of new planning applications coming up and monitoring and addressing compliance issues. This group will work with CPAC to support area revitalization & encourage community input, solicit targeted new businesses to locate in Wrigley and support business improvement in Wrigley Village in whatever way possible

TREES—Chair: Lisa Wibroe

There are two groups active currently. One has a focus of protecting trees in our neighborhood and the other, discussed later in this newsletter, is working to plant new ones

WRIGLEY CLASSIC FUN RUN—Chair: Danny Amat

Plans are already in motion to host a local fun run for kids and adults that will encourage physical fitness as well as bring people into our neighborhood to see all that we have to offer.

Wrigley Village Street Scaping

The Neighborhood Advisory Group (NAG), which meets the third Thursday of every month at 6pm at the Community Information and Police Center (CIPC) at 2023 Pacific Avenue is leading the charge to beautify Wrigley Village. Wrigley Village is Pacific Avenue between Pacific Coast Highway and Willow. After years of pressure on city officials, NAG has some concrete progress to report that you will be seeing evidence of soon. The RDA has allocated \$2 million for street improvements this year and budgeted an \$1 million for future years. A portion of the money is already being spent on consultants who are drafting a plan for Wrigley Village Street Scaping.

Katherine Spitz Associates is working with the community and to design a plan to enhance the streetscape in Wrigley Village. A steering committee has been formed by NAG to work with residents and businesses along Pacific Avenue and with the consulting team. The project team conducted the first community meeting on June 21st Lafayette Elementary School to discuss the various components of streetscape design. The community stated preferences about which components will have the most impact on improving Pacific Avenue

If you are interested in being notified via email about this project and or upcoming NAG meetings, please email wringleyville@hotmail.com.

Wrigley Association Board of Directors

New Board Members:

Long time board member Alan Tolkoff who has held virtually every position available in this Association has stepped down as of July 9th. Alan is the immediate past president of the Association and has served for fourteen years on the Wrigley board. His experience and passion will be sorely missed. The Association and this neighborhood owe a deep debt of gratitude to Alan Tolkoff for his countless hours of volunteer service to this community and this Association. Thank you Alan.

On July 3rd Joan Pizzato publicly resigned her recently elected position as Parliamentarian, member of the board and member of the Association.

Taking their places are the first two alternates from our recent election. Andrew Scammon fills the seat of Pizzato and will face election in June of 2009. Annie Greenfield-Wisner fills Alan Tolkoff's position and will serve until June 2008.

New Board Meeting Date:

The Board of Directors of the Wrigley Association meets monthly. These meetings are open to any member that wishes to attend. To ask to be put on the agenda for a board meeting please email wringleyville@hotmail.com. Meetings will be held the last Tuesday of the month at 7pm at Veterans Park. On occasion, if the meeting room is unavailable at Veterans Park, the board will meet at other locations including the CIPC at 2023 Pacific Ave and Buono's Restaurant on Willow. If you plan on attending, it is not required, but helpful, if you let the board know in advance so that it can arrange for extra seating in the board meeting room and can notify you if the meeting is moved for any reason. Thank you as always to City Parks & Rec and their wonderful staff who provide our Association with meeting space free of cost at Veterans Park.

By PG Herman

Friday July 20th from 630pm to 830pm come out to Veterans Park for Wrigley Summer Fest 2007!.

There will be loads of Free things to do and win. We have more than 80 donations from Wrigley businesses that we will be giving away as prizes in games and as part of the free opportunity drawing.

Bounce houses, sack races, face painting and games galore for kids of all ages.

LBPD's K-9 unit will be there as well as several neighborhood groups.

LBPD and LBFD will have safety information.

This Wrigley Association event is sponsored by many local businesses as well as NAG, LB Parks, Recreation and Marine, LBPD, Fire Fighters Association Local 372, 6th and 7th District Council Offices, CPAC, and Better Balance for Long Beach.

Join the fun and stick around for the free showing of "Daddy Day Care" following at 830pm.

Wrigley Moms Group

There is a Wrigley Community Action Group of MOM'S!!!

We are conscious of issues in our community and focus on positive change. Monthly meetings held the last Thursday of each month from 7-9pm to discuss areas of concern and current projects. **Join other "hip" moms to create safer and cleaner parks, play areas and bike paths!**

We have a very full calendar with a variety of fun local family friendly activities such as: Playdates & Meet-ups, Story Times, Stroller Walks, Aquarium Trips, Zoo Trips, Easter Bunny Events, June Street Fair, Beach Days, Summer Concerts in the Park, "BOO" your Neighbor's, Pumpkin Patch Outings, Snow in Bixby, Daisy Christmas Tree Lane Parade, Photos with Santa, Snow Days & Family Trips to the Snow to name a few!

We also share experiences, parenting information, host moms night out, couples night out, & family nights out, all while building lasting relationships as families, friends and neighbors.

Our membership encompasses both first-time and seasoned moms and anyone who is involved in creating a better place for children to grow up in. All are welcome! Let's make our community the best for our kids!

This is a sub-group of the Long Beach Little Ones, (LBLO) <http://groups.yahoo.com/group/lblittleones/>

Email Wendy Wood at Wrigley_Moms-subscribe@yahoogroups.com to join or for more information or talk to members of the group at Summer Fest on July 20th.

By Gavin Mc Kiernan

As you can see, there is some blank space on these two pages, help us fill it up! There are lots of stories to tell in Wrigley so spend a few minutes at your keyboard and tell everyone about them.

The Wrigley Association accepts submissions for print at the following email address: wringleyville@hotmail.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 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.

Intentionally Blank

By Colleen McDonald

Graffiti continues to be a big problem in what could be a prettier city of Long Beach. This is a reminder of the phone number to call if you see graffiti.

The LA River bed is controlled by the county and has a different number than in the neighborhood. I ride my bike along the trail frequently and they have gotten much better at cleaning up the graffiti, but they need our reports so they know where to look. To get help for the underpasses, the bike path, and the walls along the LA River Bed, you can call 1-800-675-4357. I have called frequently and had a minimal wait time to get a LIVE person. I gave her the closest cross streets (Hill and Deforest in Long Beach). I was given a confirmation number and deadline (which was met) for it to be eradicated.

There are two other numbers to call in other parts of the city. Please dial 562-570-2773 and 562-570-5716 to report problems

I hope the graffiti bothers everyone as much as it does me and you will put this number in your cell phone and call immediately to report what you see, don't assume someone else will report it.

Another way to clean up is through code enforcement. If you have a problem property on your block or a business with a falling down fence and chipping paint, get the city to help remind those owners that we all have to live with their mess, so clean up your act!

Code Enforcement meetings occur each month. If you are interested in attending or reporting something in the neighborhood please contact Community Planner Steve Gerhardt at 562-570-6288.

Tree Planting Grant-Lisa Wibroe

A group of members led by Lisa Wibroe recently submitted a grant application on behalf of the Wrigley Association to plant more trees in our neighborhood. We are pleased to announce that we have been awarded this Neighborhood Partners Program grant. An update on this effort by Lisa below.

Good News! We have the opportunity to make a positive impact on our own community. We can join the movement in California to "go green"! This is particularly important for Wrigley residents, as we are all aware of the impact that the port expansion has had on our environment. The Wrigley Association has been proactive by submitting

a proposal for a matching grant to the City of Long Beach Neighborhood Partners Program to plant 150 trees in Wrigley, which was passed unanimously by the Long Beach City Council on July 10th.

Many Wrigley residents have signed up to volunteer to plant trees in September. The work doesn't stop there; volunteers are also making sure that the new trees get watered for the critical first year after planting. Many local businesses supported the idea of going green in Wrigley by contributing money and/or goods to help make this grant successful. Some of the sponsors of this program located right on Willow include Buono's Pizzeria, Pizza Hut, Joe's Fountains and Plants, War House, Walgreen's, and Starbucks! Many Wrigley residents

have donated money as well as time and labor.

This tree-planting event can pull the community together, make Wrigley beautiful and healthier, and improve our property values. High school students can even earn community service hours by planting and watering trees. Please join in on this positive movement.

Look for more information in next month's newsletter as the details come together. Volunteer sign-up sheet will be available at Wrigley Summer Fest at Veteran's Park this Friday, July 20th and at the next Association meeting on August 6th.

IKEA Contest, win \$55K!

From the Neighborhood Resource Center

Do you know businesses that could use a business makeover? IKEA is hosting a contest for businesses and entrepreneurs to win a "makeover" for their business and the other businesses on the same street. The video contest hosted on the new IKEA business networking website:

www.IKEA.com/business

gives entrepreneurs a chance to win a "main street makeover" - makeovers for their business and up to nine other businesses in their community.

Information and guidelines on registering with IKEA and submitting of entries, along with Official contest rules can be found at:

<http://business.ikea.com/mainstreet/>

Entrants log on to upload a video and short text description that showcases how the businesses in the town impact the entire community.

The video should showcase the entrant's business and up to nine other businesses in his/her neighborhood.

Participants can post videos entries until Thursday, July 26, 2007. So there isn't much time to put this together

Contestants must enter the contest on behalf of themselves and up to nine other businesses in their neighborhood/community.

Videos should be no more than three minutes long.

Prizes:

One (1) Grand Prize: A \$50,000 main street makeover including IKEA design consultation and fur-

nishings to help transform the physical space of up to 10 businesses on winner's main street plus a check for \$5,000.

One (1) Second Prize: IKEA gift certificate(s) valued at up to \$5,000

One (1) Third Prize: IKEA gift certificate(s) valued at up to \$3,000

The Neighborhood Resource Center has community computers available to help neighborhood groups apply for this and other grants. Please call ahead to reserve time to use the computers by calling (562) 570-1010.

Wrigley Artist of the Month-Dolores Williams aka Augusta

By Lisa Wibroe

Wrigley is full of surprises! One of them is the plethora of talented people who live in our district. We have many artists and musicians in our midst and would like to start introducing them to other Wrigley residents via a short article in each newsletter.

Our first artist spotlight will feature Dolores Williams, aka Augusta. She creates sculptures through metal-smithing and fabrication techniques and has been a Wrigley resident for about 20 years. She had been quite active in Wrigley issues for many years before her time became tied up with working on her Masters Degree in Art at CSULB.

Dolores/Augusta received an Artist Fellowship in 2006 from the Arts Council for Long Beach and also submitted a

whimsical public art sculpture for the Amgen bike tour in Long Beach. Now the sculpture is up for auction in attempt to procure funds for the arts. This sculpture (pictured), "Bea's Bumble Bee" is featured on the front page of the Arts Council newsletter this month.



Dolores' work has not always been whimsical. Her work usually addresses strong social and political issues that adversely affect individuals and society. You can also view Dolores' work at LA's Municipal Art Gallery, at Barnsdall Park, 4800 Hollywood Blvd. LA 90027, from July 20 - August 26, with a reception on July 22 from 2:00 - 5:00 pm. We hope to see more of Dolores' unique metal sculptures around town.



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Long Beach, CA 90806
E-mail: wringleyville@hotmail.com
Wrigley Association Website:
<http://www/neighborhoodlink.com/longbeach/wrigley/>

Membership is \$15 per year. Membership year runs June 1st to May 30th, if you haven't renewed recently, please do so now.

MEMBERSHIP RENEWAL FORM

Please renew your membership. If you already have, ask your neighbor to join

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

Name(s) _____

Address _____

Telephone Number _____ FAX _____

Email Address _____

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

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

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

Optional Contributions: \$_____ For Wrigley Landscape Project

\$_____ For Wrigley Legal Defense Fund

\$_____ Total Payment

Type of Membership: Resident____ Business____ Associate____

Please check if you are interested in volunteering for Association Activities____