



August 2007 Newsletter

Official Publication of the Wrigley Association

August 2007

Sept. Meeting on 2nd Monday due to Labor Day

Current

Board of Directors

President,
David Carlton

Vice President,
Danny Amat

Treasurer,
Annie Greenfeld-Wisner

Secretary,
Colleen McDonald

Sergeant-at-Arms,
PG Herman

Parliamentarian,
Andrew Scammon

Members,
Joan Greenwood
Jill Hill
Gavin Mc Kiernan
Maria Norvell
Nancy Risch

Calendar Items

Spet 9, Fundraiser for
Wrigley Trees at Puka
Bar on Willow

Sept 10, Wrigley Asso-
ciation Meeting

Sept 19, Talk like a
Pirate Day

Sept 20, S. Wrigley NAG
Meeting

Sept 25, Wrigley Board
Meeting

Oct 14, LB Marathon

From the desk of the President David Carlton

In the spring of 2007 the membership was asked for their input to determine the direction of the Wrigley Association at a general membership meeting. Some spoke of Christmas Tree Lane, but the majority spoke of year round desires including streets and sidewalks, graffiti, crime, street lighting, activities for youth, neighborhood appearance, and having a voice in city government. Subsequently the candidates for board of directors at the next election pretty much ran on one of these two platforms and after the dust settled on our election, the majority of volunteer board members elected by our membership were those with a platform of year round dedication to neighborhood improvement. Shortly after that, the board voted to create a separate 501c3 entity to focus on Christmas Tree Lane, so that the event would have the focus of dedicated efforts to raise the Yuletide celebration up and make it bigger and better. This would also allow the Wrigley Association to concentrate on neighborhood improvements. The effort was offered to a board member who ran on a Christmas Tree Lane platform, a member who had experience in this type of endeavor. The board member declined.

A few weeks later, a minority of board members announced the formation of a group which claims to be the new home of Christmas Tree Lane. They are premature at best and at worst, mistaken. The Wrigley Association is the home of Christmas Tree Lane and it is the intent of the association to make decisions that preserve and grow the event. **Cont...**

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A look ahead

Next month:

An update on the
Pacific Avenue
Streetscaping
project and
much more!

Next General Meeting: September 10th, 7pm, Veterans Parks.

Guest speaker: Mario Cordero, President, Harbor Commission Port Pollution & Security.
See you then.

For twenty years the Wrigley Association has been one of the largest and most respected neighborhood associations in Long Beach. It was founded as a 501c4 organization, instead of a 501c3 because it was not intended to just be about charity and one local event. Instead the Wrigley Association was founded to work with police to insure a secure neighborhood while influencing legislation and bringing greater resources into our area, among many other goals. The Wrigley neighborhood has one association that has always focused on neighborhood improvement and quality of life. It is unfortunate when members of an organization are frustrated by the growth and change that are inevitable as we grow and evolve. But attempting to create confusion and separation is not the way to go. The Wrigley Association is about bringing neighbors together and we are all saddened by the desperate attempts to divide a community by creating a competing organization built on frustration. We welcome all who have a desire to stay informed, to stay involved and to stay together in a recognized voice that gets the attention of the city's resources and guides our officials to help them meet our needs. We welcome you the Wrigley Association, twenty years of evolving to meet your needs.

Wrigley's Urban Forest

Mike Laquatra and Mauna Eichner

As many of you already know, some of us are working to preserve and increase the Wrigley area's urban forest. Over the next few months we will present a series of brief articles concerning the benefits provided by neighborhood trees. In this initial submission some benefits of maintaining our existing mature tree population will be presented. The sources substantiating the following information are available upon request.

Did you know that trees:

Absorb roughly 10 pounds of air pollutants, remove around 330 pounds of carbon dioxide, and produce about 260 pounds of oxygen per tree per year? An increasingly important fact for those of us living next to the 710 freeway and the two ports.

Trees also provide shade which helps cool our homes in the summer, and collect rainfall (on the off chance we have any) thereby reducing runoff and easing water demand while also filtering water and reducing water pollution.

One caveat to the above facts is that these trees must have attained a height of at least 20 feet, which means it will be many years before newly planted saplings can provide these benefits.

Trees also significantly increase property values (by up to 21% according to some studies), reduce social stress, and lower crime rates. Those who may have seen or heard the news

coverage of the murder of Sheriff's Deputy Rosa on Eucalyptus Ave. might recall that reports stressed law enforcement's surprise that such a crime took place in what was repeatedly referred to as an area of "quiet, tree lined streets". It was obvious that our mature trees were seen as one of the defining characteristics of our area.

These are just some examples of the benefits derived from having a canopy of mature trees in an area. Tree replacement is rightfully a hot button issue at this time in much of Southern California,

but we also must not overlook the myriad rewards which result from the preservation of our existing urban forest. We will discuss some ways to help preserve our mature trees in future articles.



A street with little or no tree canopy



A street with a large tree canopy

Tearing Down Henderson!

Gavin Mc Kiernan



Community members celebrate on Henderson

Henderson Ave has been well known for decades as a street where drugs were available and where gangs and criminals operated with impunity. The Neighborhood Advisory Group (NAG) has made it one of its goals to clean up Henderson Ave.

This dangerous stretch had been ignored but neighborhood leaders pushed the city to action. NAG enlisted the help of the City Prosecutors office, code enforcement, LBPD, Parks & Rec and many other resources. NAG has pushed to get building owners to do background checks of tenants, PD to increase their presence and frequency of patrols, cameras were put up to monitor trouble spots. The Mobile Recreation Van made it a weekly stop often closing the street so kids could play. Parking was taken away on one side of the street to limit the ability of drug dealers to duck and hide. Many neighborhood clean ups and meetings were held.

Through all of this, there has been some slow progress and some set backs along the way. On August 30th we saw a huge sign of progress when Councilmember Dee Andrews, along with various city department representatives met to demolish 1950 and 1960 Henderson, two "cracker-box" blighted buildings that the RDA bought to help clean up this troubled street.

NAG founder Annie Greenfeld-Wisner (pictured below) got to take part in the demolition and said "I cant stop smiling."



The work isn't done on Henderson but things are looking better than ever. A special thanks to Annie and James Young, City Prosecutor, as well as the many people who have attended meetings, showed up at clean ups, made phone calls, wrote letters, harassed city officials and drew attention to the problems there until some things got fixed, our neighborhood and city are and will continue to be a better place due to these efforts.

Wrigley Artist of the Month-Monica Fleming

Lisa Wibroe

I am pleased to present yet another talented artist who is a seven year resident of Wrigley, Monica Fleming. Monica has been painting since she was nine years old and earned her first juried award at the ripe age of eleven. Monica is also a musician; she played drums professionally for ten years as a band member of the group 2 Limited who were noted for their hit Get Ready for This.

Music and painting have always run parallel for Monica. She is allowing her love of music to be presented as the main inspiration for her art and refers to her work as "painting music".



Monica is not only inspired by music but also by the city of Long Beach's cultural diversity. Monica states that the people of Long Beach have been extremely

supportive, all the way down to her art supply store.

Monica's next showing of her work will be at the Los Angeles Brewery Art Walk on Saturday and Sunday October 6th and 7th. She has been showing at this location twice a year since 2003. The Brewery is the old Pabst Blue Ribbon Brewery located one block from the 5 Freeway at Moulton and N. Main Street. It is touted as the world's largest art colony; admission and parking are free and great food is available. If you want to check it out on Map Quest, the address is 620 Moulton Ave., LA 90031. You may also get directions and more information by going to breweryartwalk.com.

So make a special weekend excursion by visiting The Brewery to check out Monica Fleming's work and see if you can feel what she means when she says that she paints music. There are also over 100 other artists' works to enjoy, but be prepared to be partial to the artists of Wrigley.



Wrigley Association Summer Fest..... Oh What a Night!

Event Coordinator PG Herman

On July 20th, A balmy Friday evening, The Wrigley Association partnered with Long Beach Parks, Recreation and Marine to Sponsor the first "Wrigley Summer-Fest. Junie Salcido, Veterans Park Community Services Supervisor, and his energetic staff did an amazing job of staging the event with tents, tables and balloons galore. They also provided a two large bounce house/jumpers, basketball court, sack races, face painting and arts and crafts. Also collaborating with our Association were South Wrigley Neighborhood Advisory Group (NAG), Better Balance for Long Beach (BBLB), Wrigley Moms, 6th and 7th District Council offices, Long Beach Police K-9 unit and Sr. Police Volunteers and Long Beach Fire Fighters Association Local 372.

The purpose of the festival was to have a fun, positive, yet informative event for the kids of our neighborhoods. Also to work together as one community with all of the above mentioned groups and lastly, to bring in and include our business community on Pacific Avenue and the nearby neighborhoods. We solicited donations of goods and services from those businesses and received 139 small toys and games (valued at \$160) that were used as prizes in an opportunity drawing. We served 300 hot dogs, along with apples, chips, sweets, juice and water which were all donated. Our donations totaled \$1,700!

This event was planned in only 10 days, a great example of what we can do when we all work together for a positive common goal. With an attendance of more than 400 people (much more than expected!) we are optimistic that the Wrigley Association Summer Fest was the first of what will be a much anticipated annual event.

We are eternally grateful to the following volunteers and donors for making the Summer Fest such a success.

We are grateful to the following Volunteers, City Depts, Associations and Business Donors. Without their contributions, our event would not have been the success it was.

Volunteers:

Ericca Alvarez, David Carlton, Richard & Judy Flores, Chris Graeber, Scottie Hinkey, Colleen McDonald, Gavin & Terry McKiernan, Cindy Negrete, Lillian Parker, Ron Perkins, Trina Schoonmaker, Jack Smith, Alan & A.J. Tolkoﬀ, Coleen Vandepas, Annie, Warren & Afton Wisner

City Of L.B. Depts. & Neighborhood Associations:

6th Dist. Council Office: Council Member, Dee Andrews, John Edmond, Tonya Martin, Hadassa Jackson & Kimberly Dodson, 7th Dist. Council Office: Council Member, Tonia Reyes Uranga & Tim Patton, Junie Salcido and his incredible staff at Vet's Park, L.B. Parks, Recreation and Marine, Better Balance Long Beach, South Wrigley Neighborhood Advisory Group, Wrigley Mom's, Sandy Noyes, L.B. Firefighter's Association, Local 372, Janiece Roerofsen and Evelyn Johnson, L.B. Police Community Relations, Robert Schroeder & Bob Smith, L.B. Police K-9 Unit, Winni Carter & Norm Stone, Sr. Police Volunteers, Teresa Gomez, Community Development, Neighborhood Services Bureau, Margaret Madden, Kathleen McCleary & Erika Moreno, Neighborhood Resource Center, Long Beach Water

Business Donations:

Pacific Avenue Businesses: Alegria (Floral), Del Rey Bakery, 1.00 Discount, Gabriel Burgers, Gonzalez Northgate Market, Jasmine Thai, Khun Dom Thai, Mexican Curios, Olympic Cleaners, Pacific Discount, Peanut Dudes, Popi--Paleteria, Ray & Roy's Market, Rosa's Pets, S.C. Wireless, Thai Sky, Torres Bicycles,

Other Wrigley Businesses: Albertson's, Don Chente, El Paisano Market, Juice It Up, Long Beach Barber Shop, McDonald's, Pizza Hut, Pollo Campero, Walgreens, W.S.S. (Shoe Warehouse)

Additional Donors: Aquarium of the Pacific, Central Neighborhood Advisory Group (CNAC), Queen Mary, Robert Singer, Artist/Designer, Stater Brothers

Wrigley is Going Green

Lisa Wibroe and Mauna Eichner

First, a quick reminder that our fundraiser at the Puka Bar is on September 9th from 4:00 PM- 7:00 PM, and the tree planting is scheduled for November 3rd at 9:00AM. Volunteers will meet at the intersection of Daisy and Hill.

Secondly, we need volunteers to canvass streets for tree placement. Many of you have already signed up for volunteer hours; here is your opportunity to participate! We have "permission slips" to pass out to our target resi-

dences. We are scheduling Saturday, September 15th to meet and canvass parts of Daisy Ave. and Pine Ave.

Please let us know at the September 10th Wrigley Association meeting, or e-mail us at

wrigleyisgoinggreen@hotmail.com
if: You would like to volunteer to help canvass

--OR--

You live in the following target area and would like a tree:

We are planting trees on Daisy between PCH and Burnett, Hill between Daisy and Pine, Eucalyptus between Hill and Burnett, and finally on Pine between Willow and 21st Street.

All the trees designated for PCH have found good homes! The business owners there are very excited about making a better impression to the many commuters who pass through that thoroughfare.

Summer Fest Pictures



Lee Adams

Anybody who frequents the area near the Northeast corner of Wrigley near the intersection of the PCH and the 710 freeway has probably wondered what that item was, wrapped up and protruding into the sky with a sign on it claiming it was a "redevelopment project."

Underneath the covers is the Snugtop Water Tower. The Water Tower that looms over the Snugtop facility on Harbor Ave. has long been a Westside icon and Westsiders have been working on getting that tower refurbished for many, many years. Final approval of the Water Tower renovation went before the RDA Board on April 16. All specifics passed including the proposed colors and design. The tower, approximately 30 feet wide and 55 feet tall, will welcome people with the Westside PAC and Snugtop logos appearing on the body of the tank with the primary view visible coming over the bridge west on PCH into the Westside.

The Snugtop logo will be red, the legs of the tower, a glossy or semi-glossy dark gray, Long Beach appearing in dark blue with the remainder of the WPAC logo in grays and blues. In addition to the coating and painting, lighting will be put in place to illuminate the tower at night. The renovation and aesthetic enhancement of the tower has been a long-sought-after Westside project. We look forward to seeing a fresh face on this Westside icon that reflects a bright, prosperous future for the neighborhood.

Wrigley History

66 year Wrigley Resident Richard Flores' remembrances as told to Lisa Wibroe

While attending the Wrigley Summer Fest at Veterans' Park, I had the pleasure of meeting a resident that was born in Wrigley sixty-six years ago, Mr. Richard Flores. If you want to find out about Wrigley's history, he is the man to talk to! In fact, he has so much to share with the present residents of Wrigley that I would like to break down his information into an ongoing series until we catch up to the present.

Richard Flores' family came to the United States during the Mexican Revolution and purchased a lot on Locust Avenue in 1912 for the whopping sum of \$535! A house located on Ocean Avenue was later moved onto the lot. This home was offered as a refuge

house for the Catholic order by Mr. Flores' grandmother. Archbishops, priests, cardinals and nuns that were suffering from religious persecution in Mexico found refuge in the Flores' Long Beach home. Mother Lucita of the Sisters of the Carmelites was one of the first to come to Long Beach and along with other nuns left their mark on Wrigley by opening the school located near the corner of Willow and Pacific that is still flourishing today.

Mr. Flores imparted some insights on the Christmas Tree Lane Parade as well. He stated that the parade originally ran on Pine Street between 4th and 7th Streets where a JC Penny was located. Thereafter, the parade moved to Pacific Avenue between PCH and Hill Street where Wards is lo-

cated. Finally, the parade moved to Daisy Lane where the big conifers in the median seem to create the appropriate ambiance for yuletide celebrations.

There have been many other significant changes in Long Beach over the years. In the upcoming article installments, Mr. Flores will recall the old days of the Pike and the Pacific Electric Red Car, both of which have enjoyed a rebirth. We will also talk about the navy base, historical landmarks, and what it was like to grow up in Long Beach. I would like to thank Mr. Flores for taking the time to share his experiences with us so we may better appreciate not only what we have, but also what we can be!

Please send your email to wrigleyvillage@hotmail.com to receive this newsletter as a pdf document and/or to get on our e-alert list that will alert you to important events or issues in our neighborhood. Expect no more than 2 or 3 emails a month if you sign up for this list.

If your membership is current there will be a blank space in the middle of this page, thank you for renewing your membership.

Dear Neighbor,

As you can see from this newsletter, there is a lot going on in our area and the Wrigley Association works every day to make this a better place to live, work, shop and play. We hope you are encouraged by the progress we have had both this year and over the past twenty years.

We can not continue our progress alone, we need your help. The best way for you to have an impact on improving your community TODAY, is to sign up for a membership in the Wrigley Association. Please fill out the form on the back of this page to become a member of the Wrigley Association and mail it or bring it to our next meeting on September 10th.

Your membership will be good without need for renewal until May 30th, 2008.

In addition to your \$15 membership fee which supports our programs in the community, your membership is also important in its symbolic value. There is power in numbers and when asking our city, county and state officials to devote resources to our area, the merits of our request may depend on the number of members behind us, we must stand together.

Lastly, hopefully you have enjoyed this newsletter. After this issue, your subscription to this newsletter will be cancelled until your membership is brought current so please act now to prevent that from happening.

Your Neighbor,

Gavin Mc Kiernan

Membership Coordinator, Wrigley Association

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



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Long Beach, CA 90806
E-mail: wrigleyvillage@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.

If you do not renew now, this will be the last newsletter you receive. See Page 7 to see if you are current!

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 is Going Green Tree Planting

\$_____ Donation

\$_____ Total Payment

Type of Membership: Resident____ Business____ Associate____

Please check if you are interested in volunteering for Association Activities____