



March 2008 Newsletter

Official Publication of the Wrigley Association

March 2008

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Elections (again)

Wrigley President David Carlton

In little more than a month we will be having important elections again. While I don't blame you if you are like me and have election fatigue. There has been a constant parade of candidates for different offices every few months of late but this one is just as important as the rest. We will be voting for school board and for the 6th district city council seat. Many would argue that these most local of elections are far more important and have more impact on our day to day lives than the state and national elections that people tend to think are more important. It is important to show up and vote since an alarmingly small number of people tend to decide these elections. Before you show up, of course, you must know the candidates and the issues and in that vein the Wrigley Association will be hosting one its renowned candidates forums at our next meeting on Monday March 3rd.

Candidates for this area will be there to field your questions and this may be your only chance to find out where they stand on the issues that affect your home, family, job and neighborhood.

Also of note: I saw many members at the recent "Take Back Pine" event, thank you for coming out. There is extensive coverage of the event in these pages but I want to make sure the efforts of PG Herman are recognized. She put her all into that event and it showed. She got every group under the sun to participate under the same banner and a lot was accomplished. As I like to say, you get the neighborhood you deserve and for the amount of work PG puts into our neighborhood, she deserves paradise. Thank you PG!

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Mar 3. Wrigley Association General Meeting

Mar 8. Wrigley Walkers Meet at Starbucks, 10am

Mar 17. St. Patrick's Day

Mar 20. March Madness Begins

Mar. 20. Neighborhood Advisory Group Mtg

Mar 21. Spring!

SAVE PAPER!

(and postage for the association)

Get this newsletter in your email box.

Email

wrigleyvillage@

hotmail.com

Next Meeting: March 3rd, 7pm

Candidates Forum



Sasha Kanno

Spring Garden

It's already time for us to be planning our spring garden. Time sure does fly. We are fortunate enough to live in a place where we can find something to plant most of the year. The summer is great for gourds and tomatoes, in fall and winter the greens thrive. And here we are getting ready for spring.

The spring garden is a plentiful one. It's cool enough to still have a nice crop of greens. Some suggestions are cabbage, mustard greens, chard and collard greens. These will grow into the summer but they do take a beating with the intense sun. Enjoy them now while we still have cool mornings. It's also a great time for salad. We all think of summer as salad season but the truth is that it's a cool weather crop. You can buy great salad mixes from www.highmowingseeds.com or from your favorite nursery. It's not

Cabbage and Collard Greens



too late to grow arugula, endive, leaf lettuce, and mesclun lettuce. I personally have found that the butter lettuce takes a

little while longer to get going so start soon.

All of these suggestions can be grown in a window box or pot in the garden. If you are not a seasoned gardener don't feel overwhelmed. Start small with something you can manage. With any of these seeds you will see a sprout within 8 to 10 days. You can cut and enjoy them when the leaves are just 4", these micro greens have a nice mellow flavor.

We are planning our first 'official' food swap for May 11th. I hope these tips will help you to be ready. The best advice I can give you is just try we all make mistakes. Gardening is 100% trial and error. Good luck, see you and your harvest in May.



PG Herman

Wrigley Taking Back Pine!

"Wrigley Taking Back Pine Avenue", the brainchild of Gavin McKiernan is now permanently engraved in the vocabulary of the Long Beach Police and various City Departments. This is due in part to much exposure at many public venues and the community outreach conducted by the Community Police Center on Pacific. The mission of the project: To unite and empower the residents of Pine and Locust to reduce the criminal and gang element by soliciting the help of the L.B. Police Department and other service agencies. To accomplish this goal, last Saturday, February 23rd, the South Wrigley Neighborhood Advisory Group (NAG); Wrigley Association and The Long Beach Police Department, Community Relations and West Patrol Division all partnered to host a morning cleanup followed by a block party. Pine Ave was barricaded from PCH to 20th. The police were there at 8:00 am to help set-up for the event in the chilly morning air. By time the large group broke into four squads to complete the litter pickup, the temperatures warmed up a bit. As the enthusiastic group ventured about, a City worker used a weed-wacker around the site of the former recycle center. The graffiti crew was out in force as was Code Enforcement. Tom Flores managed to remove 10 pairs of shoes from the lines above. Young children came from all over the neighborhood wanting to help, carrying large black trash bags not much larger than them. There were many students receiving community credit. All told, through the course of the day, we had 130 volunteers. They just kept coming! Many jumped in and took charge wherever they saw a need, all others inquired as to what they could do to help. The final results were 9 tons of garbage collected including couches and other furniture. In reward, delicious food was provided as promised from several local vendors: Buono's Pizza, Tacos Don Chente, Pho America, El Rey Bakery and El Paisano Market. Jim Lewis and Jerleen Tatum provided coffee. 480 bottles of

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water were donated by the 6th District Council Office and another 72 by the 7th District Council Office. The volunteer's luncheon was served by Alice Robinson, Stella Davis and Juanita Wilson of CNAC. Great music added to the ambiance of the day by Michael White of Percise Productions/BFlow Ent. and some could not resist dancing.

Equipment was arriving at various intervals for the block party creating a lot of activity or organized chaos! Thanks to Commander Luman and Lt. Ty Hatfield the kids were treated to North PAL's mobile rec. equipment including skateboards and bicycles with ramps, helmets, tether balls and basket balls. L.B. Parks, Rec. & Marine came through with the mobile basket ball court and 400 bags of popcorn. With the generous donation of Jim Lewis of the L.B. Rescue Mission the kids had a bounce house that was occupied most of the day. With the facilitation of First Lady, Nancy Foster, Barry Marks of Segways Long Beach was present, much to the delight of the kids and a few adults. The Police Community Relations brought Robbie the Robot and the grill to cook the array of hotdogs to feed the eager crowd. Commander Luman along with Lt. Bob Smith and Sgt. Richard Conant and all of his team of D.E.T.'s pitched in to cook the 400 hotdogs donated by the POA. It was quite a sight to see them ambitiously grilling entertaining the kids as they worked. Juices and chips were served by Police Volunteers and donated by the 1st and 7th District Council Offices.



There were information tables from the Human Dignity Program, The Youth and Gang Prevention Task Force, Neighborhood Watch, Neighborhood Improvement Programs and Code Enforcement. It was an all encompassing event and in totality a collaboration of 22 City Entities, Neighborhood and Community Associations and local vendors and businesses. Thanks to CNAC and the West Long Beach Association, Peace Builders, Neighborhood Services Bureau, L.B. Redevelopment Agency, L.B. Development Services Department and Special Events

and Filming for their participation and support. Also many thanks to those who were a tremendous help before the event, Annie Greenfeld, Lisa Wibroe and Sammy Portillo. I realize that this is a long list of thank you's, however this really was a joint effort and thus the success is shared. Lt. Joe Levy (who deserves the biggest Mahalo of all) was the "point" person for the police. I could not have asked for a better (well loved) partner. Joe's alliances made much of the above possible. He stated at the W. Division Police Forum on February 27th that this is the first time in his 20 years on the force that he has seen a collaboration of this magnitude. And that's what it takes....all of us uniting, whether you live in the area or not, selflessly giving, trying to create a better existence for our neighbors and our community. Many thanks also to Nick Diamantides and Bill Pearl for supporting our efforts before and after the event with positive press. I'm so grateful to all of you who gave of your time and participated. The police should be commended as they accomplished our goal by forming relations with all of the kids by playing and communicating with them. We start with the kids in building trust, next we'll work on the adults.

Wrigley Taking Back Pine Avenue will continue on a quarterly basis to ensure sustainability. So, gear up and prepare for the next extravaganza. For further inquiries, please call me at (562)595-6460 or email wrigleyvillage@hotmail.com.



Photo by Bill Pearl, LBReport.com

More Pictures on Page 6 & 7



Girl Power: Mountain High Resort, CA. 2/10/8

PG Herman

Everyone who knows me is aware of the fact that I'm not a morning person. When I volunteered to accompany the Cabrillo Girls Soccer team on their trek to Wrightwood to the Girls Snowboard Clinic I was confused (or hopeful) in thinking that we were meeting the bus at 8:00 a.m. (which I think is dreadfully early on a Sunday morning!) After two events the day prior and one more that evening, I was informed that we were meeting the bus at 5:30 a.m.! Exclamatory remarks, not appropriate here! So, to bed at 2:00 a.m. and up at 4:30 a.m. and I actually met the bus on time. Seeing 22 sleepy teenage girls and 5 boys, suddenly made me feel very adult. The trip to Wrightwood was rapid, the kids all slept, however Teresa Gomez who arranged the expedition and I did not. Upon arrival the kids all geared up with a tremendous amount of winter clothing all provided by Steve Gerhardt of Long Beach Development Services Department. Steve graciously e-mailed fellow staff members requesting clothing to be borrowed by the girls. Many of the girls did not even have coats or gloves. Thank you Steve for your thoughtfulness. After a lengthy administrative process the anticipatory young women and men were off to meet their instructors. None of the participants had ever snowboarded before. It's amazing how fast some of them adapted. The resort was packed as the weather was glorious. There was live hip hop mu-

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Wrigley Is Going Green

Lisa Wibroe

Mauna Eichner



The City of Long Beach and the Community Development Advisory Commission has selected Wrigley Is Going Green for the 2008 Community Development "Outstanding Neighborhood Project" award. This award is in recognition of Wrigley Is Going Green's efforts to improve the quality of life for the community. The trees planted in the city park strips will be providing shade, improving our air quality, and raising our property values. The fruit trees planted on private property in Wrigley will hopefully end up in our fruit and vegetable exchange/co-op.

The awards ceremony will take place on March 25th at the Museum of Latin American Art. The core members of Wrigley Is Going Green, Lisa Wibroe, Mauna Eichner, Lee Fukui, Richard Pass, and Brenda Martinez, will represent the grass-

roots environmentally forward organization at this event.

As many of you heard at last month's Wrigley Association meeting our grass roots effort and petition signing seems to have worked. Tim Patton, from 7th district councilperson Tonia Reyes Uranga's office, told us that the entire 7th district is going to be a pilot program for reducing severe root pruning. The Department of Public Works will be going throughout the 7th district to examine the trees in areas ready for sidewalk repair where they will discuss the options of sidewalk meandering, ramping, cutouts, or reduction with the neighbors.

Thereafter, the City should follow through with the method that the residents have chosen. Tim Patton has confirmed that some neighbors have already been contacted by Public Works. We will continue to report on the latest developments.

In the meantime, we would like to get volunteers together on Sunday March 9th to help apply fertilizer spikes to the 150 trees planted in November. We will meet at 465 West 25th Street at 10:00 AM to divide into teams to tackle different streets so the job can get done quickly. We hope many of you will join us so we can **all** enjoy the benefits that beautiful healthy trees afford us!

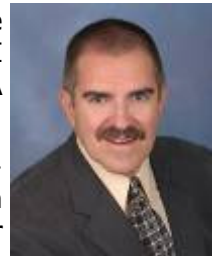
Any questions may be directed to Wrigleyisgoinggreen@hotmail.com

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sic and a lot of characters just having a good time. I think this ambiance added to the festive experience for the kids. The 5 boys were all at a separate clinic but we all met to eat lunch together. With some manipulation we actually managed to get 32 seats together! The camaraderie and teasing was infectious. You could tell that these girls were not just friends but teammates in the way they related to each other. The best part of the day for me was seeing their love for each other, the smiles and laughter and how respectful they were to the adults. They were, for the most part, sassy teens, but never crossed the line when they spoke to the chaperones. I think this is a credit to Teresa and the tremendous mentoring she has done, to not only coach them in athletics, but in education and life. The long day was worth it, even the inevitable snow ball fight at days end. I was betrayed and attacked by all as I told them to "get Teresa!" And I was simply the peaceful photographer! Returning at 9:00 p.m. the girls and boys were all extremely grateful displaying this with hugs and smiles. I was sore for two days, but exhilarated that I had been able to experience, first hand, the joy that those of you provided. The Long Beach Neighborhood Foundation also agreed to sponsor the trip by accepting donations and dispensing the checks which enabled donors to get tax credit for their good deed. I'd like to thank the other chaperones: Xio Beach, Chris Gomez and Enzo Casara and all who donated to make this possible. Also Colleen McDonald, who brought this plight to surface. As a result of her article in the last Wrigley Association Newsletter, Teresa received a call from business member Scott Rhinehart, who now resides in Mission Viejo. Consequently, Scott's generous donation of \$2,000.00 allowed this field trip to materialize in less than 5 days.

A note from Scott (pictured to the right) follows:

It was much great pleasure to be able to contribute to Teresa and the soccer team. The wonderful folks in Wrigley have and continue to be very supportive of me as a Realtor. I feel it is important to give back to the community and this gave me the opportunity. A way of saying "thank you" to my friends and neighbors in Wrigley.



Though I live in Mission Viejo now, I did live in Wrigley and enjoy its uniqueness, diversity, charm and sense of neighborhood. The Wrigley Association has played a key role in promoting and expanding upon the charm and joy of the neighborhood. Thank you for that. Continued success to you and The Wrigley Association!



Teresa Gomez

Cabrillo Girls JV Soccer Team Goes Snowboarding!

I would like to thank all the Wrigley Association members for their generous donations for the Cabrillo High School Soccer Girls.

Without your support this trip would not have happened. Everyone had a great time. Here is a brief recap:

On Sunday, February 10th the Cabrillo Girls JV Soccer team had the opportunity to learn a new winter sport: Snowboarding. The Girls JV Soccer coach, Teresa Gomez, was able to raise enough money from local businesses and community residents to have the trip to Mountain High Ski Resort sponsored. The girls who took advantage of this opportunity got a free lesson from an expert ski instructor, lift tickets, snowboard and boot rentals. The trip to Mountain High Ski Resort was a great success in that everyone had a great experience and there were no injuries to report. Several Girls were able to



pick up the sport fairly quickly and by afternoon were riding down with intermediate and advanced skiers. The day ended with a full-blown snowball exchange!!

Thanks again for your support!





Help Build our Business Community

Danny Lemos

It is crucial that the businesses along Willow and Pacific begin to get to know each other and work together if the plans that are in motion to improve our neighborhood are to work. In the best of situations, successful business area's do not thrive without effort and we will not raise the bar and realize the potential of this area without a business association, the residents have and are doing a lot but can not and should not do it without partnering with the business owners.

With the help of NAG and the Wrigley Association I plan to apply the lessons I learned while living in Hollywood where we built up our business community. If you are interested, please let me know. Email wrigleyvillage@hotmail.com to be added to the business list and be updated about meetings and ways you can help. I look forward to talking with you.

Long Beach Businesses:

There are many businesses that generously support the Wrigley Association and its events, Below is our listing of businesses that are members of the Wrigley Association who have signed up at various levels of support.

Contact wrigleyvillage@hotmail.com about business memberships.

Wrigley Sustainers

Altus Realty Solutions
Scott Rhinehart, Broker
www.AltusRealtySolutions.com
email:
scott@altusrealtysolutions.com
(562) 331-1919



Buono's Pizzeria
401 W. Willow Street
Long Beach, CA 90806
562-595-6138
www.buonospizza.com/



Artist of the Month-Tony Alosi

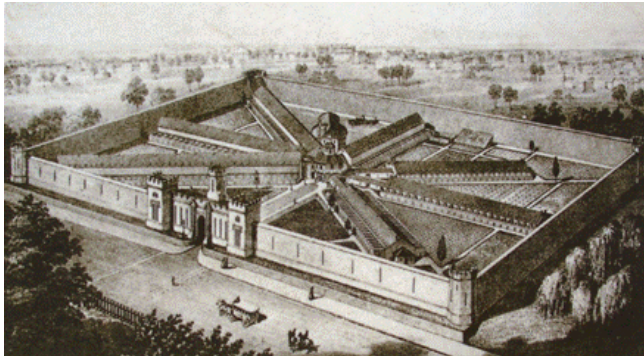
Lisa Wibroe

Did you know that we have a filmmaker in Wrigley? Tony Alosi is not only a Chapman University Professor, but also a filmmaker who has written and directed a documentary, *Eastern State: Living Behind the Walls*. His film documents the history and significance of the world's first penitentiary built in 1829 in Philadelphia, Pennsylvania, Alosi's hometown, through the eyes of its prisoners and employees.

Tony and his wife have lived in Wrigley for almost four years. They moved out of the Hollywood scene to be closer to their jobs as Wrigley offers a central location between Orange County and Hollywood. They found their new environs to be inspiring as well as relaxing. No longer did Tony have to spend long grueling hours on the freeway to commute to Chapman University. Alosi began teaching screenwriting at Chapman University in the late 1990s and was hired fulltime in 2002 to teach thesis film production classes as well.



Even though the lion's share of the film was shot in the last three years, the history and architecture of Eastern State Penitentiary has been a passion of Alosi's for the last twenty years. Tony became enthralled by the behemoth structure while studying painting and metal sculpture at The University of the Arts in Philadelphia. "I was fascinated the first time I saw it," he remembers. "It is like a medieval fortress, and I couldn't stop thinking about it." As a student, Alosi



spent many hours walking the perimeter of the eleven-acre prison. Eventually, his visual art degree shifted to a concentration in film/photography and Eastern State became his favorite subject to shoot.

The penitentiary was designated a national historic landmark in 1966 and officially closed in 1972. Then in 1982, when Alosi heard of the impending demolition, he asked the director of the City Works, John Rubo, if he could document its existence. Alosi's trained artistic eye captured the past grandeur of the massive structure with its 30-foot barrel vaulted hallways, skylighted cells, and tall arched windows. He used the cell-blocks where the former inmates served their time as a backdrop to tell the stories of life behind the walls of Eastern State.

The mission of the Penitentiary was not only to punish, but to lead the criminal toward spiritual reflection and change. The methodology that was developed was one of solitary confinement compounded with labor. The early system was very strict. Whenever an inmate was allowed outside the solitary confinement cell, a hood was

placed over the prisoner's head to prevent distraction, knowledge of the lay out of the building, and interaction with the guards. The intent of the system was that the criminals, when left in silence to think about their criminal behavior, would become genuinely penitent, thus the new word, penitentiary. Alosi reflects on the lack of progress in the prison/reform system and hopes his film will cause others to reflect as well.

In 1988, the Eastern State Penitentiary Task Force successfully petitioned Mayor Wilson Goode to halt redevelopment. In 1994, Eastern State opened to the public for historic tours. About 200,000 visitors annually venture into the other-worldly structure that is laden with a dark and curious past.

Recently, Alosi's documentary has been participating in the film festival circuit, and in January "took the Gold" at the Park City Film Festival in Utah. When I asked Tony how his Wrigley neighbors were going to get the chance to see his documentary, he said he had visions of screening at the Art Theater on 4th Street in Long Beach and perhaps the Grand Theater in downtown San Pedro. My response was, "Let's make that happen!"

Tony has many other film projects under his belt and is presently writing a book titled *Art of Adaptation*. To learn more about Tony Alosi and for more information on the documentary, please visit the film's official website at www.easternstatefilm.com.



Your Color Diva: Residential, Commercial & Beyond

Shoshanah Siegel

The first step in decorating with color is usually the most difficult. Where to begin? It is much easier to decorate when you have a definite idea of the mood you want to create and then develop the design of the room around the mood.

No matter who you are, where or how you live; what your physical, mental, and spiritual requirements—your environment is essential to you mental balance. Colors are a catalyst for feelings, molding moods, and enhancing our lives. The right colors and color combinations will stimulate and relax your senses, release happy memories, reflect how you and your family feel about each room, and how you relate to each other.

Certain colors evoke memories and images. Preferences towards certain colors are very personal. Colors can change a room from whimsical to carefree, from exotic to classic. Some colors will excite you and some will relax you. Through my column you will be introduced to different colors, what they symbolize, and what feelings or moods they evoke. In honor of St. Patrick's Day I am going to start by looking at the color green.

Green

Green is so pervasive in nature that we never question it as a background for all other surrounding colors. It contrasts very well with purple pansies; pink azaleas, yellow day lilies, or red tulips. Leafy foliage green is a perfect neutral. In the 1930's Dr. Kurt Goldstein found that green induced a state of tranquility and a withdrawal from external pressures. Green has been known to "lighten" moods.

Decorating with Green

Because our eyes are accustomed to seeing green found in nature, this color is at home in every room in the house. However some shades work better than others.

Den: If this room is meant to be a retreat, the deepest greens will work best here.

Entry Areas and Living Rooms: Green is not only the color of nature, but it is also the color often identified with money. So if your goal is to impart prosperity, a medium shade of green will give the message

Bedrooms: Green creates a calm, cool, and collected feel to the environment. If your bedroom is your sanctuary, then the blue-greens will help you achieve the nirvana you are seeking.

Bathrooms: If you want your bathroom to feel like a spa, the softer sage green and blue-greens are your best choice.

Exteriors: Once again, because of its ability to blend so well into the outdoor environment, green is a great color for the exterior, especially when a more subtle look is preferred.

In next month's column I will be introducing the official color of 2008, "Yellow".

The Wrigley Association accepts submissions for print at 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 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.



West Division Police Blotter



A staple at Wrigley Meetings for years and the supplier of the monthly blotter, Noor Ismael, is leaving us, in an email she writes "I have been assigned to a new position in the Detective Division-Vice Detail. I would like to thank you and many others at Wrigley Association for all your support these past years. I will miss all of you..." You will be missed too Noor.

On 2/9/2008 at approximately 2:00 a.m., West Division officers were dispatched to a shot call at 23rd Street and Chestnut Avenue. An unknown suspect shot a male suspect walking in the area in the lower torso as he walked in the area. The victim was transported to a local hospital. The incident may be gang-related and investigation is ongoing.

On 2/9/2008 at approximately 9:00 p.m., West Division officers were dispatched to 14th and Cedar Avenue. The victim was approached by a suspect who attempted to rob him and during the course of the robbery; the victim was stabbed with a sharp object in the upper torso. The victim was transported to a local hospital with a non-life threatening injury. Investigation is ongoing.

On 2/6/2008 at approximately 2:00 p.m., West Division officers responded to a robbery in progress call at 23rd Street and Eucalyptus. A female victim was walking in the area when a suspect approached her and stole the victim's I-pod and fled into a nearby alley. The suspect was apprehended shortly after and the loss was recovered.

On 2/2/2008 at approximately 7:30 p.m., West Division officers were dispatched to an armed robbery at a business at 400 Block of Pacific Coast Highway. A male employee was robbed in the business parking lot by a male white subject armed with a semi-automatic handgun. The suspect fled the scene with numerous checks. Investigation is ongoing.

Please report unusual activities in your neighborhood. Call LBPD at 562-435-6711, you can report anything anonymously or give your name to get follow up from LBPD.

Please immediately report all graffiti at 562-570-2773.

RESIDENTIAL BURGLARIES

There has been an increased in residential burglaries in the Wrigley area in the recent weeks, especially during the daytime hours. Although some arrests have been made, residents are reminded to observe the following:

- 1. Always lock your doors and windows**
- 2. Never leave your house key under a doormat, flower pot etc.**
- 3. Try to make your home look like someone is home by using timers for lights or radios**
- 4. Make sure you use good locks for garages, side gates, patios or other doors that lead into your home**

The best crime prevention device ever invented is "A GOOD NEIGHBOR". The Police cannot be everywhere at once, but you and your neighbors can. You are the ones who really know what is going on in your neighborhood. If you spot someone suspicious, please call the police immediately, by dialing 911. To start a Neighborhood Watch Program in your block, please email wrigleyvillage@hotmail.com or talk to an officer at a Wrigley Association meeting.

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) _____

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

\$_____ 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@hotmail.com

Wrigley Association Website:

<http://www.neighborhoodlink.com/longbech/wrigley/>

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