




WANA NEWS & VIEWS

WANA • Wrigley Area Neighborhood Alliance, Inc.
HOME OF DAISY AVENUE CHRISTMAS TREE LANE

ISSUE 1 January 2010 VOLUME 4

WELCOME 2010



President's Message

Happy New Year !

I am hoping that 2010 brings all of us a most prosperous year! Last year was a year with many challenges - especially Christmas Tree Lane. But, WANA prevailed, and it was worth every single chapter we had to endure. We have had some great times though the year. I look forward to starting this New Year as President of WANA.

I don't want to look back at the past. We must all move forward and do all the things we can do to make Wrigley the best place to live.

First of all, remember that our January meeting date falls on Martin Luther King, Jr. Holiday. So, our meeting will take place on the fourth Monday - January 25th. Unfortunately, the same thing will happen in February. Our meeting will be held a week later on February 22 due to the Presidents Day Holiday. Please mark your calendars.

At our January meeting I will be asking you to please sign up to bake cookies for our seniors once again on Valentine's Day. I wish all of you could be with us, when take cookies and punch, and set them up for them. There's a smile on all their faces. It just makes you feel so special. I have always had a soft spot in my heart for the elderly.

Let's all try to be more involved in the events that WANA puts on. We have lots of fun, and it is most rewarding to see how much the kids love the events on the Green.

Let's try to help the Police Department by forming a Neighborhood Watch on every block. They need us to help them keep our community safe. I will help you get started. (Cont. Page 2)

2009 Spirit of Christmas Volunteers Christmas Tree Lane

WANA members, as chair for the last 20 years, I have dedicated this TRADITIONAL AND HISTORICAL EVENT held in Wrigley to CHILDREN of all ages throughout the CITY.

THANK YOU, VOLUNTEERS, FOR HELPING THIS YEAR.

This year was the first time in 20 years that I have not been on the Lane early in the morning to set up the displays in their proper bays. Work didn't get started until December 3 - any later and we would have had to cancel putting them out. **Jim Trout** and **Vernon Rudd** began the day at a private yard where they were being stored. I can't believe they moved most of them by without more help. Jim had rented a trailer. But, it turned out that it wasn't wide enough to handle most of the displays. So, on the first day, they ended up moving just the fencing and stakes. That night, Jim drove to Marietta to borrow his brother in-law's flatbed trailer. There he recruited his nephew **Robert Butcher**, who turned out to be a great worker. The next day, December 4, Jim had more volunteers including **Ricardo Linarez** from the 7th District Office. **Jorge Pineda** helped organize the volunteers from Pacific Baptist Church. Once again, Jim handled everything just like I would have. We rented a forklift, and Jim took the displays off the trailer. I was there to direct the volunteers on where to place them. Jim and all the volunteers went to two Wrigley Association member's homes and picked up what they had. One Wrigley Association member was unable to coordinate pick up of the displays in time for the weekend work days. For that reason, we couldn't put up most of the village houses, Santa's sleigh and the train this year. We just set up Daisy a little different, and it turned out beautiful. Hopefully, we will be able to pick up the rest of the displays after Christmas. On Saturday workday, I was unable be there at 8 a. m. I got there around 9:30. I was totally surprised that Jim and volunteers left all the figurines in the right bays. All I had to do was go block-to-block and finish positioning them.

We had some new volunteers along with our dedicated WANA volunteers. Everyone worked well together. As always, we had lots of fun. This year's group of first time workers was hard to beat, especially **Gary Maynard** and **Samantha Twitchell**. Have to mention veterans **Loren Patten** and **Jill Hill**, who on December 6, finished fencing the displays that had been staked on the previous day. I would like to name the volunteers who came out to give a hand: **Russ Backelen**, **Joan Greenwood**, **Frank Kozlowski**, **Richard Dale**, **Robert Graves**, **Nicole Fey**, **Richard Slaughter**, **Victoria Reynafarje**, **Marinelle Tan**, **Anthony Robles**, **Gregg Brown**, **Timothy Risch**, **Rose Kozlowski**, **Will Chick**, **Nancy Risch**, **Mark** from 7th District Office, and finally, **Daysha Austin** and **Lawanda Reynolds** who are staff members from Congresswoman Laura Richardson's office. Hope I didn't miss mentioning any of you who didn't officially sign in on the December 5 community work day. If I did, please accept my apology. I will write about our sponsors and Entertainment Nights in the next Newsletter. There is always so much to say.

Since the City decided that it could no longer afford to pay for Christmas Tree Lane, **we have saved the City an enormous amount of money by taking over set up and take down of the displays.** As I write this report, I am hoping is that the City will find storage for the Displays. **Last year, the City offered space at the Gas & Oil Department site on Spring Street.** But, the City couldn't wait for WANA to get a court order regarding ownership. So, the City gave the space to another group. The City still pays for the Parade only. WANA covers almost all of the costs associated with the Displays and Entertainment Nights except for some equipment provided by Special Events.. Hope we don't have the same problem as we did last year with finding storage space. We are the documented owners of Christmas Tree Lane Displays. We will work with the City to find a location ASAP.

Lastly, I would like to thank my husband, **BILL** for his patience and endurance all these years I have worked thousands and thousands of hours on Christmas Tree Lane. **UNTIL NEXT TIME ... Maria Norvell**

President's Message cont. from Front Page:

Hope to see some new faces at our next meeting on January 25. Our guest speaker will be Steve Gerhardt, who will bring us up-to-date on the Long Beach 2030 Planning process. (See insert.) Joan Greenwood will report on a letter she received from the California Department of Health Services regarding resident health issues in Wrigley Heights. (See meeting Page 7.

Thanks for all your support. Until next time, I remain your devoted servant,

Maria

WELCOME NEW MEMBERS

**Hugo Garcia
Michael Bernstein
Jimmie Bernstein
Jose Medina**

WANA members - I deleted some of you from our mailing list, but have left the ones that told me they would renew this month. Please, don't forget that this issue will be the last Newsletter you will receive by mail until your 2009-2010 dues are paid. Remember, our membership year runs October 1 through September 30. Thanks for all your support!

Takin' it to the Streets

By Jill Hill

WANA's quarterly clean-up held on Saturday, November 14th brought out fifteen volunteers who helped clean up the trash next to the fenced area near the blue line at Spring Street and Del Mar. Almost 2 tons of trash and dumped items were collected. WANA thanks all the volunteers and the Environmental Services Bureau from the City of Long Beach for assisting on this endeavor.

**SAVE THE DATE: Saturday,
February 13, 2010**
will be our next clean-up from
9AM until Noon
**Location will be announced in
February's newsletter.**

Project 365 Report: November 21 Site Cleanup by Joan Greenwood



WANA is a National Night Out (NNO) registered group. Each group is asked to designate a particular

'problem area' in their communities that can be made safer and more visually pleasing within an estimated "365" days - or, in other words, by National Night Out on August 3, 2010. WANA's goal is to work towards correcting public safety and beautification issues along the LA River Bike Path between Wardlow Road and Anaheim Street.

On November 21, volunteers began cleaning up the public area around the entrance to the Los Angeles River Bike Path. Helping out were Edie Pearl, Ken Gore, Nancy Risch, Judy Way and her friend George. Litter Free Long Beach arranged for Environmental Services to pick up the 10 bags of litter and a pile of dead weeds and branches.

If you are interested in learning how to plant and maintain natives, join the Project 365 Team or Cressa Park volunteers almost any Saturday from 8 to 10 a.m. Even if you only have 30 minutes, we welcome your participation. Sign up at the January 25 meeting, call me at (562) 599-0812 or send an email to <wrigleyalliance@msn.com>. Students needing community service hours are welcome!

INVITATION FROM MAYOR FOSTER

Dear Friend,

It's my pleasure to invite you to join me at the 2010 State of the City on Jan. 12, 2010. Last year's State of the City was a great success and I hope you will be able to join me this year at the Terrace Theater for this free event.

**City of Long Beach
2010 State of the City**



**WHEN:
7:00 p.m.,
Tuesday, January 12, 2010**
**WHERE:
Terrace Theater,
Long Beach Convention & Entertainment Center
300 East Ocean Blvd., Long Beach**

Reserve your FREE tickets today!
www.StateofLB.com
or the RSVP line at (562) 570-5089

TREE RECYCLING

Recycling your tree is easy in Long Beach. You can drop off your tree at Veterans Park, 101 E. 28th St. at Pine Ave., or City will pick it up. If you have City refuse service, put your tree out where your trash is normally collected by 7 a.m. on Saturday, January 9, and it will be **recycled**. All decorations and stands **MUST** be removed. Cut trees over 12 ft. tall in half.

**DROP OFF, VETERANS PARK
December 26, 2009 to January 8,
Monday through Friday 9am-5pm
Saturday and Sunday, 9 am-2pm
FREE PICKUP
Saturday, January 9, 2010 - 7 a.m.**



**Dr. Martin Luther King, Jr.
Peace and Unity Parade
Saturday, January 16**

At 10:30 a.m., parade will start at the intersection of Martin Luther King, Jr. Avenue and Anaheim Street. It will proceed North on Martin Luther King, Jr. Avenue, turn right (East) on 19th Street, and turn left (North) on Lemon Avenue. Parade Parking is available at Long Beach City College, located at Orange Avenue and Pacific Coast Hwy. From the hours of 7:30 AM to 10:30 AM, at this same location, shuttle buses will transport participants and spectators to and from the parade route.

The parade is followed by a multi-cultural celebration at King Park, located at 1950 Lemon Avenue. The celebration will begin at 12:30 PM and end at 5:00 PM. Enjoy "Dreamland", this year's children and teen area, which includes a main stage for live musical and dancing performances and contest, huge bouncers, arts and crafts booths, and a nutritional snack stand that teaches kids about nutrition. All rides and games are free for the children.

Along with a day of enlightenment through music, you can visit an assortment of attractions such as the Health Pavilion; all free health screenings, such as blood pressure and diabetes. Other attractions include an assortment of specialty craft, merchandize, food, and informational exhibitors that will feed your senses. For more information contact the Sixth District Council Office at (562) 570-6816.

February 22 Meeting
Breathe California

is conducting outreach in the Long Beach area centered on energy tips and real savings. This "Community Energy Saver Program" raises awareness on air pollution generated by households and teaches ways to save energy and money. The health effects of low air quality are staggering. When people realize they can help the issue while saving money everybody wins.



Cressa Park Planting!

Neighborhood volunteers joined regulars Ken Gore, Edie Pearl and Nancy Risch to plant Cressa Park expansion area with Deer Weed. This section of Cressa Park will be dedicated to WANA's "Bring Back the Palos Verde Blue Butterfly" project.



Make Puppy Dogs & Kitty Cats Cozy!

Collect all your old blankets and towels
Then call Joan @ 562-599-0812 or
Email: wrigleyalliance@msn.com and
she'll take them to Long Beach Animal
Shelter where they will keep the pets
cozy and warm.

Questions? CALL JOAN

SWEETS FOR SWEET SENIORS 2010

WANA plans another Valentine Day Party for our favorite Seniors at Magnolia Royale and Brethern Manor on February 14!

Join us as we bake up some cookies and make some tasty punch for Valentine's Day 2010!

GOING TO DISNEYLAND?

"Give a Day. Get a Disney Day."

BEGINNING JANUARY 1, 2010, when you sign up to volunteer a day of service with WANA a participating organization (and your service is completed and verified) you'll get one day admission to a *Walt Disney World®* or *Disneyland®* theme park, FREE! DISNEY wants to inspire one million people to volunteer a day of service.

CALL Maria: 562-427-5021 oremail Joan Greenwood: wrigleyalliance@msn.com



2,000 Black & White copies of WANA NEWS & VIEWS are printed using advertising revenue and 1,000 copies are made free of charge at the Neighborhood Resource Center (570-1010).
Color copying for member issues are provided by a generous benefactor.

DAISY LANE LIVES ON...

In spite of, or maybe because of, all the obstacles WANA faced ...DAISY AVENUE CHRISTMAS TREE LANE was so special this year! Even without Santa's sleigh, its magic again thrilled the hearts of the children and residents of Wrigley and visitors from all surrounding communities. Down to the wire and at the last minute, most of the Villlage displays were moved onto the Lane—it made the news here in Long Beach and our Press Telegram was there with cameras and reporter to record this historical and cultural celebration.. There are so many, many "elves" that made it all possible—

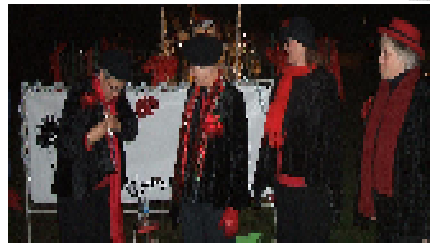


THEN A PARADE &



Maria and Santa

Enjoy hot chocolate and cookies while watching High Tides Quartet at Tree Lighting ceremony



High Tides Quartet

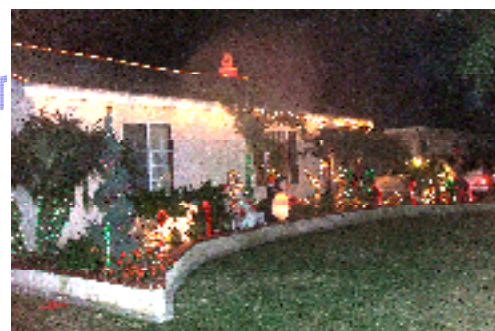


& DECORATED



FIRST PLACE
NORTH OF HILL STREET

2473 Daisy Ave
Delorez Hervas



SECOND PLACE
NORTH OF HILL STREET

2456 Daisy Ave
Maria Palma

...OUR 56TH YEAR 2009!

The hard work and expense of setting up the Lane is tremendous. Yet the caring Volunteers never waived in keeping our tradition alive. Led again by Maria Norvell, her twentieth year, wonderful dedicated workers took all the right steps to give us a season we will recall for years to come....**Greg Mellon** said it very well in his article—*"Just when it seemed like the Grinches might prevail, the popular Christmas Tree Lane display items, a long standing tradition along Daisy Avenue, began returning to their winter home Friday."* (12/4/2009)



ENTERTAINMENT



Silverado Samoan Youth Dance Group

Volunteers in orange safety vests enjoy the show!



Honey Vargas Parade Dog

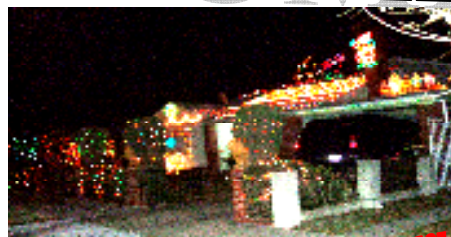


LB Police Blue Steel Band



WANA Member Barry Walsh in his Classic 1934 5 Window Coupe!

HOMES CONTEST



**2160 Daisy Ave
Clarence Bland**

**FIRST PLACE
SOUTH OF HILL STREET**



**2080 Daisy Ave
Sharon Jackson**




**SECOND PLACE
SOUTH OF HILL STREET**



**1885 Daisy Ave
Victor Lopez**

**THIRD PLACE
SOUTH OF HILL STREET**

January 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Peace Week—January 9-17 For a complete listing of activities, call 6th District Office at 570-6816. Clean Ups, Peace March, Parade, Peace Awards, Interfaith Celebrations, Groundbreaking for MLK Community Peace Garden					1 New Year's Day	2
3	4	5	6	7	8 Happy Birthday Connie Chick	9 TREE PICK-UP See pg 2 The Gift See pg 7
10 Happy Birthday Norman Hagan	11	 12 See Pg 2	13 Part I YOUTH & POLICE DIALOG MLK PARK 4:30-7 pm	14 Part II YOUTH & POLICE DIALOG MLK PARK 4:30-7 pm	15	MLK PARADE See Page 3
17	 Happy Birthday Stephanie Guevara	19 Happy Birthday Dora Garcia	20	21	22 Happy Birthday Robert Joyce	23 WE LOVE LOVE LONG BEACH Free Breakfast 9-11 AM—Call Joan at 599-0812 for location
24		26	27	28	29	30 See Project 365 Below
31	Project 365 Planting Preparation Volunteers will gather at the entrance to the Los Angeles River Bike Trail south of Pacific Coast Highway and begin a beautification project. This event is one is a series of activities meant to improve public safety along the bike path and the aesthetics of this gateway to Downtown from our Wrigley neighborhoods. Call Joan Greenwood at 599-0812 or send email to <wrigleyalliance@msn.com>.					

JANUARY SPEAKER

MONDAY, January 25 at 7 pm, Veterans Park

Speaker: Steve Gerhardt, LB Planning Department

Topic: Long Beach 2030: Imagine One Great WRIGLEY COMMUNITY

Wrigley Heights Special Report: Joan Greenwood will present and answer questions on the response she got from the Environmental Health Investigations Branch (EHIB) of the California Department of Public Health regarding health concerns related to the Oil Operators property in Wrigley Heights. EHIB has asked the Los Angeles Regional Water Quality Control Board to obtain more data on the potential exposure of residents to soil and groundwater contamination by a vapor intrusion pathway.

WANA Salutes *Tacos Don Chente* for Christmas Spirit

On December 16, Dorian and Javier Villaseñor along with Councilmembers Robert Garcia and Dee Andrews hosted the first annual *Posada* at Wrigley restaurant Tacos Don Chente located on Pacific Coast Highway at Pine Avenue.

The community really turned out to support this traditional procession that marks the beginning of the Christmas season in Mexico. Twenty percent of the restaurant proceeds were donated to the Long Beach Arts Council. Tacos Don Chente not only serves great food, but also constantly gives back to the community.



Procession participants carried candles and sang traditional songs as they passed through the restaurant.



Restaurant owners Dorian and Javier Villaseñor with special guest Miss Los Angeles



Connie Sziebl in red from Supervisor Knabe's office relaxes with her friends from Pasadena who led the procession. She also serves on the Executive Board of the *Arts Council* and helped organize this event.

WANA 2010 CALENDAR

Get your copy....

January 25

WANA Public Meeting

Or order by phone...

562-427-2372

HOW "GREEN" IS OUR CITY?



Are you enjoying the rain? Your landscape is! Thank you for conserving water by keeping your sprinklers off during storms!

There are still plenty of **rebates left for water-saving devices!** We are offering \$80 rebates on high efficiency toilets and clothes washers. Also, we are offering rebates on outdoor devices, such as weather-based irrigation controllers and rotating sprinkler nozzles. Rebates are going quickly so act fast!

**Contact L.B. Water Dept.
at 570-2300 for information**

"the gift" is for YOU

- ♦ **What:** The Gift - FREE Gifts, food, haircuts, nail polishing, books, bike repairs, information booths on City resources, Entertainment & MUCH MORE!
- ♦ **When:** January 9, 12-3 pm
- ♦ **Where:** Washington Middle School, 1450 Cedar Ave
- ♦ **Contact:** New Generations, 562-608-8410



WANA * Wrigley Area Neighborhood Alliance, Inc.

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2009-2010**

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Your MEMBERSHIP CARD will be mailed to you.