



NEWS & VIEWS

WANA • Wrigley Area Neighborhood Alliance, Inc.

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VOLUME 5

COMMITTED TO MAKING WRIGLEY A CLEANER, GREENER, SAFER, STRONGER COMMUNITY &
DEDICATED TO PRESERVING DAISY AVENUE CHRISTMAS TREE LANE TRADITIONS

Message from the President



FINALLY, we are back to our regular meeting day on the **third Monday** of the month. Those Monday Holidays threw off a lot of our regular attendees. I hope to see you back on **March 21** at our next meeting. We have excellent speakers scheduled for the next few months. This month, 7th District resident and RDA Boardmember **John Cross** and **Robert Zur Schmeide**, the new RDA Executive Assistant Director, will update us on what's happening with the City's Redevelopment Agency and all the discussions in Sacramento.

I want to thank the key sponsors of our newest Wrigley playground: **Foresters, Parks, Recreation & Marine Department, City of Long Beach, Kaboom**, our own **WANA members** who worked so hard and the great businesses that donated construction equipment, refreshments & services. Most of all, I want to thank **Jill Hill** for her incredible job as the grant-getter & project organizer and the **415 Volunteers** who helped build this wonderful playground. It's a wonderful feeling to go over there and see the families with their children having so much fun. Now is the perfect time to sit on one of the benches built by the kids and catch up on your reading. **ENJOY!**

Easter is slowly approaching and with it, one of our biggest events of the year – **Easter on the Green**. (See Page 3.) Every year, we have more children than the previous one. Please sign up to help. We need lots of **Volunteers, Coins, Hard-Boiled Eggs, Baked Goods & Candy for the Kids**. We will have signup sheets at the March 21 and April 18 meetings. Once again, we are asking WANA members to donate their extra silver coins to put in the eggs. We are also holding a cake walk and offering baked goods in exchange for donations to cover expenses. This event is so much fun -- especially watching all the children hunt for Easter eggs. **EASTER** is on April 24th. **WANA's Easter on the Green at Daisy Avenue at 20th Street will be on Saturday, April 23. Be sure to mark your calendars!**

I should be driving next month, maybe sooner I hope. I want to thank you for the get well cards. Please call me if you would like to help with the **Christmas** displays. I will be picking up a couple of ladies there's always room for more. I will have a sign up sheet at the meetings.

We will be the business to renew or place new ads in time for the April issue of **News & Views**. We have published ads as a courtesy for the last two or three months. The newsletter is a great way to support WANA events and advertise your business. Let us know if are planning to continue. Each month, WANA mails over 100 copies to members, posts the newsletter on our web page, e-blasts and distributes over 1,000 copies door-to-door. (See Back Page for rates.)

Warmest regards,
Maria (Tel: 562- 427-5021)



**February 12
Playground
Build Day**
(See Page 2.)

ABRACADABRA! A NEW PLAYGROUND ON THE BLOCK



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KaBOOM! Just like magic a new playground emerged in our **Wrigley neighborhood**. It is a park that will bring families and neighbors together to strengthen our relationships and pride in the community. However, it took more than magic to do the trick -- it took a lot of effort, hard work, funding and collaboration between the **Wrigley Area Neighborhood Alliance (WANA)**, **KaBOOM!**, **Long Beach Department of Parks, Recreation and Marine** and **Foresters** before the new park could be completed. Community volunteers pledged **420 hours** to install the playground and were led by **Community Development Advisory Commissioner** and **WANA Secretary Jill Hill**, who applied for the NPP grant and oversaw all aspects of the project from beginning to end.

The project – adjacent to the Los Angeles River at 2100 DeForest Avenue south of Hill Street -- was funded locally with a **\$5,000 Neighborhood Partners Program** grant. **Partners of Parks** donated a cash match of **\$3,500**. **KaBOOM!** bought in additional resources including a corporate sponsorship from **Foresters**. The playground equipment is valued at over **\$30,000** while volunteer hours and resources added another \$60,000.

Thursday, February 10, 2011 was Prep Day for the site. Approximately **30** volunteers from the City's Neighborhood Services Department and WANA worked for **nine** hours to complete the back breaking work of digging many holes for the equipment and fencing and setting the fence posts in concrete. Equipment and tools were contributed by **American Rentals and Coastline Equipment**, **CSC Targhee Environmental Consultants** provided a hearty breakfast and lunch for the Prep Day volunteers.

On Saturday, February 12, 2011, over **400** volunteers from near and far joined efforts to complete the playground to assemble the park in just **8** hours. Our major sponsor **Foresters** recruited **80** volunteers. Our City's Development Services Department recruited another 65. Neighborhood children painted mural art created and donated by local artists **Carlos Silveir** and **Greg Pickens**, trash containers, and tile mosaic stepping stones. Four bat houses were also installed at the playground. Lunch was provided by **Long Beach Police Department**, **Buono's Pizzeria** and **Chic-Fil-A**. Beverages & snacks were provided by **County Supervisor Don Knabe**, **Starbucks** and **Jet Blue**. City contractor **Waste Management** donated the dumpster and disposal services for making sure that all construction wastes were recycled. Paramount Petroleum provided reusable water bottles.

The event included appearances by **Mayor Bob Foster**, **Councilmember James Johnson**, **Councilmember Dee Andrews**, **Assemblymember Bonnie Lowenthal**, **Police Chief Jim McDonnell**, **West Division Commander Josef Levy**, **City Prosecutor Doug Haubert**, **Director of Development Services Amy Bodek**, **Director of Code Enforcement Lei Ronca**, **Office of 4th District County Supervisor Don Knabe**, and **Office of Congresswoman Laura Richardson**. **Wrigley resident** Christine Houston from the **Port of Long Beach** set up a Sustainability Wheel and collected pledges to "go green".

Thousands of children and their families in the neighborhood will benefit from this play area that was designed by local families and built by community volunteers. It will be a safe place for families to spend time together and get to know their neighbors. WANA is grateful for the opportunity to improve our neighborhood. Our thanks to the volunteers who contributed to this worthwhile and much-needed project. Special thanks to WANA's coordinating committee participants **Natalie Rodriguez**, **Jim Trout**, **Vernon Rudd**, **Danielle Brown**, **Lillian Villa-Quintero**, **Joan Greenwood**, **Gina Quintero**, **Anna Mendiola** & **Maria Norvell**.

SWEETS FOR SENIORS

For the fourth year, WANA visited Seniors at Vista Del Mar and Brethren Manor, bringing Valentine treats for all. Over 70 dozen cookies and mini-cup cakes were provided by WANA members.

Our thanks to **Pat Arndt** for offering her home as the drop off location and for baking approximately 7 dozen cookies and tea cakes and, of course, our volunteers who served them: **Nancy Risch, Jim Trout & Joan Greenwood** on February 14 along with Punch.



Our prize-winning WANA bakers were: Dora and Lupe Garcia, Gloria Bolanos, Nancy Risch, Nancy Trout, Diana Budd, Jean Hirashima, Po Fessila, Edie Pearl, Natalie Rodriguez & Joan Greenwood. We can't thank all of you enough for your efforts to make Valentine's Day special for our Wrigley Seniors.

Lots of new members: **Ted Hamasaki Patrick & Mila Roscon, Bill & Linnea Haney, Mark Kimmel, Robert Wood & Florido P. Andaya.** Isn't that Great!

District Town Hall Meeting

Tuesday, March 29, 6-7 p.m.

Veterans Park Community Center
101 East 28th Street, Long Beach, CA. 90806

Guest speakers include **George Chapjian**, the newly appointed **City of Long Beach Director of Parks, Recreation and Marine**, and **Josef Levy**, the **Commander of the Long Beach Police West Division**. This event is free and open to the public. There will be free parking available. **For more information call the 6th District Council Office at (562) 570-6816.**

WANA Easter Bunny on the Green Again . . .



ATTENTION WANA MEMBERS

**YOUR HELP NEEDED ON
SATURDAY, APRIL 23**

**Egg Hunt Setup: 12-2 pm
Family Fun Helpers: 2-4 pm
Take Down: 4-5 pm**

**CAKE WALK
Donation: \$1 Each Ticket
2-4 PM**

WANA is looking for volunteers to donate home-made goodies — cookies, pies, cakes, or anything else that **you would** like to bake for the Cake Walk. We also need a couple of volunteers on Saturday, April 23 to work at the table to collect donations to offset event expenses.

WANA needs at least 10 people to help stuff plastic eggs with prize coupons or coins beforehand and help the day of the Easter egg hunt including setting up, taking down, and everything in between. Even if you only have an hour or two, please help us out.

Call Maria at 427-5021 or e-mail us at: wrigleyalliance@msn.com and let us know how you can help. **Thanks a bunch!**



**PO Box 6370,
Long Beach, CA 90806**

2010-2011 Executive Board

Officers

Maria Norvell
President
562-427-5021

Joan Greenwood
Vice President
562-599-0812

Jill Hill
Secretary
562-599-1822

Nancy Risch
Treasurer
562-426-5266

Directors

Gloria Bolanos
Frank Kozlowski
Timothy Risch
Joan Pizzato
Jim Trout

Diana Budd, Alternate

WANA Members and
the public are
encouraged to contact
Board

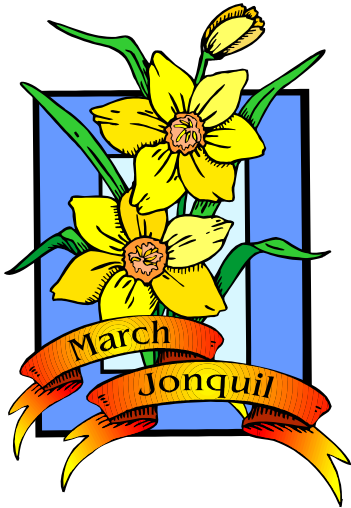
Members with
questions, comments,
requests and
suggestions.

SPECIAL THANKS TO THE LONG BEACH NEIGHBORHOOD RESOURCE CENTER
**WANA NEWS & VIEWS is printed free of charge at the Long Beach
Neighborhood Resource Center—562-570-1010**



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Attn: Maria Norvell, President
P.O. Box 6370, Long Beach, CA 90806



Monday, March 21 WANA Public Meeting

Veterans Park
101 East 28th Street, 7-9 pm

Guest Speakers

John Cross, RDA Board Member & West Long Beach Association VP
Robert Zur Schmeide, LB RDA Assistant Executive Director

Get the facts! Get the answers to your questions. Learn more about the Governor's plan to permanently shut down local redevelopment agencies as part of his 2011-12 budget proposal, and how this move will impact Long Beach. More importantly, find out what steps the City has taken to protect our interests in this fast-evolving situation.



Do you have **spare silver coins** (nickels, dimes or quarters) laying around that you would consider donating? WANA is seeking change to put into **200 plastic eggs** that will get covered with straw at our Annual Easter Egg Hunt. If you can contribute, please call Maria at 427-5021 or bring your extra change to the March 21 or April 18 public meetings.



Attention Wrigley Business Owners!

Place an ad in *WANA News & Views*: 6 months for \$150 or 12 months for \$250 plus annual dues of \$15 per membership year. 50% of the proceeds will go toward sponsoring WANA special events, 25% toward various fees and expenses associated with local, state and federal filing fees to maintain our 501c(3) status and 25% to our printing fund. For more information, contact Maria Norvell at (562) 427-5021 or send an email to: <wrigleyalliance@msn.com>