



July 2011 Newsletter

Official Publication of the Wrigley Association

July, 2011

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From The Desk of Colleen McDonald

Wrigley Association President

Hello Neighbors,

It's time to catch up again. Gosh, this has really been a fun spring. I'll recap what the Wrigley Association has been up to later, but first let me remind you that our JULY meeting is also our annual **Summer Potluck dinner: Monday, JULY 11TH** at 7pm Veterans Park Social Hall, 101 E. 28th Street. Good news, Sam Portillo has offered to bring his delicious pulled pork sliders on Hawaiian rolls. Wrigley will also provide soft drinks, water, coffee, and tea and I'll be bring tropical fruit salad. Please come and bring your favorite side dish, casserole, protein, dessert. We are happy to announce that performers from the Stearns Musical Theater Group will be coming to entertain us.

This year has been an exciting for the Wrigley Village shopping area. Pacific Avenue has been undergoing a major facelift: new medians, new pedestrian lighting, new palm trees, and lately, new bike racks. (Even more trash cans are planned). It is the culmination of a **redevelopment program** that has been years in the planning and implementation. A new ambiance is emerging and we hope to encourage its growth. So, at our July meeting, we are inviting the business owners along Pacific Avenue to join us and learn about the Neighborhood Services Bureaus programs for commercial and residential rebates, and, also we will hear how to set up a **BPID (Business Property Improvement District)**. The resurgence of Second Street and it's elevation to a destination shopping experience is largely credited to the strength and cohesion of its BPID. I feel one in Wrigley Village could create the same success on Pacific Avenue. It means so much to the life of Wrigley to get Pacific Avenue prosperous again. Wouldn't it be nice to have a little wine and tapas bar to relax at on a Saturday afternoon?

CONT PAGE 7...



People and pizza all lined up at the 2011 Pizza Pig Out

Thank you to The Pizza Place, Papa Johns, La Strada, Extreme Pizza, Canadian Pizza and Buono's for participating. Results and pictures in this issue

Calendar Items

July 11
Annual
Wrigley
Summer Pot
Luck

Jul 16-17
Carmageddon
405 closed!

Next Meeting: Summer Pot Luck

July 11th, 7pm, Veterans Park

Long Beach Businesses:

Many businesses generously support the Wrigley Association and its events, Businesses that are members of the Wrigley Association are listed throughout this issue. Contact wrigleyvillage@att.net with questions about business memberships.



Buono's Pizzeria

401 W. Willow Street

Long Beach, CA 90806

562-595-6138

www.buonospizza.com/

Wrigley Leader

Your Business Here

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Support your local newspaper with a voluntary subscription, Call 562-427-8678.

Wrigley Association Members get 10% off advertising in the Signal Tribune.



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My Volunteer Story

By Joy Mendoza

"CONTINUED FROM LAST NEXT MONTH!"

He called me and asked if I was interested to be part of the board. Having JRA PTSA and SMTC on my plate was very manageable and it didn't hurt for me to add another, so I said sure, I'll run for board member.

Wow! I've earned the veteran-volunteer badge; I am now part of the WA board. And it was a real good experience because the board had just gotten over some challenges and was into reconstructive phase. I felt that newbie me can contribute to the betterment of my neighborhood, so intimidation didn't have a space on my plate.

The WA board experience has opened my eyes to more community matters – big and small. It kept my enthusiasm going! Heck, I even went to a board meeting one time with face paint on! LOL!

That's where the laughing ends, because at this board meeting (where I had face paint on), I felt a tad bit scared because of the issue at hand and a little bit of tension as well. This was all new to me. At that point, I was ready to revisit my plate and see if I would still like to have WA on my volunteer plate. Right when I was about to say so long and farewell to being in the WA board, another shepherd came in the picture – Colleen McDonald. If I remember correctly, she said that this board needs revitalization and for fresh blood to be involved. She had the right words and the right tone that convinced me to stay on the board and keep on going. I am so glad I did stay, thanks to you Colleen!

Since then, I've had higher highs with my overall volunteer experience at WA. The most fun I've had was making Broadway in Wrigley (BIW) a reality. One of my secret dreams of being able to perform for my neighbors came true in October 2010 because of the encouragement and support of WA and SMTC. 7th district Councilman James Johnson was also instrumental in making this dream come true. It's encouraging to realize that this vision has turned into a reality and we're looking into BIW for the next 25, 50, 100 years!

I believe that it takes a village to raise a child, but it also takes a village of shepherds to keep the good things happening in our neighborhoods. Thanks to Rachele, Alex, Gavin and Colleen for being my shepherds! Thanks to JRA PTSA, SMTC and WA and for everyone involved directly and indirectly for keeping the volunteer fire alive in our community. More power to us all!

"The only thing necessary for evil to triumph is for good men to do nothing."
--Edmund Burke, British statesman

Wrigley River Run Pictures Below, story on page





First Annual Wrigley River Run Clean Up

Colleen McDonald

The Wrigley Association partnered with 17 organizations from across our city including the Roosevelt Neighborhood Association, Wrigley Is Going Green, Long Beach Neighborhood Foundation, Better Balance Long Beach, Neighborhood Advisory Group, Neighborhood Restoration Subcommittee of the LBDHHS Weed and Seed, Long Beach Litter Free Program of the Environmental Services Bureau, and the Long Beach Rescue Mission to organize a neighborhood clean up in preparation for the Wrigley River Run 5/10K taking place the following Saturday, June 11, 2011. In addition to cleaning the streets and alleys, residents were allowed to throw away large items and tires, and recycle their e-waste. Our goal was to help create the most beautiful neighborhood possible for the visitors and runners of the Wrigley River Run and Tadpole Trot.



The clean up was anchored at the corner of Pacific Avenue and 25th Street and covered areas of the 6th and 7th Council Districts, from Long Beach Boulevard to Deforest Avenue and Willow Street to Hill Street. Volunteers cleaned up the streets of Pacific Avenue, Willow Street, Burnett Street and all interior alleys on the north and south side of Burnett Street. In addition, the Long Beach Litter Free crew drove a van with community service volunteers, a flat bed truck and a refuse truck through the target area picking up large items, tires, and televisions. We also used a Neighborhood Services Bureau truck to pick up large items from the alleys of Long Beach Boulevard to Pacific Avenue and Willow Street to Hill Street. In total, approximately 35 square blocks and FOUR-TEEN tons of trash was removed from the area. Twenty business owners on Willow Street signed a pledge to maintain the appearance of the streets for the week before the race.

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Neighborhood Leadership Program candidate and Long Beach Voices assistant producer Jorge Rivera and his crews filmed the First Annual Wrigley River Run Neighborhood Clean Up. The mission of Long Beach Voices is to relate stories that motivate, inspire, and connect Long Beach residents to community associations that are making an impact in their neighborhood. Check out the great video here www.youtube.com/watch?v=T1r9JP5IjVs or on the Wrigley Neighborhood Facebook page.

More than forty volunteers were involved in addition to city workers. Twenty business owners on Willow St signed a pledge to maintain the streets appearance for the week before the race. Fourteen tons of trash and discarded furniture was removed.



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7th District Update

Dear Neighbors,

Save the date for our upcoming Summer BBQ on "the green" along Daisy Ave. There will be plenty of food and refreshments, so make sure to invite your family and friends. The BBQ gives the Wrigley community an opportunity to share a fun summer day with neighbors and friends. The BBQ is on August 13th at 11:00am. Please contact my office for more information.

I hope you have had the opportunity to visit the latest addition to the 7th District: the Wrigley Heights Dog Park. I am proud of having Long Beach's newest and largest dog park in my district. Wrigley Heights Dog Park is located at 3401 Golden Ave and hours are from dawn to dusk. To stay in touch with things happening at the park, make sure to join the Wrigley Heights Dog Park Facebook page at: www.facebook.com/wrigleyheightsdogpark.

I look forward to seeing you in the community soon.
Sincerely,

James Johnson
7th District Councilmember
District7@longbeach.gov
(562) 570-7777

For more information on redistricting, upcoming events, and to join my e-blast and Facebook page for updates at www.jamesjohnsonlb.com.

NOTE: This article was submitted by the 7th district office in June and had information about redistricting and invites to meetings about the issue that have already passed so that portion was edited out due to the timing of the newsletter release this month

Open Call for Artists with studios in Wrigley

The excitement for GLOBAL/October is National Arts and Humanities Month is starting to heat up. One of the star events of this month long venue is a weekend studio tour of local professional artists on October 8th and 9th. Wrigley is to be one of the hubs of this fun city-wide tour. We have several Wrigley art studios already signed up, but would like to strengthen this leg of the tour with just a couple more.

Go to www.LBopenstudiotour.com to see last year's tour...updating to the website will occur in July, so keep checking in new info.

Please contact Lisa Wibroe at vkngvixen@gmail.com for application, information, and inquiries.



Business of The Month: Peralta's Tae Kwon Do

By Joy Mendoza

For over 35 years, Master Dionisio Peralta has taught kids and adults the rigor and discipline of Tae Kwon Do and Martial Arts. His whole family including his wife, sons, daughter and even his grandchildren are all faithful taekwondo jins.

Their martial arts academy on Pacific Avenue offers classes for kids as young as 5 years old, teens and adults. Master Dionisio Peralta's vision is to help people learn and practice the benefits of Tae Kwon Do and Martial Arts which include self defense, discipline and most importantly, respect.

On June 6th, Peralta's Tae Kwon Do showcased their skills and talent at the Wrigley Association meeting. Their electrifying performance and breathe-taking stunts has left the crowd in awe, cheering for the students and their mentors.

Come and check out Peralta's Tae Kwon Do on Pacific Avenue and I guarantee you that if this is something that you, your kids, family and friends would be interested to practice, that you will have a great experience with the very friendly and warm reception of the family of Master Dionisio Peralta as this is also a family enterprise.

www.tkdperaltas.com, 2349 Pacific Ave, (562) 394-8476, Open M-F 10am - 8pm, and Sat Noon - 8pm

Pictures from their performance at the June Wrigley Neighborhood Meeting below.



Hundreds Pig Out in Wrigley!

Buono's defends its title as Best Pizza in Long Beach,
La Strada a close second

Some pictures below of the second annual Pizza Pig Out. If you missed it then you missed a chance for an all you can eat pizza dinner for \$5 from the best pizza in the city from places like Buono's, La Strada, The Pizza Place, Papa Johns, Extreme Pizza, and Canadian Pizza. Those who attended got to vote on the best pizza and Buono's came out on top for the second year in a row.



... CONT FROM PAGE 1

I can think of so many complementary businesses for the Wrigley Garden ...maybe a nice plaza or an artist's studio. Ok, I like to dream...got a little off-track, sorry.

Now to recap June's event. Lots of fun stuff happened. On June 4th there was the First Annual Wrigley River Run Cleanup, a video of it by Long Beach Voices is posted on the Wrigley facebook group www.facebook.com/groups/28996908644. Our gratitude to all of the neighbors from near and far who helped out; it was an outstanding effort. Our June 6th meeting including an exciting demonstration of martial arts by the many students of the Peralta Tae Kwon Doh studio on Pacific Avenue. On June 10th, we held the Second Annual Wrigley Pizza Pigout. For two hours, pizzerias from throughout the city competed to earn the titles Best Pizzeria in Long Beach. And the winner, for the second year, was Buono's Pizzeria (Willow Street branch), followed by La Strada's of Belmont Shore who again was a close second. Other participants included, Canadian Pizza (on Broadway), Extreme Pizza, the Pizza Place (on fourth street), and Papa John's. We thank all of the pizzerias for their exuberant participation and their generosity in making this event so successful. On June 11th, the association was honored to man a 'hydration station' for participants in the Wrigley River Run's 5k and 10k races. While it is a lot of fun to compete, I can now attest that it is just as much fun to hand out the water. We thank the Long Beach Neighborhood Foundation for bringing this outstanding event to Wrigley.

Well, that's it for now. DON'T FORGET: SUMMER POTLUCK, MONDAY, JULY 11TH, 7PM. Please RSVP on the Facebook Event Page Wrigley Association Summer Potluck or at our new email address: Wrigley-Village@gmail.com or you can even call me at 562-6767480. See you soon.



4th Annual Wrigley River Run Bigger and Better than Ever!

Hesch and Wu Double up at Wrigley River Run & Tadpole Trot

So. Cal's Elite Runners Join

More Than 1,200 Running Long Beach's Premier 5/10k event



Reigning champion Eli Rodriguez was edged out in both the 10k and 5k coming in second to Christian Hesch both times as Hesch continued his dominance of the southern California racing scene this year, by winning both races at Long Beach's premier 5/10k event, the fourth annual Wrigley River Run and Tadpole Trot, presented by Buono's and the Naza Family. Hesch out kicked the field with blazing times of 15:49 in the 5k and 31:55 in the 10k, both course records. Rodriguez finished just a stride or two back each time.

In the women's division, Cambria Wu raced to victory, winning by a comfortable margin in both the 5K (18:38) and 10K (37:42). Road Runner Sports donated shoes to the male and female winners of the events, so Hesch and Wu both went home with two pairs of shoes each for their efforts.

The kids in the Tadpole Trot were the highlight of the event for most. Every one of the more than 200 under-ten Tadpole Trot competitors—from the winner, Amber (who you can see running the race in this great video www.youtube.com/watch?v=bFWtZZbeM2A) to those at the back of the pack who held hands with their parents the entire way up and down Pacific Avenue—received medals and enjoyed pre- and post-race fun in the bounce houses as well as face painting provided by Oakwood Academy.

The event's organizing entity, the Long Beach Neighborhood Foundation (LBNF), reports that more than more than 1200 runners and walkers participated in the events: the 5 and 10k's and the Tadpole Trot kids run and were supported by hundreds of volunteers. The event generated more than \$37,000 (gross) in donations and registrations from the community. Net proceeds from the event will be used to support programs that benefit at-risk youth in Long Beach and college scholarships to local high school students.

In addition to Buono's (the official Pizza of the Wrigley River Run) and the Naza Family, many local businesses supported the race through monetary and product donations including AECOM, AA Graphics, DBL Logistics and CCEJ Building Healthy Communities.



There was plenty of music with *Zero Period* playing at the finish line and the Cabrillo HS Jazz Band and *Stan DeWitt* keeping the runners moving on the course. LBNF President Gavin Mc Kiernan said, "As this event grows we are proud that top runners as well as casual athletes flock to our event but more than that we are happy to have been able to put on an event that involved so many diverse parts of our community. Several area schools participated in a significant way and many businesses responded affirmatively to our call for support for a family-friendly community event, showing that



communities can and will come together outside of Downtown and Belmont Shore, where the overwhelming majority of events as well as media coverage in Long Beach currently take place."

The 5k and 10K race courses went from Holy Innocents Parish on Pacific Avenue to Burnett Street, west to the LA River Trail, and back to Holy Innocents. Performers from the Stearns Musical Theater Group saw the runners off with the national anthem prior to the 10k after the Cabrillo JROTC presented the colors. 7th district councilman James Johnson welcomed the runners in the 5k after Theresa from 24 Hour Fitness warmed them up. The participants enjoyed post-race food and drink donated by Buono's, Clif Bar, El Paisano Supermarket, Honest Tea, Gonzalez' Northgate Market and The Bagelry.

Mc Kiernan recognized "our superb volunteer board of directors from all parts of Long Beach that are dedicated to putting on quality community building events in areas of the city where they traditionally have not had them. We also appreciate all the help we received from various city departments and groups, the West Division of the LBPD, LB department of Special Events, and of course the support and guidance of our Advisory Board, including Former Councilwoman Tonia Reyes-Uranga, Long Beach First Lady Nancy Foster, Long Beach Rescue Mission CEO Jim Lewis, Bixby Knolls BIA Executive Director Blair Cohn, CPAC Chair Annie Greenfeld-Wisner, Former Assemblywoman Betty Karnette, Long Beach Little Ones Founder Laura Gallagher, and LB Historical Society President Evan Braude,.

If you want full results of the event or for more photos visit www.wrigleyriverrun.com.

WALKING LOOPS: Discovering Community

"All walking is discovery. On foot we take the time to see things whole" – Hal Borland

THE BACKGROUND

Walking is the most fundamental mode of transportation, and walkability is an important aspect of healthy communities. Walking Loops are a relatively simple addition to the built environment that can have a lasting impact and affect permanent change in neighborhoods. The impact is the creation of community and culture; community thrives in the interactions and observations of daily life. As Long Beach is the site of Pro Bike Pro Walk 2012, the City would benefit greatly from a well developed set of walking opportunities throughout its many neighborhoods.

THE VISION

CITY FABRICK, a nonprofit community design studio and urban planning organization, will work to facilitate this effort.

Walking loops are not only an amenity to the built environment, but also:

- **Build community** by helping neighbors, businesses and institutions to interact.
- Promote **exercise and related opportunities** to encourage healthy living.
- Provide **potential business** for local commerce near and along the route.
- Foster the **education** of local history, assets, landmarks or issues within the local area.
- **Create** a method for showcasing neighborhood assets and treasures.
- **Identify and address pressing safety and enhancement issues.**
- **Invigorate areas** of the city that suffer from blight or lack of use.
- Provide **resources** for employers and visitors.
- Assist in the development of a **more livable and vibrant** Long Beach.

THE PROCESS

WHAT: The production of a series of five to six Walking Loops in Long Beach, utilizing signage and graphic markers to delineate the route, as well as a template/toolkit for the production of future walking loops. Some loops may have a specific goal beyond walking and community involvement, including:

- Education on the history of local neighborhood, portrayed in signage and markers along the route
- Showcasing local art or architecture that creates a sense of place in the community
- Enlivening commercial districts and encouraging local residents to "buy local"

WHO: The WALK LONG BEACH committee and City Fabrick will work together to coordinate and produce the first set of Walking Loops and the toolkit.

WHEN: The work will commence in June 2011, and be completed in approximately six months.

WHERE: Walking Loops will be developed in various locations across the communities of Long Beach.

HOW: Tasks include:

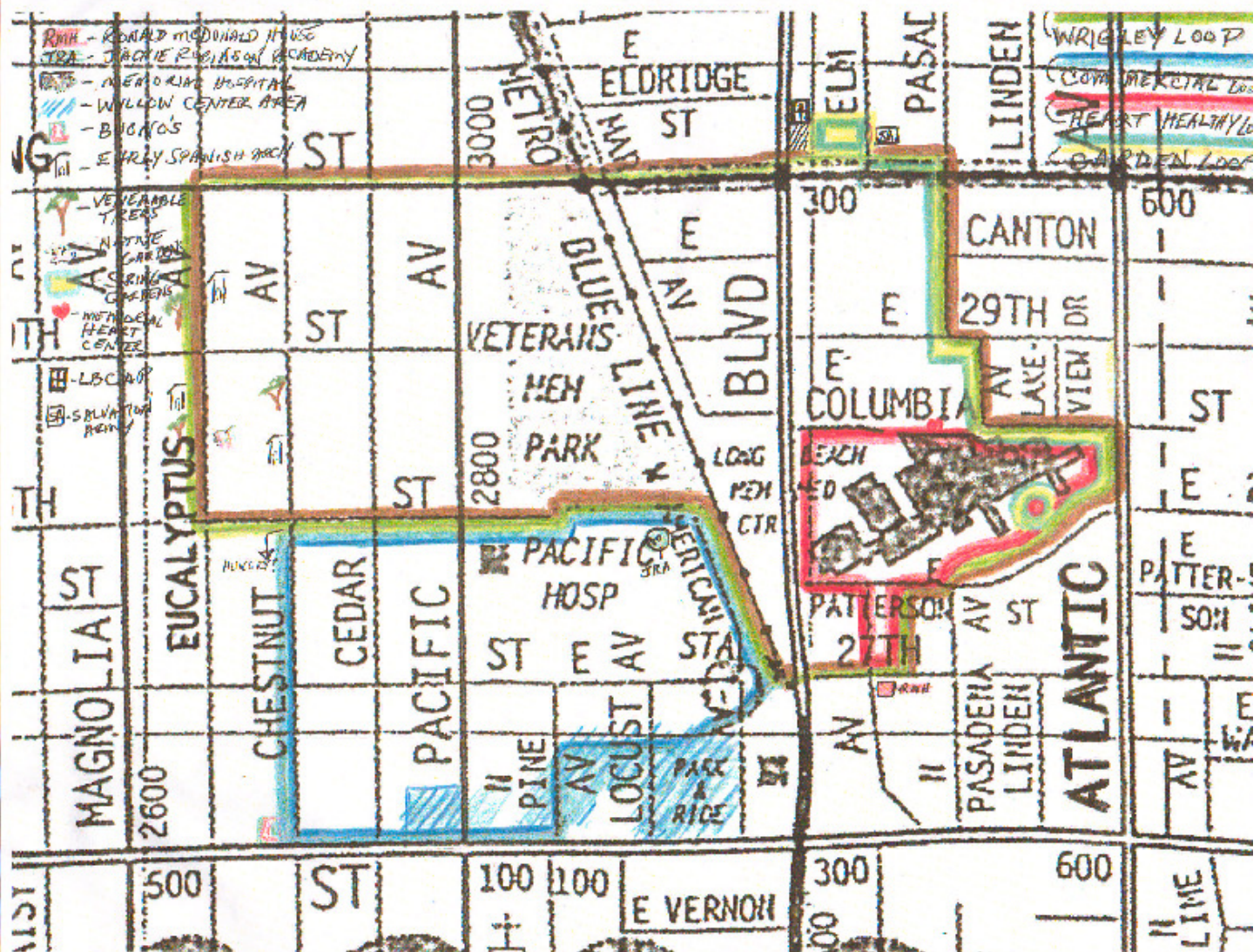
- Determination of the actual loop routes in coordination with volunteers and City staff
- Development of graphics and wayfinding markers in conjunction with the City of Long Beach
- Coordination of actual street markings
- Production of promotional tools for encouraging the use of the Walking Loops
- Production of a procedure or toolkit for future community use.

THE DELIVERABLES

- A documented initial walking loop.
- A framework for a toolkit/template for community groups to utilize in the future.
- A set of images, and video for use in promotion of Walking Loops.
- Suggestions for graphic signage and wayfinding along the route.

CONTACT

Meg Beatrice, mbeatrice@architecturem.com
562.951.0446



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) _____

Email Address _____

Address _____

Telephone Number _____ FAX _____

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

Membership Year is June 1, 2010 through May 31, 2011

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@att.net

Wrigley Association Websites:

www.neighborhoodlink.com/longbch/wrigley/

www.facebook.com/group.php?gid=28996908644

www.myspace.com/wrigleyassociation