



# February 2008 Newsletter

Official Publication of the Wrigley Association

February 2008

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## Calendar Items

Feb 2. Groundhog Day

Feb 3. Wrigley Walkers  
Meet at Starbucks,  
10am

Feb 4. Wrigley Associa-  
tion General Meeting

Feb 5. Fat Tuesday

Feb 6. Ash Wednesday

Feb 21. Neighborhood  
Advisory Group Mtg

Feb 23. TAKE BACK  
PINE: Pine Ave Clean  
up and Block Party

Feb 26. 6th District  
Town Hall Forum



Wrigley President David Carlton

## Get Involved

There are some important happenings in the neighborhood that you will hopefully want to be a part of. As you are probably already aware, there are a few blocks in Wrigley that are a source of a great deal of crime. Recently there have been shootings in and around the area of Pine Avenue and it is time we did something about it. The campaign to "Take Back Pine" was kicked off last month at a Neighborhood Advisory Group meeting where the community spoke with LBPD West Division Commander Luman about their efforts in the area. If you weren't there read about it in the Signal Tribune's January 24th issue, back issues are archived on their website. Events and meetings have been planned to band the community together in that part of Wrigley and stand up against the negative elements in our society that would prefer anarchy. Circle your calendars for February 23rd when the first of many events on Pine is held. At 10am there will be a clean up of Pine and surrounding alleys and streets followed by a block party with free food and fun, please join us and show the residents there that we all stand with them! Learn more on Page 4 and

GET INVOLVED!

Inside this issue of our ever expanding newsletter includes some new features. A couple of things that we hope to make monthly staples of the newsletter are our business of the month and the Lorax Award. This issue also holds the return of what used to be a fixture of our newsletters and now will be again, a monthly article from each of our council-offices. NOTE: Due to city of Long Beach election law we can not mention council members in this publication. Next month we hope to start another new series of articles about the LA River. Our next association meeting is Monday February 4th, 7 p.m., where we will have Wrigley member Shoshanah Siegel presenting about color. A brief description of her talk is inside on page two.

## Inside this Issue

### Wrigley Spotlight

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Columns

Wrigley is  
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### Decorating Diva

Artist of the  
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And Much  
More...

## SAVE PAPER!

(and postage for  
the association)

Get this newsletter  
in your email box.

Email

[wrigleyvillage@  
hotmail.com](mailto:wrigleyvillage@hotmail.com)

**Next Meeting: February 4th, 7pm**

**Your Color Diva: Residential, Commercial & Beyond**



## Your Color Diva: Residential, Commercial & Beyond

Shoshanah Siegel

This issue does not include my normal monthly column since I will be speaking at the next association meeting Monday February 5th, 7 p.m

Ever wonder how to choose the best colors for your home? Your Color Diva, Shoshanah Siegel, will provide answers, guidance and inspiration. As a local color consultant, I help people select colors that enhance the enjoyment and value of their homes. I will discuss how to call attention to architectural features without necessarily following a strict historic color palette. We want it all—a home that reflects today’s lifestyle while honoring the past. Paint is a cost-effective way to achieve that. Attractive exterior color choices improve the value of individual homes and the “curb appeal” of the entire neighborhood.

Can’t come to the meeting? Dish with the Diva at 562-427-0440, [YourColorDiva@aol.com](mailto:YourColorDiva@aol.com) or visit my website at [www.YourColorDiva.com](http://www.YourColorDiva.com).



## Wrigley Neighborhood Co-Op Food Exchange

Sasha Kanno

Community supported agriculture has long been a way of life for the rural resident. In Hawaii where my husband grew up there are booths all along the country roads with fresh fruits and flowers. The growers leave baskets out for good faith donations. Take what you need and leave a little something for the grower. This food exchange is a great way to distribute the excess and on our scale to gain a sense of unity amongst our neighborhood.

Our goal in the co-op is aimed at increasing the home gardener; to have a successful, small scale closed market. We all visit the farmers markets but how nice would it be to be able to share what we as a community have grown and created.

In case you are new to the phrase. A co-op is any voluntary organization composed of a group of individuals (or organizations) that formed for their mutual benefit. In our case the benefit is to share our homegrown crops. Most people form a co-op because they see a market for something. In Wrigley we are our own market. We each have something to give and gain by making this a success. There are no owners in a

co-op situation; the members are the owners.

At the last NAG meeting Lisa Wibroe brought up the fantastic idea of starting a food share program. We have begun the very early stages of organizing this co-op market. First of all



we would like to know who out there is interested in this idea.

Do you have a big orange tree and the fruit goes to waste? Then this is right up your alley. If you like the thrill of growing roses or wildflowers and have

too many for the vase this is for you.

We are talking about starting small. Picking one day a week and having a window of time where people can come drop off or pick up their goods.

If you have something to contribute great if you do not actually have a green thumb then that is ok too. Perhaps we could contrive some sort of buy in for the horticulturally challenged. We are brainstorming right now. Please share your thoughts with Lisa or myself. There are 2 email address listed below.

Think of your space and what you are capable of. We all take great pride in our health and ourselves. This would be a wonderful way to eat right and stay active. Planting seeds and pulling weeds is a great way to stay fit.

For more info contact [wrigleyisgoinggreen@hotmail.com](mailto:wrigleyisgoinggreen@hotmail.com) or [sashakanno@mac.com](mailto:sashakanno@mac.com)

\*Photo is of author’s own harvest, fresh flat leaf parsley, green onions, basil, green bell peppers, fresno chilies and nasturtium flowers.

Visit my blog at

<http://1928tudor.blogspot.com/>



PG Herman

## Peace Week and the MLK Parade

January begins our new year with a poignant message of peace as it marks the birthday of Dr. Martin Luther King Jr. This year the monumental event fell under the direction of the 6th District Office. As a Co-Chair I was able to have a view behind the scenes and witness the commitment and dedication that is necessary to pull off a celebration of this magnitude. Various activities of the first-ever Peace Week were well attended and received much interest from press and dignitaries within Long Beach. The plaque and statue re-dedication was professionally orchestrated as the following community leaders were honored: Ms. Auquilla Scott, Mr. Luther Evans, Mrs. Doris Topsy-Elvord and Dr. Ebenezer Bush. Later, that same afternoon there was a movie on the life of Dr. King presented via the History Channel. Hotdogs and beverages (donated by El Paisano Market on PCH) were eagerly enjoyed by the children. That evening at 5:00 p.m., a large crowd of approximately 200 gathered in the parking lot of MLK Park, appropriately in front of the statue of the Man, himself.

"We are here to revive the spirit and teachings of Martin Luther King, Jr. who taught us that all people are equal and we can live together in peace, love and brotherhood regardless of our color or ethnicity" exclaimed a Councilman to the silent crowd. Comments were made by other dignitaries in attendance: Mayor Bob Foster, accompanied by First Lady, Nancy Foster and his mother, Helen; Vice Mayor, Bonnie Lowenthal; Councilman Val Lerch and LB Human Dignity Officer, Melissa Morgan. I personally was overwhelmed to see the spirit of unity as neighborhood groups, churches and others carried banners. Young and old, all ethnicities, races and religions, different socio-economic backgrounds with the common desire for peace in our neighborhoods and the world. As we rounded the corner from Orange Ave. onto 20th, we were, for the first time able to see the length of the ominous "string of lights" of the candles. We began hooting and hollering and eventually the entire march held their candles in the air cheering in unison. It was such an emotional moment for all of us. The highlight was returning to the statue as the infamous speech by MLK....Free at last...Free at last... filled the air. Thank you to those Wrigley Association members in attendance and to those who were there in spirit, but unable to attend.



On the following Tuesday, at the L.B. City Council Meeting, there was a Presentation to recognize Peace Week and the birthday of Dr. King. The first Peace Maker Awards were distributed by Mayor Foster and the 6th district Council office. Awards were also given to the Co-Chairs of the various events. A large reception off 100 attendees followed in the City Hall Lobby with a delicious cake from our own El Rey Bakery. On Friday, of the same week, the 6th district hosted a Sr. Luncheon at the McBride Center (Cal Rec). 66 lunches were provided and paid for by the Council Office. We were entertained by Cambodian dancers and our councilman. 320 cookies were delivered to the remaining five Sr. Centers in L.B. as part of the celebration.

On Sat. 1/19, thousands gathered to partake in the 20th Annual Peace and Unity Parade beginning at Anaheim on MLK Ave. and proceeding north to MLK Park. The Celebration in the Park was packed with individuals enjoying the many food, crafts and merchandise vendors. The first ever Health Pavilion, sponsored by St. Mary's and the Neighborhood Association Tents were also popular. Wrigley Association had a table with information and was staffed by various members during the day. "Dreamland", an entire area just for the children was also a first timer and extremely successful. Music, games, food, jumpers and arts and crafts were provide free of charge for the kids. Also, for



**Continued on Page 5**



## Help Us Take Back Pine Ave!

P.G. Herman

As was previously mentioned in this issue of our newsletter, the significant increase in gang-related crime and shootings on Pine Ave. in South Wrigley have caused many in this location to live in constant fear and trepidation. We cannot simply concentrate on upgrading the Pacific Corridor without taking into consideration the nearby neighborhoods and the quality of life for those residents. As was expressed at the recent NAG meeting, many are afraid to go out, mingle with neighbors, and are mistrusting of the police. In a joint effort to rectify some of the disenchantment and empower the residents to TAKE BACK their community, we, NAG and Wrigley Association are collaborating with several other entities for the first time. Joined in our efforts on Saturday, February 23rd are the following: LB W. Division Police Dept.; the L.B. P.O.A.; The 6th District Council Office; Neighborhood Services Bureau; Parks, Recreation & Marine; Special Events and Filming; C.P.A.C.; The L.B. Rescue Mission and Peace builders.

Since beginning the planning of this event a little over a week ago, I'm daily receiving support from those who want to participate. There's no question that the City recognizes the urgency of attention to Pine Avenue. We have had success in the past in bringing together multiple City resources to improve Henderson between 19th and 20th Streets. Now we will take on the problems on Pine & Locust with the same fortitude.

With the advice of the Police, we determined the area with the most illicit activity and decided to concentrate our neighborhood clean up on Pine

Ave and PCH (near the demolished recycle center) and continue north to Willard. This encompasses the 1800, 1900 and 2000 blocks. We will clean both sides of Pine within these blocks and the two adjacent alleys. It's actually quite a long section, so we are in need of a lot of volunteers. Neighborhood Services Bureau will supply all of the necessary equipment and dumpsters and Graffiti Protective Coatings will also be involved. The clean-up will begin at 10:00 a.m. and will be followed by a "Block Party" of a different nature. Barricades will be set up on Pine between 20th and Willard. The goal is to get residents out of the house and see the Police and other City officials in a positive light. Right now they are so afraid of retaliation that many are in fear to report crimes that they observe. To TAKE BACK their neighborhood, we need their support and they need ours. We will have hotdogs, chips, beverages and games and activities for the children. Lt. Joe Levy has requested either Herbie the Car or Robbie and a Police Information Table for us. It's possible that we may have tables of other associations that want to inform the participants of free services available.

We hope you will join us in this initial statement of empowerment. If you're not available to assist in the clean-up, please come by just to say hi and offer your support with a friendly smile. With our combined efforts we can make a difference and turn around the negativity like we did on Henderson. For more information, or concerns or suggestions please call me at (562)595-6460 or e-mail us at: [wrigleyvillage@hotmail.com](mailto:wrigleyvillage@hotmail.com).



Lisa Wibroe

## Business of The Month-Pho America

We have a new business in Wrigley, Pho America, a restaurant featuring authentic Vietnamese cuisine. Pho is a common, delicious, and healthy noodle soup in the Vietnamese culture. For a limited time, they are offering a grand opening special and including a delicious dessert!

Pho America is located at 1826 Pacific Avenue, near Pacific Coast Highway. The food is fresh, the restaurant is clean, and the service is fast and friendly. You may order take-out food by phoning 218-0204. They are open daily from 10am - 9pm.

When you dine there, you can read about how owner Frank Tran's mother started this family-owned business as it is printed on their place mats.

Welcome to Wrigley Pho America!

the first time, the VIP Tent was opened to Sr. Citizens as well as dignitaries. Fantastic food was generously donated by Buono's Pizza and Pollo Campero. The music had everyone rockin' all afternoon, especially when the headliners, LTD and the Delphonics performed It was estimated that 23,000 were present during the course of the day.

There needs to be great acknowledgement of the L.B. Parks, Recreation and Marine Staff who worked so diligently all day. Also, the large number of police officers making their presence known and handling the huge crowd so diplomatically. Due to their demeanor and professionalism our event represented a Day of Peace that would have made Dr. King proud. Thank you to the many Wrigley Association members that participated to represent our united effort for peace.



## Neighborhood Leadership Program

Gavin Mc Kiernan

As a 2004 graduate of the Neighborhood Leadership Program (NLP) I am here to tell you that if you can find the time in your busy life to take advantage of this outstanding FREE program, you owe it to yourself to do so. When I participated in 2004 I had been a part of similar programs that taught "leadership" and I was honestly skeptical that this program

would be worth my time. But, it was free and I was relatively new to Long Beach so I figured I would give it a try. I remain glad that I did. It was a very well organized and thought out program where I learned a lot and met many great people that I am still friends with today. A number of influential people in the city of Long Beach have gone through the program in-

cluding many of the board members of the Wrigley Association. if you have any questions about the program please ask one of your board members at our next meeting or email

[Teresa Gomez@longbeach.gov](mailto:Teresa_Gomez@longbeach.gov). Below is a description of the program from the neighborhood resource center.

To achieve our goal to empower neighborhood residents to "take back" their communities and eradicate problems such as crime, gangs, drugs, and graffiti, the Neighborhood Services Bureau offers an ongoing Neighborhood Leadership Program. The Program has professional trainers who teach effective leadership, neighborhood problem solving, team building, fund raising and public speaking. So far, 112 residents have graduated from the training and gone on to improve the quality of life in their neighborhoods. Many now represent their area on City commissions and one graduate is now on our City Council.

### WHAT IS THE LEADERSHIP PROGRAM?

It is a program offered by the City of Long Beach to train effective neighborhood leaders who want to improve their Long Beach neighborhoods.

### WHAT KIND OF TRAINING IS OFFERED?

Professional trainers teach a variety of subjects to participants, including the following:

- Principles of Effective Leadership, Human Relations and Team Building,**
- Community Project Planning, Neighborhood Problem Solving,**
- Fund Development, and Public Speaking**

### HOW OFTEN IS THE TRAINING OFFERED?

The training is usually offered once a year. It consists of 12 sessions held twice a month. Most training occurs on Thursday evening from 6PM to 9PM, with two Saturday sessions and a weekend retreat.

### IS THERE ANY COST?

The training is free. An application and single letter of recommendation from a leader of a Long Beach organization such as a neighborhood association, a local school or PTA; a business, or a City of Long Beach department is required.

FOR MORE INFORMATION, PLEASE CALL (562) 570-1010



## A Worthy Cause

Colleen McDonald

Cabrillo High School, the jewel of the West Side in Long Beach, has a GIRLS SOCCER TEAM of its own—THE JAGUARS. The girls on this team come from all around the area and many are from the Washington School Neighborhood and South Wrigley NIS. This team is coached by the very dedicated part-time coach, Teresa Gomez. We all know Teresa from her tireless efforts on our behalf in these very neighborhoods. Teresa has long been a member of team sports and still participates on the playing field, but the girls on her team have not had that advantage. Beyond the skills they practice and the drills they run, there are so many more lessons that these girls will learn by participating on a team: confidence in themselves and their teammates, ownership and pride in their participation, setting goals and depending on themselves and their team to achieve them. It is an important tool in preparing these scholar athletes to take their roles as adults in our society. Teresa has come up with a great idea to introduce her girls to a little bit of the fun part of the larger world around them, a world just an hour and a half away. She'd like to treat them to a day that probably none would be able to afford without our help. These girls come from very low-income families and may never have this opportunity and luxury.

Teresa would like to take her team to *Mountain High* in Wrightwood to participate in a Snowboarding clinic run by *Girls Learn to Ride*.\* the date is February 10<sup>th</sup> and the location is Wrightwood. The cost to rent the bus, lunch, lift tickets and pay the \$69 participant fee is \$2200. Can we help Teresa reach that goal? I think our money would be well spent.

\*the website is [www.GirlsLearntoRide.com](http://www.GirlsLearntoRide.com). Call Teresa at 562-889-4919

or email me at [colleenmcdnld@aol.com](mailto:colleenmcdnld@aol.com) with questions or to donate.



Lisa Wibroe

## Wrigley Is Going Green

Mauna Eichner



We started out 2008 by giving away 100 fruit trees that we got from Tree People. The trees count toward the goal of planting a million new trees in Los Angeles to help mitigate the air pollution that is contributing to global warming. The Wrigley Association hopes that when the residents of Wrigley have surplus fruit, they will bring them to the Wrigley Fruit and Vegetable Exchange to exchange their surplus or other fruits and vegetables that are brought to the exchange. We hope to have this program up and running this summer. Look for details in this newsletter. In the meantime, we are looking for more volunteers to help get this organized. If you would like to participate, please contact us via email at [wrigleyisgoing-green@hotmail.com](mailto:wrigleyisgoing-green@hotmail.com)

Also this month, we were notified that the 3100 and 3200 blocks of Eucalyptus Avenue were up for sidewalk repair. On those streets, over a dozen trees have been marked for root pruning. As you may recall in a previous Wrigley's Urban Forest article, severe root pruning can be detrimental to the long term health of a tree, and may result in it ultimately being removed. 3124 Eucalyptus has a very soulful large tree, and the homeowner wants to have the city do alternative sidewalk repair by either meandering, reducing the sidewalk through cut-outs, or use ramping to prevent the need for severe root pruning at the tree's base. We mobilized and started

a petition to let the city know we want to curtail the practice of this severe root pruning. Many of you at the January meetings of the Wrigley Association and NAG signed the petition. We also informed the 7th district councilmember Tonia Reyes Uranga, who spoke with both the city manager and the new director of public works, Mike Conway, regarding a pilot program implementing these alternatives on the two blocks. We also talked with many of the people who have their trees marked for root pruning and most want to see the alternatives employed in front of their homes. In all, we gathered 86 signatures throughout the Wrigley area and turned them into Councilmember Reyes Uranga's office on Friday January 18 who in turn made copies and delivered them personally to the new director of public works. We are now waiting to see what will come of our efforts. To be continued . . .

## **7th District Council Office**

Tax time is here and studies show that thousands of low-income working families who are eligible for the Earned Income Tax Credit are not claiming it – costing them millions of dollars of lost monies. The Long Beach community underutilizes this credit and because it is a great economic development tool, putting money back in to the community, we really want to encourage residents to take advantage of it.

The EITC is a scalable credit that provides the greatest benefits to those who earn between nine and twelve thousand dollars a year. For those families with two or more children, the credit may be worth up to \$4,500. The data shows that nationally, the EITC has lifted 4.8 million working people above the federal poverty line – including 2.6 million children of low-income workers.

The EITC is especially important for low-income neighborhoods - studies show that most EITC benefits are spent locally. What is it spent on? Rent, car repairs, medicine, and insurance – this translates to profits for local merchants, and an improved ability for parents to support their school age children.

For these reasons, Mayor Foster and our office recently participated in a press conference announcing that qualified Long Beach families are encouraged to take advantage of this free volunteer income tax assistance at the Network's Center for Working Families, 1900 Atlantic Avenue, and the Long Beach Community Action Partnership, 780 Atlantic Avenue, both in Long Beach. Similar services will be provided at the Network's Harbor Work Source Center in San Pedro. Qualified residents may call now for an appointment at 562 570-4794.

As always, we can be of further service regarding this program or any other City related matter, please feel free to call us at (562) 570-6139.

The 7th District

## **6th District Council Office**

Thank you to all those who helped put on the best Dr. Martin Luther King Parade and Celebration ever.

In addition to being blessed with a beautiful day, we had record breaking attendance. We had members from all over the 6<sup>th</sup> district working together to make this a successful event. The 6<sup>th</sup> District has different neighborhoods but we are one community. Nothing illustrates our community coming together better than this event. I will continue to find better ways to build bridges for our neighborhoods to come together to build a stronger community.

During the last council meeting another Councilmember and the 6th district requested the City Manager to work with staff and appropriate stakeholders including the Long Beach Unified School District, the Long Beach Police Department, the Youth and Gang Violence Prevention Task Force and other community-based organizations to conduct a study session to discuss potential proactive gang prevention programs for the City of Long Beach. It is our hope in furtherance of this discussion we will find better ways of reaching young people and empowering parents.

No amount of money or programs alone can truly address the problem of gangs and violence.

Parents need to know where their children are at night. We must empower parents to know all the tools available to help them. We need to come together as a community; we can't expect any program, teacher, police officer, counselor to do it alone. It all starts in the home. We look forward to discussing how we can collaboratively work together to reduce gang and youth violence. We invite all members and organizations from the community to come to the upcoming study session to help create a brighter future for our youth.

We have many challenges facing our community and our neighborhoods. Every day we are working hard for you. Please call us if you need any assistance. 562-570-6816

Your Representatives,

The Sixth District

## 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](mailto:wrigleyvillage@hotmail.com) about business memberships.

### Wrigley Sustainers

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



Buono's Pizzeria  
401 W. Willow Street  
Long Beach, CA 90806  
562-595-6138  
[www.buonospizza.com/](http://www.buonospizza.com/)





The Lorax Award is an award given to local businesses for greening-up their curb appeal.



This month's winner is Vanco Properties at 646 W Pacific Coast Highway. Owner Ed Van was so excited when he heard that Wrigley is Going Green was going to plant trees in front of his business establishment that he had new sod rolled in, new bushes and vines planted, a sprinkler system installed, hung a new awning and gave the building a fresh coat of paint. The Wrigley Association applauds Mr. Van's efforts in beautifying his business in Wrigley by bestowing him with the first Lorax award. [edvan@vancoproperties.com](mailto:edvan@vancoproperties.com)

New Years Resolution to get fit?

Want to meet more of your neighbors?

Like to walk?

If you say yes to any of those ?'s then you should join the **Wrigley Walkers.**

Colleen Mcdonald is leading the Wrigley Walkers who will meet Saturday mornings at 10am and walk around Wrigley for fun, exercise and good conversation. If anyone is interested in joining email [Colleenmcdnld@aol.com](mailto:Colleenmcdnld@aol.com) or just show up:

**Starbucks, Wrigley Marketplace, Saturdays, 10am.**



## Spotlight on Wrigley Resident Alyssa Edwards

Lisa Wibroe

While planting trees with Wrigley is Going Green, I have had the opportunity to meet more interesting people in my community. I would like to take this opportunity to introduce Wrigley Association members to Wrigley Resident Alyssa Edwards whose family lives down the block from me, but whom I never met until I started giving away trees.

I first received an email from Alyssa's mother, Karen, who was very supportive of getting trees onto Eucalyptus Ave. When I mentioned the revamping Pacific Avenue to her, she shared her dream of opening a restaurant on a new and improved version of Pacific Ave.

When Alyssa and Karen came to pick up a fruit tree from Wrigley is Going Green, Alyssa was preparing to travel to American Samoa to work on coral reef conservation for two years through a fellowship. I must say that she impressed me. Then Alyssa also shared her dream with me: re-

turning to Wrigley in two years to find a vibrant new Pacific Avenue where she could open up a global café. Not only would this be a cool place to eat, relax, and meet up with others, the café would make a donation to a different charity every month, focusing on different places on the globe. I have talked to yet another Wrigley resident who dreams of opening a bakery. It is so exciting to hear that Wrigley residents are willing to invest in their own neighborhood!

But I digress, back to Alyssa. I found her background and current project in American Samoa to be totally enthralling and want to share it with others.

Alyssa is a young and adventurous 30-year old. She received her BA degree in Marine Biology from UC Santa Cruz and her MA in Global Environmental Policy from American University. She studied Environmental Management in Bar-

bados and studied Sustainable Development at the United Nations University for Peace in Costa Rica. In Southern Africa, Alyssa volunteered in the Peace Corps where she taught science and was involved in community empowerment programs. She helped to implement a marine park in St. Croix with The National Conservancy. She has worked with the National Oceanic Atmospheric Association and a myriad of socio-environmental projects. She has a very impressive resume and yet was able to get very excited about the plan to make Pacific Avenue a sustainable environment. We have our very own specialist in the midst of Wrigley!

I have asked Alyssa to write to me about her adventures in America Samoa so that I can share them with the readers of the Wrigley Association Newsletter. We can vicariously experience Alyssa's adventures until she returns home to Wrigley. I hope you all enjoy the monthly series.

## Big Plans

### Notes from the LB Dept. of Building and Planning

#### **Oil Operators North Community Assessment**

The State Department of Toxic Substances Control (DTSC) has begun a field investigation of contamination at the Oil Operators North site, 3701 Pacific Place, the current location of the Long Beach Golf Learning Center. The site is a former drilling brine treatment center, with stor-

age in unlined sumps. There will be drilling rigs taking soil and groundwater samples on and near the site over the next few months, with the results of the investigation expected to be released in February 2008. After the investigation is complete, a Remedial Action Plan will be developed to mitigate contamination found. Contact Stacey Lear, Public Relations Specialist with the DTSC at (714) 484-5354 with any questions.

# West Division Police Blotter



According to the National Center for Victims of Crime (NCVC), about 1 in 12 women and 1 in 45 men are stalked sometime in their lifetimes. In the United States, 52% of stalking victims are between 18 to 29 years old and affects well over a million people per year. The California Penal Code, Section 646.9 defines stalking as to, "Any person who willfully, maliciously, and repeatedly follows or willfully and maliciously harasses another person and who makes a credible threat with the intent to place that person in reasonable fear for his or her safety, is guilty of the crime of stalking." For assistance, please call the Long Beach Police Department Domestic Violence Unit at (562) 570-7277 or the NCVC helpline at 1-800-FYI-CALL.



The Long Beach Police Department "Toy Patrol" was a great success! We thank the generosity of our supporters. Approximately fifty volunteers and officers distributed toys to families and neighborhoods throughout the City of Long Beach on Saturday, December 22, 2007.

On 01/10/2008 at approximately 10:30 a.m., West Division officers responded to a traffic accident involving a pedestrian and a vehicle at Pacific Coast Highway and Oregon Avenue. The pedestrian was not in a marked crosswalk at the time of the collision. The victim was attempting to cross Pacific Coast Highway from the north to the south curb when he was struck by a 1994 Freightliner Tractor pulling a 30-foot trailer. The victim was immediately transported to a local hospital but later succumbed to his injuries.

On 01/06/2008 at approximately 12:30 p.m., West Division officers were dispatched to shots call at 15<sup>th</sup> Street and Cedar Avenue. Upon arrival, officers found a male victim with a gunshot wound to his upper torso. The victim was immediately transported to a local hospital where he died from his injuries. Two juvenile suspects have been arrested and charged. Investigation is ongoing.

On 1/6/2008 at approximately 1:30 a.m., West Division officers were dispatched to a shots call at 400 Block of West willow Street. The male suspect got into verbal altercations at the bar with another customer and was escorted out of the bar. Thirty minutes later, the suspect returned to the bar with a handgun and started shooting striking two bar patrons. Both victims were treated at the scene with minor injuries. The incident is gang-related and investigation is ongoing.

On 01/01/2008, a few minutes past midnight, West Division officer dispatched to a multiple hit shooting at 1900 Block of Pine Avenue. During a New Year party at a residence, a male suspect leaned over the fence and fired several shots into the party striking four victims. All victims were transported to a local hospital; however, one of the victims succumbed to his injuries and passed away. Three suspects have been arrested in connections to the incident. 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.

**If YOU don't call, no one will!**

**The city can't fix things if they don't know they are broken!**



## What YOU Can Do To Improve Your Community

Lisa Wibroe

There are many positive projects going on in Wrigley. At the January Wrigley Association meeting, streetscape architects from Katherine Spitz Associates presented their vision for the first phase of the *new* Wrigley Village. The environmentally sustainable/pedestrian friendly plan included all new drought tolerant landscaping, lighting, curb bump-outs, highlighted crosswalks, benches and public art. Façade improvements would be part of phase two. Wrigley Association members expressed concerns over the lack of parking, fast traffic, enticing new businesses, a bike lane, trash abatement, the removal of all the existing trees, and solar powered lighting, to name a few.

The plan was definitely a big improvement over the existing corridor and holds promise of attracting new businesses; however, the removal of the palm trees seems contrary to an environmentally friendly plan. Many other cities that are "treeing-up" are planting canopy type trees right next to existing palm trees. This approach is possible because palm trees do not have invasive root systems. The end result is an upper canopy of palms with an underlying spreading canopy giving a very lush look.

The discussion about the possibility of bike lanes on Pacific Avenue focused on Wrigley's close proximity to the Los Angeles River bike path. Signs

and paths that lead to Wrigley Village could beckon riders to the future cafes and other trendy spots that we hope to have on Pacific Ave. Bike racks can be made available at several intersections and designed to be artistic. There is a bit of confusion on the feasibility of actually providing a bike lane on the avenue. Recent studies indicate that there is no room for a bike path; however, the City's Livability Plan includes a bike path down Pacific Avenue that has already received approval for funding! Hopefully, this will get ironed out in the future.

As many suggestions were bantered about, the design team assured us that the current plan is not written in stone and open to improvements.

Those of you that attended the Livability Plan meetings were able to give your input, and the results of that plan shows that they really listened to our suggestions! This future plan is for the areas that flank the Los Angeles River, which includes Wrigley! Again, there were some concerns that were expressed: mainly the issue of the homeless and safety.

Willow Avenue is also slated for improvements. We look forward to hearing about those!

I would like to offer some suggestions for ways that each and every one of us can improve our community *now*, so that we are ready for the big improvements when the city does their magic:

- Support your favorite restaurants in Wrigley instead of spending your money elsewhere.

- Report graffiti: If you spot graffiti that is visible from the street, phone the 24 hour **Graffiti Hotline 570-2773** and report the exact location. Program this phone number into your cell phone, so you can report graffiti as soon as you spot it. The graffiti removal program in Long Beach is very progressive. Their goal is to remove reported graffiti within 48 hours and match the paint color of the surface area. If you have questions, you can ask to speak to Lani Leota during business hours as she is very resourceful.

- Report abandoned carts: Phone 1-800-252-4613 to report the location of an abandoned shopping cart. Also program this phone number into your cell phone; don't assume that someone else will call it in. Abandoned carts are an eyesore, potential hazard, and nuisance. The City is seeking help from residents to eradicate this problem. Of course, you may always phone the store manager to request that they pick up their own cart.

- Coordinate community cleanups: There are often organized alley clean-up projects, but you can organize your own too! You can also organize your own graffiti abatement squad, and Neighborhood Services will supply the paint!

- Volunteer to join the Community Code Enforcement Team. They assign you one CCE neighborhood (not your own block) and will train you how to report code infractions

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that bring down your property values such as overgrown yards, broken windows, abandoned vehicles, parking on lawns, peeling paint, illegal home occupations, etc. Please call Karl Weigelman at (562) 570-6431 for information.

- Organize a Neighborhood Watch program in your block. Be progressive and improve the block you live in.

Join neighborhood associations like the Wrigley Association and Neighborhood Advisory Group to keep on top of what is going on and how you can become involved!

Please feel free to send any recommendations you may have to improve our community at [wrigleyisgoinggreen@hotmail.com](mailto:wrigleyisgoinggreen@hotmail.com).



## Artist of the Month-Gail Werner

Lisa Wibroe

Wrigley resident, Gail Werner, earned her Master of Fine Arts degree from California State University, Long Beach in 1985. She used to live on 4<sup>th</sup> Street in what is now the East Village Art District before moving to Wrigley seven years ago. Gail missed the art walks that were organized in the East Village, so she, along with other fellow artists, created the Mid-City Art Walk that is held about every two years. It was this art walk that first brought Gail to my attention. I asked her for an interview and was invited to her home and studio.

Her home exudes a clean and simple elegance that allows her art collection, including her own work, to shine. We walked out of the house and entered a beautiful and environmentally-correct garden. We convened in her art studio and immediately I knew that we had yet another talented and serious artist in the midst of Wrigley!

Gail Werner's oil paintings evoke a mystical sense of the natural. Her images are a blend of landscape and still life; the colors are earthy. Often included are linear drawings that are reminiscent of petroglyphs. I had a sense of a deeper symbolism going on in her work, so I asked Gail more questions about her past.

Before coming to Long Beach, Gail studied art at San Diego State University earning her BA in art. She was also able to connect with her Native American roots there as she is a member of the Cupeño tribe located in North San Diego County. Armed with this information, the deeper meaning of her work became clearer to me. More relevant became the scattering of pottery and the baskets in mid-weaving in her studio. Gail's grandmother had taught her the skills of basket weaving which Gail found to be quite the challenge. Gail collects her own raw materials which require preparation. Through experience, she has learned the tricks needed to avoid sore and cut fingers.

Please peruse Gail's website, which I found easy access to through Yahoo, at [www.gailwerner.com](http://www.gailwerner.com). Here you can view a variety of her unique work which includes oils, gouaches, and prints. However, I must warn you that the work really shows better if you see it in person as I did, so don't miss the next Mid-City tour. Gail has promised to keep me informed as to when the next date is decided. If you are like me, you will want to own one of her works once you see them!

The Wrigley Association accepts submissions for print at [wrigleyvillage@hotmail.com](mailto: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.

## **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: [wrigleyvillage@hotmail.com](mailto:wrigleyvillage@hotmail.com)  
Wrigley Association Website:  
<http://www/neighborhoodlink.com/longbech/wrigley/>

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