South Wedge Historic District To Expand

By Nancy O’Donnell and Chris Jones

Last year the South Wedge celebrated the newly recognized Linden-South Historic District, comprising 81 properties on South Avenue and Linden Street that are “significant in history, architecture, engineering, landscape design, archeology and culture.” Research by several Linden Street residents created the nomination that ultimately landed these homes on the State and National Registers of Historic Places. Soon homeowners in the new Linden-South Historic District were installing bronze plaques on their homes and planning for the stone piers that will rise this spring on the corners of South Avenue and Cypress, South Avenue and Linden, and Linden and Mt. Hope Avenue to designate the boundaries of the district.

Last fall, several of the same residents who worked on the nomination for the Linden-South Historic District applied for a Rochester Area Community Foundation grant and were awarded $12,000 to research and nominate properties to a proposed South Wedge Historic District. Linden Street resident Chris Jones, one of the neighbors who worked on the Linden-South nomination, reports that the State Historic Preservation Office (SHPO) and an architectural historian reviewed the residential neighborhoods in the South Wedge and “tentatively outlined a proposed South Wedge Historic District,” which is comprised of about 120 potentially eligible contiguous properties.

Erie Harbor Enhancements

The City’s Bureau of Architecture and Engineering will hold a public information meeting to discuss enhancements to Mt. Hope Avenue’s Erie Harbor on April 5, 6-8 p.m. at the Hamilton Tower Community Room at 385 Mt. Hope Avenue. City representatives will give a project overview and discuss design issues and options along with plans for public art.

For further information, contact JoAnn Beck, Project Manager at 428-6601.

South Wedge Farmers Market Opening Day on June 2

By Sue Gardner Smith

Mark your calendars for the return of the fresh, the local, and the delicious! Plans are underway for the 2011 season of the South Wedge Farmers Market, everyone’s favorite place to spend a Thursday afternoon from summer to early fall. If you’re wondering what the local-food fuss is all about, see for yourself why so many people seek out freshly-harvested sustainable grown fruits and vegetables at the Farmers Market.

The pleasures of seasonal eating are never more evident than in early summer, with the arrival at the market of tender greens, freshly-picked asparagus, garlic scapes, and sweet strawberries. It’s not hard to eat a healthy diet when the food tastes so delicious and offers great value and quality.

The market inaugurates its fifth season on June 2, with the traditional lettuce toss. The lucky lettuce catcher receives a tote bag full of market goodies. Each week, look for lively music, community activities, and friends meeting friends, plus the return of the Wedge Veg Passport program for kids. Customers can use EBT, credit, and debit cards. Stop by the market tent for more information.

SWPC’s South Wedge Farmers Market is held every Thursday from June 2 through October 20 from 4 to 7 p.m. in the shade of the beautiful big trees at 100 Alexander St. at S. Clinton (behind Boulder Coffee). Please consider signing up for email news about the market at www.swfarmersmarket.org. You can also find us on Facebook.

So on opening day enjoy a pleasant stroll to the market, or jump on a shuttle that will offer free rides to and from the market from a number of points in the neighborhood. See you there!

Sue Gardner Smith is the SWPC’s South Wedge Farmers Market Manager.

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Don’t miss this meeting about Erie Harbor! April 5 at 6:00 p.m.

Highland Park Lilac Festival

May 13-22, 2011
The South Wedge Planning Committee, Inc.
April-May 2011 Community Calendar
All meetings are held at 224 Mt. Hope Avenue, except when noted.
Mike Velazquez

Mike Velazquez Wants to Meet You

Who knew adult karate classes and a weight room filled with free weights and equipment were within walking distance of my house in the South Wedge? South Avenue Community Center Supervisor Mike Velazquez wants you to know that the center behind School #12 offers more than activities for kids although they are his first concern.

“I’m their first contact when they come from school. I’m always out sitting at the front desk,” said Velazquez. “I like to find out how their day is going. I love to do that the most.”

He sees the rec center as a “safe haven for kids who want to stay away from the violence or trouble) that they can gravitate to when they don’t have anything to do.” He points especially to the center’s karate classes and rugby team, the Earth Explorer classes where kids learn about gardening, and the Girls Coalition, where girls find a safe place to talk about issues like cyberbullying and teen pregnancy.

Another favorite part of his job is running Biz Kids, an entrepreneurial camp for children and teens that runs in February, April, July and August.

“We teach kids in a week all about business, start up costs, production, profit margins, the importance of marketing their businesses,” he said. “Once they leave us they know what to do.”

The businesses they create go beyond cutting grass or baby-sitting. “One young lady was making handbags out of men’s ties. Another had a grandmother who traveled to Asia, and she would bring cultured pearls she made into jewelry.”

Velazquez was born in Bradenton, Florida, but grew up in Rochester, NY. After graduating from Edison Tech, he studied at MCC before joining the City of Rochester’s Bureau of Recreation in 1984. He and wife Francesca, who works at ITT, have three children: Alexa, 23, Camille, 18 and Shaun, 17.

“During the summers, my kids would come with me, “ he said. “They were involved with a local tennis program, Junior Rec Leader. It was always a summer of opportunity.”

Despite his demanding day job, Velazquez gets his volunteer work in late at night.

“Music is one of my loves,” said Velazquez. “I host a jazz show, Jazz Horizons, on WGMC. Jazz 90.1 every Monday night, 10 p.m. – 2 a.m.”

Check out the show along with the schedule of activities online at cityofrochester.gov/article.aspx?id=8589937243. To learn about Biz Kids see the Community Builders column. South Avenue Community Center, 999 South Avenue, 426-6615.

By Nancy O’Donnell

V-Day Rochester at the Cinema

The Cinema Theatre recently hosted a screening of the V-Day documentary Until the Violence Stops, together with an art auction and cocktail reception to benefit Planned Parenthood of the Rochester/Syracuse Region Rape Crisis Center and the 2011 V-Day International Spotlight on violence against women and girls in Haiti.

Until the Violence Stops documents how Eve Ensler’s play The Vagina Monologues grew into V-Day, an international grassroots movement with the goal of stopping violence against women worldwide.

After the screening, Jeff Pier, Rape Crisis Center Manager, talked about crimes against girls and women that were reported in this area in 2010. (See Community Builders, for the center’s volunteer drive.)

To find out how you can help, contact www.plannedparenthood.org/rochester-syracuse/safe-center-22749.htm.

By Nancy O’Donnell

Equal-Grounds Holds Battle of the Lattes

Each month, Equal-Grounds co-owner John White challenges his barrista crew to invent a new coffee drink and poke customers to vote for the best creation. Taking part in the most recent barista vs. barista competition were Brian Bartlett, Cathy Martin, Susan McManus, Sean Soper and Randy Togenous.

Susan McManus’s drink “To Die For Café Au Lait” won first prize with 280 votes. I blended coffee, caramel, chocolate frappe and steamed milk,” said Susan. The yummy combination won her a “The Emotions of Chuck Norris” t-shirt and a Tops Gift Card. McManus also won a community photo contest as well, using cat model, Frankie, and a café coffee mug. The staff photo contest awarded first prize to Colin Coffey, owner of Renewing Massage, who perched his coffee mug on the side of the Grand Canyon.

White says he holds the monthly contest, which counts the number of drinks sold to customers, to encourage community participation. Not only do customers discover new coffee sensations, but they keep their baristas on their collective creative toes.

750 South Avenue, 242-7840

By Nancy O’Donnell

Bluesman Joe Beard (Photo by Nancy O’Donnell)

The Wedge

April - May 2011

Wild Onion Press

The Wedge

by Justin Hubbell

City Teens Youth Council Meets at South Ave. Rec Center

The Youth Voice, One Vision (YVOV) 75-member Youth Council held an interactive discussion between youth and police officers, addressing issues of neighborhood safety, respect and citizenship at South Avenue Community Center in March.

South Wedge resident Nick Ponterio helped to organize the evening that brought together teens from several city community centers—Edgerton, Gant, Avenue D, Thomas P. Ryan Center and Adams.

“We wanted [the teens] to interact positively with the community police officers,” said Ponterio. Ten officers took part in activities with the Youth Council.

“There even stayed for the entire evening,” said Ponterio.

YVOV is coordinated by the City of Rochester Bureau of Recreation. At last count, the council has 75 active members who meet the last Tuesday of each month.

To learn more, visit www.cityofrochester.gov/article.aspx?id=8589939795 or contact Nick Ponterio YVOV/YES, Rochester Americorps, City of Rochester Bureau of Recreation, 400 Dewey Avenue, 428-7371.

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By Nancy O’Donnell
Prevention 1st Offers Tips for a Safe Neighborhood

by Carolyn E. Kourofsky

When we think of safe neighborhoods, we often think of crime prevention. But accidents — from home fires and burns, household poisons, drowning and falls — are the leading cause of death for children, teens and young adults. Household injuries, especially falls, are a serious threat to older adults.

"Unlike other leading causes of death, reduced quality of life, and health care costs — such as smoking, obesity and diabetes — avoidable injuries haven’t had much public outcry," says Jack Dinaburg, president of Prevention 1st, a non-profit organization based in Rochester. "Yet it’s so much easier to buckle a seat belt, check a smoke alarm, or put away the clutter that can cause a fall than it is to make major lifestyle changes."

Accidental injuries are a serious but hidden contributor to health care costs. They account for more than a third of all emergency department visits and the nation $80 billion every year in medical costs alone. The estimated lifetime cost of injuries occurring in a single year in the U.S. is more than $555 billion.

If you think you don’t have time to do something to protect yourself and your families from accidents, Prevention 1st has a few suggestions:

- Wipe up spills immediately. Falls are the leading cause of nonfatal injuries for every age group, except 10-24 year olds—and for them it’s the second leading cause!
- Do not leave children alone near water. Kids can drown in pools, bathtubs, buckets and toilets.
- Test your smoke alarm to make sure it’s working. Even alarms that are hard-wired or have long-life batteries need to be checked.
- Put matches and lighters in a high cabinet or locked drawer, out of sight and reach of children.
- Clear clutter and lose carpeting from hallways and exits to prevent tripping.
- Plan and practice the exit drill in the home. Everyone in one home should know what to do if an alarm sounds — especially if awakened in the middle of the night. Know where your meeting place is so you can find each other and fire fighters can find you. Visit www.homefiredrill.org.
- Install a CO detector. Carbon monoxide (CO) can kill within minutes. It is a colorless, tasteless and odorless gas that is created by incomplete burning of fuel. Space heaters, water heaters, blocked chimneys or cars running can all produce CO. If you are installing only one CO detector, the Consumer Product Safety Commission recommends you locate it near bedrooms, where it can wake you if you are asleep.
- Store household cleaners and medications in a place that is out of sight and reach of children.

Each year, the city of Rochester welcomes about 780 new refugees who have escaped tyranny, war, famine, prejudice and other inhumanities. Imagine having to leave your country of origin, your job, your house, all of your belongings, even loved ones.

After a harrowing escape, most refugees end up living in camps for many years. Over 14 million refugees live in camps around the world. Only 1% actually make it out of the camps to resettle in a welcoming country such as the United States. Catholic Family Center is the agency in Rochester that welcomes and assists incoming families.

Saint’s Place was born in 1998, when I was part of a team that sponsored a family from Somalia. That’s when my eyes were opened to the many needs of incoming refugees. I started collecting furniture, which I stored in my basement until we out grew the space. We were “nomadic” for years, taking any donated space to hold our furniture. In 2001, Saint’s Place became an “official” ministry of St. Louis Church in Pittsford.

Saint’s Place provides furniture, household goods and clothing for our new neighbors, whose numbers totaled over 700 in 2010. We also provide tutoring programs for the children, who often have a difficult time adjusting to American schools after spending many years in a camp. Their parents also attend our tutoring programs to learn English, which helps them to get on their feet quicker. All the adults want to find jobs and become contributing members of our community.

Did you know that hundreds of our families live in the South Wedge neighborhood? Two churches in the South Wedge donate space for our afternoo...
PAC-TAC Open House

Officer Michelle Velez at The Southeast Neighborhood Service Center, 846 South Clinton Avenue, invites all to a PAC-TAC volunteer open house, Saturday, April 17 from 9:00 a.m. to 1:00 p.m. at The War Memorial the Flower District, 423-6300.

The agenda includes: election of officers, report on conservancy activities during 2010, an update on alternative services in competition with RG&E, a description of upcoming tours and events and a slide presentation with RG&E. 

If you have further questions, contact Contact Taylor at clark-taylor@hotmail.com or call RG&E customer service at 1.800.743.2110.

Calvary St. Andrews holds the Big Lunch

Neighbors have been complaining about door to door solicitations about gas and electric service. Angela Clark-Taylor, SWPC board member, talked to RG&E recently and learned that people going door to door do not work for RG&E. They do work for various "ESCOs" (Energy Service Companies) who offer alternative services in competition with RG&E.

"Please be very cautious of all solicitors who come to your door," said Clark-Taylor. "RG&E customer service told me they have a lovely coffee/social hour with any employees door to door other than meter readers. Anyone who openly represents themselves as an RG&E employee will have a photo ID. Please continue to call 911 for those solicitors who openly try to mislead you or refuse to show you any ID. All door to door solicitors must carry a permit issued by City Hall. When in doubt, ask to see photo ID and their solicitors permit."

Safety Tip: Know Who’s At Your Door

A senior at SUNY Geneseo, Pierce is a huge sports fan, especially for the Baltimore Orioles.

"Anything that will let me use my concentrations."

Pierce is also a huge sports fan, especially for the Baltimore Orioles.

"They signed a few [good players] this year, so it'll be interesting."


Low-Income Pet Spay Neuter Program Now Available

The Low-Income Spay-Neut er Program (LISP) provides low cost surgeries for low income pet owners who meet the residency and income guidelines. LISP program is made possible through the City of Rochester Police Department Animal Services Unit.

Pets must be at least three months old at the time the application is submitted. Applicants are available at SWPC (first floor publications rack) or contact Rochester Animal Services, 184 Verona Street, 428-2146, PA, Fax 428-6310, www.ro chesteranimalservices.com.

Rochester Flower City Challenge on April 30

River Challenge Duathlon or Triathlon (run, bike, paddle) on April 30, 7:30 a.m., Genesee Waterways. On May 1, 7:30 a.m. at the War Memorial the Flower City Half Marathon & Family 5K. To enter, visit FlowerCityChallenge.com.

New Church Meets at St. Joseph’s House of Hospital ity

Eli Woodbeck, Catholic Worker at St. Joe’s invites the community to visit Oscar Romero Church (St. Romero’s, for short), an Inclusive Church in the Catholic Tradition.

“We celebrate Mass every Sunday at 11:00 a.m. All are welcome during our Mass hours which are a lovely coffee/social hour afterwards, or during our weekly Hospitality hours from 9:00 a.m. to 1:00 p.m. Monday through Friday.”

For more information, call St. Joe’s at 232-3262 and ask for Eli.

Easter Animals Services

Rochester Animal Services has arranged for a special offering of Hot Cross Buns on Palm Sunday, April 17. Orders of half a dozen must be placed with local, organic bakeries. Calvary St. Andrews Will Host the Big Lunch

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Spring is here, and it’s time to start thinking about gardening. Growing your own vegetables can be tremendously rewarding. It’s a very healthy and inexpensive activity. There’s nothing like harvesting from your own garden, washing the earth off those leaves or roots and enjoying the fruits of your labor on your plate just a short time later.

You’ll feel a satisfying sense of accomplishment, and your taste buds will thank you as well. For those new to gardening, it need not be complicated, especially if you start small and keep it simple in your first season. Here are some tips to help you along. They’ll be helpful if you’re new to the game, but experienced gardeners may find some value here, too.

Raised beds are an ideal way to start a garden for a number of reasons. They confine your work to manageable areas and really help you to organize your planting layout. Since you’ll need to fill the bed with soil, you’ll gain total control over this all important foundation for your plants. Raised beds get better drainage because the soil in them warms better, extending your growing on either side of the season by a bit. A raised bed also saves some bending and stretching when you’re planting and weeding.

Your beds need not be big. In the South Wedge Victory Garden, we use 4 foot wide by 8 foot long by 1 foot tall beds, and the yield from this space alone is impressive. No more than 4 feet wide is a good guideline. You should be able to reach into the middle of a garden bed when you’re alongside it. The length is less important and can be tailored to your needs. Remember that you can always start small with a single bed and then expand your operations as your needs and experience dictate.

Be sure to study the light before you site your vegetable garden and pick an area that gets lots of sun. More than six hours a day will be required, and eight or more hours a day is best.

Your soil is the most important part of your garden. If you’re new to gardening and you’re going to learn only one thing before starting, learn about a vegetable garden’s basic soil needs. You’ll need topsoil, but be aware that top soil from garden centers often isn’t much better or different than the soil right below your lawn. You’ll need to make sure your garden soil is rich in organic matter, and for this compost is just what the garden doctor ordered. Filling your bed with a mix that’s somewhere between 2/3 topsoil and 1/3 compost is a 50-50 split between the two should do the trick.

When it comes to planting, choose vegetables that are simple to maintain and that you’ll make frequent use of in your kitchen. Radishes, spinach, lettuces (especially leaf lettuces), chard, beets, beans, and tomatoes are all good options. Planting from seedlings bought from a farmers market or garden center is a good way to go for novice gardeners. Make the most use of your growing season and your space. Radishes, most greens like lettuce, spinach, and chard, and many root vegetables tolerate cool weather and can be started early in the season, even in April for some of these. Additionally, you can make subsequent plantings as early crops are harvested. For example, radishes take only about a month to mature to harvest, and then a summer crop like tomatoes can be planted in their place.

Once your vegetables are growing, remember that overwatering is just as harmful to plants as under watering, and it can’t be corrected as easily. You can always add more water, but you can’t take away what’s there. Look in on your garden every other day at a minimum. You’ll be quickly alerted to problems like pests or under/over watering sooner this way. You’ll also be better aware that your vegetables are ready for harvesting.

If you want more advice and tips, you can consult any number of books or web-based resources. But you’ll likely make better use of your time just staying up a conversation with a friend or neighbor that gardens, or with a local farmer selling seedlings at a market. Gardeners are a friendly lot, and we love to share our knowledge. You can get connected and talk with other neighborhood gardeners on the South Wedge Victory Garden Facebook page. Good luck and happy gardening this season!

Jim Papapanu is co-manager with Heather Penrose of SWPC’s South Wedge Victory Garden.
First Annual Real Beer Expo Set for June 25
by Joe McBane

South Wedge business owners join forces with the Business Association of the South Wedge Area (BASWA) to bring you a street party with over 70 of the most exciting craft beers currently available on Saturday June 25, 6:00 p.m. to 10:00 p.m. The event will be held on tree-lined Gregory Street, from Whalin Street to Bond Street. Along with great craft beers the expo will offer boutique wines, locally made cheeses and baked goods, Cajun BBQ, fresh pizza, wraps and sandwiches, locally roasted coffee, hand rolled cigars, and more. All against the backdrop of live local musicians Joe Beard, String Theory and Filthy Funk.

We love our neighborhood and we love good beer. We love a beer festival that captures what is exciting in the ever changing craft beer community. Too often we find ourselves at beer festivals that simply offer all the same beers we’ve seen available at every other festival. We aim to shake things up and present you with the type of beer event that we would like to attend. When you go to a tasting event you should hope and expect to have your eyes opened to new experiences. We can certainly promise you that. Our neighborhood thrives on its creativity and diversity and we will bring you an experience that reflects that.

For more information, please view our event website, which is being updated weekly: www.rochesterrealbeer.com. For more info, contact Joe McBane at joemcbane@tapandmallet.com or call 748.6183.
ABVI CELEBRATES A CENTURY OF SERVICE

The Association for the Blind and Visually Impaired (ABVI) is recognized worldwide. Visit www.seegreatthings.com to read more.

ABVI History

In 1911, four graduates of the New York State School for the Blind in Batavia, NY, form an agency to serve blind people who they believe are capable of living “full, productive lives.” In two years, the School for Blind is incorporated as the Association for the Blind.

For 73 years, The Association for the Blind’s reputation as a charitable organization grows. They continue to enable their blind or visually impaired clients to become “self-sufficient, contributing members of their families and their community.”

From 1986-1994, now called The Association for the Blind and Visually Impaired (ABVI), the organization builds manufacturing expertise to provide employment. They build a relationship with 3M to help them to develop a line of self-stick notepads under the AbilityOne program.

ABVI partners with Goodwill Industries International in 1994. This affiliation allows the agency to expand employment opportunities for people with vision loss.

ABVI continues to grow. In 2006-2010, ABVI’s service area extends into nine counties: Monroe, Wayne, Ontario, Livingston, Steuben, Yates, Seneca, Schuyler, and Chemung.

On South Clinton Avenue, ABVI expands its main campus on South Clinton Avenue and builds a Call Center on the corner of South Clinton Avenue and Alexander Street in 2009. Future construction is planned.

I’ve worked to advance positive images of people who are blind or visually impaired. They are not defined as blind or visually impaired because of a low vision outlook. I invite anyone to come and tour ABVI and see what can be done when you create opportunities for people blind or visually impaired and when you help them become self-sufficient and in control.

--Gidget Hopf
President & CEO
ABVI in the 21st Century

ABVI added a state-of-the-art LEED certified Contact Center where employees provide "world-class customer service" in the area of operations technology, training, contract procurement, corporate and community partnerships. Most important, it offers challenging and rewarding career opportunities for people who are blind or visually impaired.

The center was the first program of its kind to be honored as a National Industries for the Blind Center of Excellence. Contact Center employees who are blind and visually impaired work alongside those who are sighted 24 hours a day, 7 days a week. This hard work and focused commitment to stellar customer service has distinguished ABVI’s Contact Center as the preferred source for New York State telecommunication contracts.

ABVI’s Contact Center is also a service provider for calls across America on behalf of the United States Environmental Protection Agency’s Lead Hotline.

The Work They Do

Packaging and Fulfillment Division employs approximately 80 individuals who are blind and visually impaired. Employees fabricate, assemble, package and distribute a wide range of high-quality products, including Skilcraft® self-stick note pads for 3M, and Ecolab® and XLD® cleaning products.

Today, ABVI carries on the tradition of producing high-quality textiles in our skilled sewing department. Our expert seamstresses and tailors take great pride in their work, manufacturing items for our men and women serving in the United States Air Force and the United States Coast Guard.

Working side by side each day with sighted employees, many of the visually impaired sewing employees feel that by producing athletic apparel and culinary mitts they are supporting the honorable service and sacrifices made by our men and women in uniform.

Opened in 2009, ABVI’s state-of-the-art, LEED certified Contact Center was born out of the former Rochester Housing Authority Building and is now home to a team of employees dedicated to providing world-class customer service.

The first program of its kind to be honored as a National Industries for the Blind Center of Excellence, ABVI’s Contact Center has consistently demonstrated overall and ongoing excellence in operations, technology, training, contract procurement, corporate and community partnerships.
Mama Goose Still On the Loose
By Meredith Stockman-Broadbent

Some kids crawl, others strut and even more giggle as they march under a broom to the tune of Limbo Rock in the sanctuary of the South Wedge’s Lutheran Church of Peace. Every Monday, I join the tots in a rollicking good time full of song and dance. Sessions begin with warm-up exercises and end with homemade treats. They’re a delicious coda for Mama Goose on the Loose, a new sing-along class in the South Wedge. I started as a new mom and Wedge resident.

Each week I play the piano and children use home-made shakers, a parachute and finger play in lessons designed to entertain children from birth to five years and their caregivers. I started the class because I love playing the piano for others and wanted to meet other parents in the neighborhood. When I think of my happiest memories as a child, so many of them involve music. I thought starting a sing-along class could be a great way to share the fun and meet more of my neighbors. There’s something really special about live music. You never know what’s going to happen! Last week, the kids wanted to sing about monkeys, donkeys and tractors all on Old MacDonald’s farm.

Mama Goose on the Loose has something for all ages. We do a lot of classic children’s songs, so the kids have many chances for participation. I think the babies just love being in the middle of the action. I wanted to provide an activity where parents and their children can just show up, spend some quality time together and meet other families too. It’s been great to see children coming out of their shells, dancing with their parents and having more confidence.

Currently, the class is made up of many South Wedge residents who say it’s convenient to have class within walking distance. About half of the attendees are from other parts of Rochester. I’m gratified that the other mothers are having as much fun as I am. Shannon Smith of Gregory Street, who attends with her 12-month-old daughter, Josie, told me “The songs are so much fun!” Another mother, Jennie Fox, told me after a class, “My 7 month old loves it . . . we have a blast every week!” Come join the fun!

Mama Goose on the Loose is every Monday from 10 – 10:45 a.m. at the Lutheran Church of Peace at 125 Caroline Street. Classes are $5 for a child and caregiver and $2 for each additional child.

The proposed district’s spine is Ashland Street, and sections of Gregory, Hickory, and Asvertil that branch off Ashland are also included,” said Jones. “Eligible properties are buildings that have not undergone drastic exterior changes, like synthetic siding or replacement windows, and so they retain much of their original character.

Block leaders on Gregory and Hickory Streets were consulted about the project last fall before we applied for funding for the district, and prepare the nomination to submit to SHPO. If it is accepted as eligible for the State Register by SHPO, it will then be submitted to Washington for listing on the National Register. It is a long process that will take at least a year. Once listed on the registers, District residents of the district are eligible for tax credits for renovation work on both their interiors and exteriors. This is the same process that created the Linden-South Historic District, and residents of that area are beginning to take advantage of the tax credit program.
Summer Community Engagement Intern Wanted

By Angela Clark-Taylor

The South Wedge Planning Committee is currently seeking applicants for a summer internship in community engagement. We’re looking for a hardworking, open-minded individual to work 12-14 hours a week with the SWPC Community Engagement Chair. SWPC’s mission is to build a strong community where residents feel connected with each other and engaged in making the South Wedge a better place. SWPC engages in a number of activities to build community, but this internship will mainly focus on block clubs and neighbor involvement.

The Community Engagement Committee is working to develop a strong base of citizens to improve safety, address community concerns, build relationships and have fun!

Interested applicants must be available to work Thursdays between 4 and 8 p.m. Additional hours will be flexible but will include some Monday evenings and Saturdays. Applicants should be an undergraduate or graduate student interested in grass roots organizing, civic engagement, urban planning, nonprofit management, social justice issues or a closely related field. This internship can be used for credit with approval from the intern’s college. The participant will receive a $250 stipend on completion of the internship.

The selected individual will have the opportunity to mold parts of the internship to their interests. Duties may include assisting the Community Engagement Chair in volunteer recruitment, program planning, outreach, marketing, grant writing, and communicating with South Wedge neighbors. The internship will give students the opportunity to learn community organizing skills, web design and maintenance, social media tools, grant writing and event planning. To apply or to learn more, visit www.swpc.org.

Spring Home Maintenance

By George Lorson

Hear any robins chirping outside your window? Seen any tulips and crocus popping up in your garden? Spring is finally on the way, and the SWPC Real Estate Department has a few Home Maintenance Tips for all of our neighbors.

- While the ground is still moist, gently pick up the sod that the sidewalk plows have deposited on your lawn, set it in place, and press it firmly with your feet so it can begin to grow again before it dries out.
- Gently begin to clean your flower beds before the bulbs and perennials are too far out of the ground. Use care when raking, as this will harm the engine. Be sure you re-connect the spark plug wire before you try to start the mower.
- Inspect your hoses and spray attachments for leaks. Sometimes it may be less expensive and frustrating to buy a new hose or spray attachment than to try to repair old worn out equipment.
- If you encounter grubs when working in your garden or lawn, capture one in a ziplock bag, and ask for the proper grub control and identification.
- When turning on your outside water faucet, check the faucet and shut-off for leaks and tighten the packing nuts with a crescent wrench if necessary.
- If you suspect your lawn is not blooming, contact your local garden store for identification procedures. Again, read all instructions and directions on the bag.


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Full Moon Vista

BIKE & SPORT

661 South Avenue

www.fullmoonvista.com
Full Moon Vista Bike Shop Sets Up
Shop in the South Wedge

By Nancy O’Donnell

Scott Page got on his first motorcycle, a “little Honda-ZA50,” when he was five. By the time he was in his teens, he was racing motorcycles in competitions.

“I was always on two wheels. I was always about speed,” said Page who with his partner and fiancée Kim Yirinic recently moved Full Moon Vista Bike Shop & Sport to the South Wedge.

Page continued to race motorcycles until he was 25. At that time he became a sales rep for a GT bike company in western New York.

“I wanted to do it for myself,” said Page, who opened shop on St. Paul Street in 2005. He took the name of his store from an experience he had with friends on a night ride up a 1,000 ft. high hill in Dansville, NY.

Along with Page and Kim Yirinic, Full Moon Vista’s new venue houses three mechanics and three full-time sales staff.

“We totally love the neighborhood,” said Page. “SWPC and BASWA are doing such an excellent job; we wanted to be part of it. I’ve witnessed [the changes] in the South Wedge for years—Beale Street, Tap & Mallet, Cheesy Eddy’s, John’s Tex Mex. We’re totally psyched.”

Yirinic arrives at the shop after her day job as nurse practitioner in Rochester Neurosurgery Partners at Strong Memorial Hospital. She shares Page’s passion for riding, not only for fun but for its health benefits.

Yirinic met her future business and life partner through riding. “He worked at another bike shop, and he chased out after me to ask me out,” laughed Yirinic.

“Biking was the best of both worlds for exercise and health. I worked in cardio rehab, and I saw the importance of exercise.”

Eight years later she’s helping Page plan biking events and is herself the proud owner of seven bikes.

“I have a bike for every reason: canal path, mountain bike for outdoors winter riding, another road bike I’m too sentimental to get rid of, it was my first.” And there’s her “dream bike,” a hybrid yellow Portland cyclo-cross trek Madone.

The shop carries a wide range of styles brands for kids and serious racers (prices range between $360 and $10K).

A $10,000 bike is basically a Ferrari,” said Page. “They’re super light, incredibly precise in performance in the way they react on the road. You could race in the Tour de France. It’s the equivalent of buying a car for a NASCAR race.”

Along with bicycles, Full Moon Vista sells bike bags and baskets, utility and child trailers, tool repairs, spare tires and lights.

Outside the shop, the couple organize racing events. Coming up is the Full Moon Vista Cycling Grand Prix, a 3-day event that take riders through out Monroe County parks.

As expected, Page and Yirinic (who sees a lot of injuries on her job) are big on bike safety.

“If everyone all followed the same rules we’d all be safer,” said Page. “Wearing a helmet is absolutely crucial. Riding on the right side of the road. Treating the road as if you’re driving an automobile. [In an accident], the car is always going to win. You have to ride defensively. You find people who riding looking down at their front wheel. Always look ahead, surveying your territory.”

The couple hold an informal ride on the last Tuesday of every month from March through October. They are also planning other big events in the future—a grand opening for the shop and a wedding, which will blend their two families. Yirinic has two children Connor, 18, studying at Penn State and Lanie, 15, an avid equestrian. Page has 14-year-old twins, Riley and Shannon. The couple also share Kimna, an incredibly friendly Icelandic sheepdog often found among the bikes at Full Moon Vista Bike & Sport.

Birth Announcement

By Nancy O’Donnell

The Bloom family (l-r) Justine, Charlotte, Dana, Jeff, Nathan and Heather. (Photo by George Lorson)

George Lorson, SWPC Real Estate Development Coordinator, and his wife Lorrie proudly announced the birth of their newest granddaughter Charlotte Bloom, born on St. Patrick’s Day, March 17, 2011, at 9:45 p.m.

Miss Bloom weighed it at a healthy 9 lbs. 12 oz. and measures a statuesque 22 ½ inches. She was welcomed by mother, Dana, father, Jeff, sisters Heather and Justine, and brother Nathan.

Miss Bloom is the newest granddaughter of Mr. and Mrs. Kenneth Bloom of Fairport, NY.

The Bloom family (l-r) Kinna, Page-Yirinec, Scott Page and Kim Yirinec (Photo by Nancy O’Donnell)
Attention EBT Users

The South Wedge Farmers Market
Wants to Help You
Eat Your Vegetables
and Your Fruits and Cheese and
Bread and....

When the South Wedge Farmers Market
opens on June 2, EBT participants will re-
ceive $5 for the first $10 they spend. Just
stop by the Market’s Information Booth and
learn how it works.

This program is made possible through a
grant from the U.S. Department of Agricul-
ture and will continue as long as funds are
available. To learn more, contact Robert
Boyd, SWPC executive director at 256-1740,
ext. 102.

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bag filled with
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For more information visit MaydayUnderground.wordpress.com
Coffee Connection owners Nancy Sawyer-Molina and Jodi Brodner are working on plans for Wedgestock, a long-anticipated shop that opened in July, when South Wedge Wine & Spirits opened.

A long-anticipated shop is coming to the South at Hickory building, in July, when South Wedge Wine & Spirits opens.

Owner Joel and Karen Cera are already feeling the excitement.

“We’re opening right in time for Wedgestock,” said Joel.

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The lanes will go “roughly between Byron Street and Caroline Street,” writes Frisch in an email message to the Wedge.

While he cautions that the striping plans are not final, he sent along a description of a “typical section” of what the final product will look like:

“South Avenue currently has 16-foot travel lanes and 8-foot recessed parking lanes. We will be narrowing the travel lanes to 11-feet and adding a 5-foot striped bicycle lane in each direction. This will have no impact on parking or turn lanes but should slow auto traffic and enhance safety for bicyclists. This will be one of the first, if not the first, striped bike lane in the City of Rochester.”

Other streets scheduled to receive bike lanes this season include: Lyell Avenue, St Paul Street, Central Avenue, and Dewey Avenue.

If you have any questions, please contact Erik Frisch at 428-6709 or frische@cityofrochester.gov.

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St. Boniface Parish Celebrates 150 Years in Rochester

On Sunday June 5, 2011, the feast day of St. Boniface, St. Boniface Parish will celebrate its 150th anniversary. Bishop Matthew Clark will be the celebrant and homilist at the 10:30 a.m. Mass. Immediately following the Mass, a picnic will take place on the grounds of the Church at 330 Gregory Street. For more information, contact Rita Kramer at 473-4271.

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For More Information, call GEORGE LORSON 256-1740 ext. 101

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visit our website for more information and class times
www.southwedgehf.com

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