South Wedge Celebrates South & Hickory Place Opening

By Nancy O’Donnell

On June 30, Konar Properties hosted a ribbon-cutting and tour of South and Hickory Place, a “historically-appropriate” mixed-use development in the heart of the South Wedge. The new four-story brick façade between Gregory and Hickory Street resembles five brownstones, with retail and restaurant space occupying the first floor, and upper floors housing 33 apartments.

Joining Howard Konor, President of Konar Properties, at an early ceremony were Deputy Mayor Patricia K. Malgieri; R. Carlos Carballada, the Commissioner of Neighborhood and Business Development; Council members Adam McFadden, Carolee Conklin and Matt Haag; SWPC Executive Director Robert Boyd plus members of the Business Association of the South Wedge Area (BASWA) members; city workers and local residents.

“This is a proud day to see something like this in the City,” said Councilman Adam McFadden. “This transforms a neighborhood. You can live, shop, visit and be entertained here. It becomes a destination spot for the entire City of Rochester.”

Konar Properties became interested in building in the South Wedge during a 2003 tour led by former SWPC Executive Dan Buyer. SWPC members were attracted to Konor

continued on page 5

Calling all Block Clubs

By Chris Jones

The Community Engagement Committee of the South Wedge Planning Committee (SWPC) is working to help get area Block Clubs organized and meeting regularly. Block Clubs have been organized or continued on page 5

South Wedge Planning Committee
224 Mt. Hope Avenue
Rochester: New to Web, 2010

August - September 2010 Vol. 32 No. 4

By Sue Gardner Smith

Good food, good fun and the lively mingling of friends and neighbors marked the first weeks of the SWPC’s 2010 South Wedge Farmers Market season.

With the annual toss of the knife, the market’s fourth year was launched on June 3 and each Thursday afternoon since, the sleepy parking lot behind 100 Alexander has been transformed into a bustling street fair, complete with live music, activities for kids and even a juggler. Local farmers pile their tables with colorful, fresh fruits and vegetables each week, starting with the spring’s early, abundant crop of juicy strawberries, with new offerings each week as the harvest follows its natural course. Now the extravagant bounty of late summer includes vine-ripened heirloom tomatoes in a rainbow of colors, wonderful local sweet corn and sweet apples and peaches from orchards near Lake Ontario’s shores. The fall harvests will be available right up until the market’s closing day on October 28.

South Wedge Farmers Market food is special. It’s all locally-grown and produced, so it’s the freshest, most nutritious and tastiest food around. You can meet and talk to the farmers and producers. Buying directly from them we know the origin of our food, and we also support the local farmers and producers. By buying directly from them we support the local small farmers who make this wonderful way of seasonal eating possible.

Food is not the only treat at the South Wedge Farmers Market. Each week, musicians get toes tapping and kids dancing. The market will be joined in upcoming weeks by The Wild Rose String Band; Boston Heveron’s Jazz Quintet, and the Ceilidh Connection, a Scottish smallpipe ensemble (similar to bagpipes) among other performers. Community groups also share information about activities in the neighborhood and beyond. Watch for folks from the South Wedge Victory Garden, the Genesee Land Trust, and the Rochester Chicken Club, who will bring their feathered friends with them to the market. On September 23, Artisan Church will host a community art project, and on the last Thursday of each month the market sponsors a food drive to support Calvary St. Andrews Church Food Ministry, which in turn supports South Wedge residents in need. Look for kids’ activities and lots of surprises.

You’re sure to see someone you know. For many people, the best thing about the weekly market is the sense of community they find and the reminder of what a great place this part of the City is.

The South Wedge Farmers Market is held on Thursdays from 4 to 8 p.m., switching to 4 to 7 p.m. on September 2. You’ll find the market at 100 Alexander Street, at the corner of S. Clinton (behind Boulder Coffee), EBT (food stamp), FMNP, credit, and debit customers are welcome. The market is sponsored by the South Wedge Planning Committee.
Stars of the Wedge
Jim Papapanou and Heather Penrose

Victory Garden Managers

By Nancy O’Donnell

Jim Papapanou and Heath- ter Penrose are young, hard- busi- lives, demanding careers. They're renters. It would be easy to stay on the sidelines, the old “take what you like and leave the rest” to long-time resi- dents. But, that wasn't enough for the couple. Together they 1000 Massachusetts Street, which was once a movie theater. They’re renters. It would be easy to stay on the sidelines, unless I'm camping, and then it turns into a nightly camp-fire to share stories.

In 2009, the couple who try to eat only organic, signed on for the Hamilton Street Victory Garden's inaugural season.

“We grew lettuce, beans, peas and carrots, cukes and broccoli,” says Heather. All we had were the handouts that Bob [Boyd] passed out as an intro to the gardeners.”

They were more than happy to help out. Some of their favorite things to plant were tomatoes, which they grew in the garden. They also loved having access to fresh vegetables from their garden. It really improved their quality of life.

“Then one day, something happened that made me think twice about living in a city,” says Jim. “I was living in a city and I was thinking about the future of the city. I started to wonder if we could make a positive change.”

So, they decided to start a community garden in their neighborhood. They reached out to their neighbors and together they started the Victory Garden.

The garden has since grown in both number and diversity of plants. In 2010, they had over 20 different types of vegetables, including kale, broccoli, and peppers.

But, there were challenges. They had to work hard to keep the garden alive. They faced issues with theft, vandalism, and weeds. But, they never gave up. They continued to work hard and take care of the garden.

Finally, after months of hard work, the garden was ready to be enjoyed. It was a beautiful sight to see.

“Now, when I look at the garden, I think about how much we have accomplished,” says Jim. “We’ve made a positive change in our community.”

The couple is proud of what they’ve accomplished and they’re excited to see what the future holds for the Victory Garden.

They continue to work hard to keep the garden alive and thrive. They hope to continue to make a positive impact on their community for years to come.

To learn more about the garden, visit their website at www.victorygarden.com.

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To learn more about the garden, visit their website at www.victorygarden.com.
Zak’s Avenue and More Opens on South Avenue

Deb Zakrzewski’s new business, Zak’s Avenue, comes the first business to open in the new Hickory Place development at 661 South Avenue.

Zak’s Avenue offers a gorgeous selection of sterling silver, distinctive jewelry and bead-ed pieces “with very special stones,” many made by Deb and a week’s handwork.

“I’ll sell some of my Mother’s special vintage jewelry [Meeks] and beaded necklaces, just a lot of previously enjoyed stuff,” said Zakrzewski. Zakrzewski studied jewelry making over the years when she wasn’t working as a travelling actress in the Philippines, India and all over Europe--in her life an engineer for RG&E. She’s also worked as a travelling talk show, music revue and soap opera spoof to the Caribbean island hit by a catastrophic 7.0 magnitude earthquake. The grassroots organization’s plans a 10-year mission to help re-build the island where over 3 million people are still impacted by the devastation.

Wilson will hold a Yard Sale on Sept. 4-5, 9 a.m. – 5 p.m. at the corner of South Avenue and Hamilton Street. All proceeds will benefit Haiti. Donations for the yard sale are needed along with volunteers.

“If even you don’t want to be part of the Haiti sale, you can sell your stuff right next to me. The more we have and the more houses involved means more people will come to help Haiti.”

Kurt Wilmarth, owner of Echo Tone Music on South Avenue, is an enthusiastic supporter of Wilson’s efforts.

“The best part of a gigantic yard sale is that the money goes straight to the people,” said Wilmarth. “The money is going to build eco domes, earthquake proof homes that will get [Haitians] out of tents.”

“The yard sale is a great idea. I plan to coordinate this inside of the building. Whatever he needs,” said Wilmarth.

To learn more, call 831-6351 and visit “Haiti Alabonoflove” on Facebook.

State and right here in New York State.

(To hear the Coffey Brundage interview, visit http://interact-wwxi.org/node/35105.

The Big Cheese (Photo by Nancy O’Donnell)

What Rat Stole the BASWA Cheese?

Renewing Mass creator Colin Coffey and Michael Brundage co-owner Chris Jones couldn’t believe their eyes. The big hunk-chunk of Swiss cheese celebrating BASWA, (The Business Association of the South Wedge Area) had gone missing. What kind of rat would nab the fromage tribute? Had it been shredded--Melted? Was it stashed in some cracker factory?

The BASWA-commissioned 200-lb. street sculpture by artist John K. Archer had happily been bolted to the ground near the corner of Avellini and South Avenues since its installation last year. The bulls had loosened sometime around the 4th of July, but before BASWA could secure it, it vanished.

Jones quickly created a wanted poster offering a reward and contacted the media.

Before you can say “Pass the Chablis and crackers,” City Newspaper reporter Carrie Fien blogged and Ch. 8 Tweeted about the missing works.

Kurt Johnson, a musician in the Moho Collective, caught the tweet and immediately called an anxious Ms. Jones to tell her the cheese was safe and was ready to come home.

“I and my friend Meredith Schreiber found it lying in the street and took it home for safekeeping,” said Johnson. “It already had boot marks on it, and it was getting beat up.”

“Meredith is an artist, and we did what we hope others would do for us,” said Johnson.

Almost a year later, NPR called back.

“We heard from the VP of Radio for WXXI that they had selected an edited selection of our conversation of two minutes and forty seconds for broadcast on June 24th,” said Coffey. The conversation was played several times that day.

In an e-mail to the Wedge, Coffey wrote why the couple was happy to tell their story to the world.

“We believe this piece puts yet another human face to the discrimination against lgbtq and gay men in the United States and right here in New York State.”

Peace Lutheran Church
Organist’s Composition Wins Praise

Amanda Jacobs, organist at Peace Lutheran Church, Composer of “Jane Austen’s Pride and Prejudice. A Musical” and “At Peace With Vogue” teacher recently entered her “Mass for the Living” into a composition competition sponsored by the Foundation for the Sacred Arts. In early June, she learned she had won an Honorable Mention. The musical setting was written for unison voices and keyboard using the New English Translations of the Bible from the Foundation for the Sacred Arts.

When Jacobs’ mother died suddenly in January 2000, she promised herself she would write a Mass in her memory. “Ten years passed and a dear friend asked me in November 2009, “When are you going to write it? It’s been ten years -- almost.” That was the day I picked up my mechanical pencil and sat down to compose,” said Jacobs.

“IT is thrilling to know that the [composition] won an Honorable Mention, but it really isn’t the winning that makes me happy,” writes Jacobs in an e-mail to the Wedge. “What makes me happy is that my mother lives in that work and all of that love and joy and love of her life lives in the work too and people felt it and they loved her and with that, it feels like her life won an Honorable Mention.” She was such an amazing woman, and I weep with so much joy and gladness. She won!”

Peace Lutheran Church is currently using part of the composition for worship services. In December, the work will premiere at the National Institutes of Health (NIH) Philharmonia, an orchestra established by NIH scientists, to play free concerts to the public.

BASWA Cheese? What Rat Stole the BASWA Cheese?

The Wedge August - September 2010

Weedlagger-Barry Nursery School
A Cooperative Preschool for ages 3 - 5

Elwillage-Berry Nursery School
A Cooperative Preschool for ages 3 - 5

585.416.4250
For more information:

Celebrate Local Food with us this September

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For more information:
Highland Park Library August Kids’ Programs

Special calendar pages to help kids keep track of how much they read or are ready to this summer are available at the library. The library is giving out small prizes to reward their progress.

Books in Park – Wed. mornings at 11:30 a.m. through August 11 (weather permitting).

Join us for stories, songs, puppets, more. Bring a blanket to sit on. Visit www.hplrc.org for a list.

Visit and meet at the library. Ages 5 and up. Please register.

Nature Craft – Tues., Aug. 3, 2:00 p.m. Meet in Highland Park in front of the Conservatory. We'll take a short nature hike and collect materials to build a fairy house or a bug village. Parent or guardian must attend. In case of rain, we'll meet in the library. Ages 5 and up. Please register.

Jewelry Making – Tues., August 10, 2:00 p.m. Make some beaded jewelry or braid a friendship bracelet. Ages 6 and up. Please register.

Mystery Scavenger Hunt – Tues., August 17, 2:00 p.m. Once again we'll meet in Highland Park in front of the Conservatory. Look for clues to solve a mystery! Parent or guardian must attend. In case of rain we'll meet at the library. Ages 6 and up. Please register.

Be Red Cross Ready – Mon., August 23, 5:00. Find out what to do in emergency situations. Basic health and safety skills will be demonstrated. Parent or guardian must attend. In case of rain we'll meet in the library. Ages 6 and up. Please register.

Conservatory on Reservoir Ave.

Tuesdays, August 10, 2:00 p.m. Make some beaded jewelry or braid a friendship bracelet. Ages 6 and up. Please register.

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Conservatory on Reservoir Ave.
Block Clubs continued from page 1

are already active on the following blocks: Cypress-Linden, Sanford Street, Gregory Street, Hickory Street, Averill Avenue, Hamilton Street, Wedgepoint (Alexander and Comfort Streets) and Bond-Whalin Streets (see contact info below).

The South Wedge Block Clubs, once formalized, will be a resource for residents in each block to work together on issues and projects and have a voice in local government both through SWPC and directly within the Southeast Quadrant. Formalized Block Clubs will also be able to take advantage of the SWPC’s organizational resources, which can help with newsletters, mailings, web sites, leadership training, grant writing and block parties. To form a block club simply means creating a leadership team of up to four people, submitting by-laws and a minimum of two meeting dates per year to SWPC and requiring at least one member of the leadership team to attend the monthly meetings.

Block Club Leaders, and any interested residents from each block, are invited to meet with the Community Engagement Committee on the third Monday of each month at 6:00 p.m., where we will share information, resources and project assistance. The July 19th meeting was held at Beale Street, future meetings will be held at different area businesses.

Topics at upcoming meetings include: traffic issues, crime trends, problem houses, block party planning, newsletters, community gardening projects, communicating with landlords, welcome baskets and a holiday decorating contest where the winning block wins a Block Party stipend of $250.

A table will be set up at the South Wedge Farmer's Market each week where people can come and sign up to join or learn about active block clubs. Interested residents can also visit www.swpc.org to learn who their Block Club Leaders are and find their contact information. People can also contact the Community Engagement Committee if they would like help in setting up a Block Club or on a street not listed below. Our contact information is also on the SWPC web site.

Current Block Clubs

Averill Avenue Block Club
Jamie Johnson
johnson193@student.monroecc.edu

Cypress/Linden Block Club
Annette@rochester.rr.com

Gregory Street Block Club
Angela Clark-Taylor
a.clark-taylor@hotmail.com

Hamilton Street Neighbors
John & Kristin Chajka
kristinchajka@gmail.com

Hickory NUTS (Neighbors United Through Service)
Jason Morgan
jmorgan56@gmail.com

Sanford Street Block Club
Robert Lauterbach
rlauterbach@gmail.com

Wedgepoint (Comfort and Alexander Street)
Mr. Tracy Saville
taxville@rochester.rr.com

Konar Open House continued from page 1

developments after watching the construction of its Elmwood Manor townhouses on Highland Avenue. SWPC encouraged Konar to add new residences to the Wedge with the request that they blend with the turn-of-century buildings on South Avenue and provide parking behind the buildings.

Under the name of Gregory Street Transfer, LLC, Konar acquired seven separate parcels to assemble the site over a period of several years. Along the way the City provided a $1 million low interest loan to the company in anticipation that 14 of the apartments would conform to the City’s Affordable Housing Program. Construction began in July 2009. In the end, the $4.8 million, 40,000 square foot residential and retail building blends with existing neighborhood buildings to everyone’s satisfaction.

After the ribbon-cutting, the public was invited to take a peek at several of the studio and two bedroom apartments above. Singer Teagan Ward performed while visitors enjoyed food and drinks provided by Beale Street Cafe, Solera Wine Bar, Hedonist Artisan Chocolate, Cheesy Edibles, Mise En Place and the Coffee Connection. Throughout the event, visitors toured several of the apartments above.

Howard Konar said he was especially heartened by the success of other South Avenue businesses.

“The success and growth of business owned by Casey Holdenick [Mise En Place] and Nancy Sawyer Molina [The Coffee Connection] re-enforced our feeling that the area was good for retail.”

Already, 11 of the 33 apartments are rented and retail businesses are being courted.
Letters to the Editor continued from page 2

for education and the potential for offering more ways to make more of the South Wedge as beautiful as a lot of it already is, especially more easy ways — ways that only need one action at a time.

I am a former homeowner (in Brighton) who just moved to a South Wedge apartment to reduce my living costs. Being used to having to do everything myself, I started cleaning up the yards in front and behind my new residence. I noticed as I walked my dog where people took care of the outsides of their residences and where they didn’t. I have to assume that people who don’t, either aren’t aware, or are distracted by other worries in their lives, or are just plain tired by the other work they do to make a living in this difficult time. For me, the presence of the beautiful gardens, well-kept houses and swept streets and sidewalks were enough to raise my awareness. But I would still need help in actually making the plantings and doing some of the other things that would create a more inspiring view of my residence. So, there are likely other people in the same position. I’d like the garden pose to descend and say, “Here’s what you have to do, and we’ll help you get started!” I’d learn alongside people who already have the knowledge. I’d be willing to pay something for this help — in fact, I’d be willing to help organize it. (Did I just say that? Yikes! I’m struggling to build a business over in NOTA, the Neighborhood of the Arts! I don’t need any sidetracks!) I guess I just believe that people are affected by their physical environment, and beauty is a basic human need. I’m grateful to those who are offering this to the South Wedge environs and hope to join them.

--Priscilla Anschinloss
Averill Ave
Owner, Director
PHYSIKOS, Village Gate
South Wedge Announcements

Nadia Eve Fanning

John Fanning and Evvy Gordon, owners of Solera Wine bar on South Avenue, recently welcomed their first child, Nadia Eve Fanning. Nadia was born at 2:40 p.m. on Wednesday, May 26th. Utterly beautiful Nadia at birth was measured at 21” and weighed in at 8 lbs. reports the proud parents.

Munson & Cox

Kristin Michael Cox and Benjamin John Munson were married at 4 p.m. on July 3, 2010. The wedding took place at a family farm house near Potsdam, N.Y., which has been in Ben’s family since the late 1800s. The ceremony was performed by Rev. Judy Lee Hay of Calvary St. Andrews (She made the ride up from the South Wedge.) Mr. and Mrs. Munson (Kristin is taking Ben’s name) are postponing the honeymoon for a few months so they can focus on getting their business, Newdigs, “up to speed,” reports Ben. Newdigs is an online apartment web site that matches renters and landlords.

Since we actually threw the wedding ourselves (Kristin cooked most of the food from scratch), we took a lot of time away from the company,” says Ben. Munson is a member of the SWPC Board.

Thanks to Lyjha Wilton and the Many Boulderfest Festivalgoers

Who donated $2,405.00 to the South Wedge Planning Committee Their generosity will help SWPC’s projects and programs including:

- South Wedge Block Clubs
- Wedgestock 2010
- The South Wedge Farmers Market
- The South Wedge Victory Garden
- House Repairs for Residents Throughout the Year

Your contributions demonstrate why the South Wedge Urban Village is the place to live, work and play. We can’t do it without you!

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AFFORDABLE, ACCESSIBLE
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www.coniferliving.com

The Wedge
August - September 2010
South Wedge Farmers Market
Opening Day - June 3, 2010

South Wedge Farmers Market
Opening Day - June 3, 2010

(F-r) Rev. Ghislaine Catoir (Peace Lutheran Church), Rev. Judy Lee Hay (Calvary St. Andrew, Scott Austin, Artisan Church) and Fr. Richard Bricker (St. Boniface Church) gave blessings for all the market bounty. (Photo by Christin Boggs)

Pinnacle Apartment Shoppers took the inaugural SWPC shuttle ride to the Market (Photo by Nancy O’Donnell)

Kit Miller from Edible Rochester talked to marketgoers about all things sustainable. (Photo by Nancy O’Donnell)

Flower vendor. (Photo by Christin Boggs)

Strawberries and rhubarb make a great pie. (Photo by Christin Boggs)

Marilyn Anderson and Jon Gorlik (Photo by Johannes Bockwoldt)

Glad feelings abound at the Farmers Market. (Photo by Christin Boggs)

More fun at the Market (Photo by Johannes Bockwoldt)

Charlie Clark post strawberry nosh. (Photo by Johannes Bockwoldt)

Chris and Vicki Hartman toss the traditional lettuce (Photo by Johannes Bockwoldt)

Market kids build a better pea (Photo by Johannes Bockwoldt)

Mighty Liberators. (Photo by Johannes Bockwoldt)

Mini Mighty Liberators wait their turn. (Photo by Christin Boggs)

City of Rochester Rec center high steppers (Photo by Nancy O’Donnell)
Traffic Control Box Public Art Project 2010 was produced by the Business Association of the South Wedge Area (BASWA) and funded in part by the Arts & Cultural Council of Greater Rochester in conjunction with the New York State Council of the Arts. (Photos by Chris Jones)

South Wedge Urban Art

Son House gives 6-year-old Me-khi Stephens something to ponder. (Photo by Tiana Stevens)

Howie Green – “Peace, Love, Music”

Allison Roberts – “Juggling Hearts”

Jill Guisewie – “A Celebration of Birds”

Rachel Fox – “Farmer’s Market”

Son House – “Let’s Play”

Krysia Mnick – “Persistence of Abundance”

Joe Guy Allard – “Zombie Emergency Box”

Eric Cady – “Unite”

Stephen Dorabioła – “Son House”

Third Thursdays

The Business Association of the South Wedge Area (BASWA) announced the winners of the Public Art Project 2010 at a Third Thursday event at Star Alley. Musician Fred Vine and CASH Back entertained the crowd of artists, artist’s family and friends and people looking for a good time in the South Wedge.

T.J. Rice, singer and bassist, of CASH Back, Johnny Cash Tribute band (Photo by Johannes Bockwoldt)

Early arrivals wait for the music (Photo by Johannes Bockwoldt)

Chris Stringer and “Athena” (Photo by Nancy O’Donnell)

SWPC Executive Director Bob Boyd welcomed the crowd (Photo by Johannes Bockwoldt)

(l-r, front row) Jose Fernandez, Taylor Whitney, Eileen Fernandez, Kathy Green (l-r, back row) Sue Sanford, David Sanford and Kevin Dineen (Photo by Nancy O’Donnell)

“Farmer’s Market”

The Wedge
August - September 2010

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August - September 2010
South Wedge Business Buzz

More important, Sciarabba was “always a Rubino’s fan.” “I loved going into the main location on East Ridge Road and smelling all the Italian food and seeing the big cheeses and salmon hanging from the ceiling. And, I’ve always enjoyed cooking and certainly enjoy eating - especially Italian food. The location on Mt. Hope Ave being so close to the South Wedge was an added bonus,” said Sciarabba.

The Plante/Sciarabba menu goes beyond a takeout with menus of subs and wraps. The menu offers pastas such as Broccoli Alfredo, Lasagna and Rigatoni, salads, soup and chili and “Malta’s Masaccere,” hot dog or ham, burger platter with home fries, macaroni or baked beans.

The walls are freshly painted, and tables and chairs offer dining in. “I’m so excited about the energy on Mt. Hope Avenue... the City’s Master Plan, the University of Rochester’s College Town, the reconstruction of the road, landscaping, bicycle lanes, the upgrading of existing businesses, the new businesses,” said Plante. “Park Avenue is out! Mt. Hope Avenue is in!”

The shop is also adding Finger Lakes Coffee Roasters (beans and cups to the mix, Rubino’s Italian Food, 1659 Mt. Hope Ave., 271-0110. Hours: Mon.-Thurs. 8:30 a.m.-5 p.m., Fri. 8:30 a.m.-4:30 p.m. Saturday 9 a.m.-9 p.m. Closed Sunday.

Nancy O’Donnell

Natural Pet Foods Company Moves to Swillburg

Natural Pet Foods Company which began with a vendor’s stall at the Rochester Public Market in 2000 has outgrown its space on Alexander Street and opened at 766 South Clinton Avenue on Saturday. Stella the cat who has been with the company since the market days will also be relocating.

Owner Mario Cerasuolo is partnering with See Spot Think owner Cindy Harrison of Penfield. (www.seespothundertink.net) to offer a new dog training service at the shop, along with the high quality pet food and treats.

For the opening on Aug. 2, Mario will offer free trial size items for pets.

766 South Clinton Avenue, 330-3371. www.naturalpetfoodcompany.com info@naturalpetfoodcompany.com Hours: Mon.-Fri. 10 a.m.-7 p.m., Saturday 10 a.m.-5 p.m., Closed Sundays.

-Rose O’Keefe

Napa Wood Fired Pizzeria Heats Up on South Clinton

By Rachel Chaffee

One of the South Wedge’s old favorites has converted into the neighborhood’s newest restaurant, Napa Wood Fired Pizzeria. Located next door to Boulder Coffee Company on South Clinton Avenue, Napa provides a completely new eating experience to the Wedge with a mix of casual and fine dining, and very affordable prices.

In addition to a delectable menu, Napa’s unique interior and exterior space is a welcoming addition to the Wedge. The menu’s unique Italian and exterior space is a welcoming addition to the Wedge. The restaurant is open seven days a week and features an extensive menu of pizzas.

Napa combines the 20-year restaurant experience of owner Dave Enos with the creative design of Lynda Dochstader, owner of Boulder Coffee Company. The two met last spring when Wilton was looking to take a tenant interested in opening a brick oven pizzeria in the mid-nineteenth century house, which was rezoned for mixed use four years ago. Enos was looking to open a second Napa location in the city. His other restaurant is in Perinton Hill Plaza in Fairport.

Enos has long felt that a brick oven pizzeria would be a perfect fit for the South Wedge corner. “Not too fancy, not too casual and very affordable,” said Wilton.

“I wanted something unique and I wanted to be where the action was,” said Enos, who explored several locations around Rochester before deciding that his vision and Wilton’s were a perfect fit for Napa’s II. Enos felt that the extensive seating options Wilton had in mind made it a no brainer and offered “another great space [for people] to watch the oven, relax, and enjoy the outdoor courtyard.”

The newly-renovated interior boasts 70 and includes a lofted dining space with second floor balcony and a handcrafted oak bar, soon to be stocked with a wide selection of beers and wines. The restaurant also has a covered patio facing South Clinton Avenue, a covered back deck and shared courtyard with Boulder and seating at the restaurant’s large brick oven.

The brick pizza oven is Napa’s centerpiece. Designed and built by Brennan Edging of Select Masonry and Wilton, the oven offers a unique twist on the traditional brick oven styles in most pizzerias.

“I told [Brennan], not to think like a mason, but think like an artist,” said Wilton.

The oven is located on the courtyard’s south end, next to Napa’s deck and outdoor seating, allowing diners to watch the fireing process. It also has two extensive concrete counters on each side, providing bar seating where diners can get up close and personal watching chefs create their own artisan pizzas.

A mix of brick, stained concrete and steel, the oven ushers in 2016 with the addition of its gazebo. “I’ll just put canvas around it [in the winter].”

Napa specializes in thin-crust pizzas with a focus on unique pesto and cream sauces. The menu includes a wide selection of toppings combinations to fit a variety of palettes with many pizzas for those interested in venturing beyond traditional pepperoni and cheese toppings. A mes-fex pizza includes grilled chicken, salsa and guacamole. Others combine a sweet and salty blend of prosciutto, figs and artichokes. Napa’s Kid’s Menu features mac-and-cheese pizza. Vegetarians, too, won’t go away hungry. Napa offers a variety of gourmet salads and signature rapsins.

“The menu is constantly developing,” said Enos, pointing to his two chefs: Bridgette Pendleton and Kayleigh Scherwood. Scherwood studied at the Le Cordon Bleu Institute of Culinary Arts in Pittsburgh. Pendleton is self-taught.

Enos reports that the Napa has been “extremely busy” in the short time it’s been open. “It was way more busy than I thought it would be.”

Enos has been collecting e-mail addresses from his first customers, and he plans to send “thank you coupons” to all of them. He also is planning a grand opening later in the summer.

Napa Wood Fired Pizzeria is located at 573 South Clinton Avenue. Restaurant hours: Monday-Friday, 11 a.m.-11 p.m.; Saturday, 11 a.m.-11 p.m.; Sunday 4-10 p.m. 530-3371. www.naturalpetfoodcompany.com info@naturalpetfoodcompany.com

-Rose O’Keefe
Frederick Douglass Club Hits the Road for a History Lesson

By Tiana Stephens

Wearing shirts that read, “Frederick Douglass is my Homeboy,” a group of eager 5th and 6th graders from James P. Duffy School #12 boarded a charter bus headed to places they’ve been learning about all year in a unique after-school group.

“It was really exciting because you get to learn about stuff that you don’t normally talk about at school,” said 6th-grader Chyna Stephens.

The Frederick Douglass Club, founded by Michelle Garcia-Daniels three years ago, embarked on a whirlwind trip across Western New York and down to New York City. In some instances the students experienced the very places that the great abolitionist himself had visited.

The first stop—Seneca Falls, where the first Women’s Rights Convention was held in 1848, followed by a visit to the home of Elizabeth Cady Stanton, famous abolitionist and women’s rights advocate. Fifth grader Campbell McDade Clay recalled the trip fondly; “I liked going to Stanton’s house. It was really cool to be in her house, not only because it was her house, but because it was so small. I loved the wallpaper because it had such pretty designs.”

Douglass himself may have stepped foot in that very home. He was one of the few men who attended the historic meeting of the first convention, and he would continue to fight for several more decades for women to gain the right to vote.

The home of Harriet Tubman, former slave and rescuer of over 70 slaves herself was next on the tour. “The best part of the trip for me was spending time with the club playing games and learning about Harriet Tubman. I learned that she lived in Auburn, New York,” said Justus Lucas, a 6th grader.

From Auburn the group travelled to New York City. In keeping with the theme, the next day started early with a ferry ride over to Lady Liberty, followed by a tour of the CBS building in Manhattan where a very special guest came to meet the kids—the great, great, great, granddaughter of Frederick Douglass, Faythe Weaver-Skinner and her family. And, just in time for the Club’s arrival, a monument in Harlem, (years in the making) of Frederick Douglass had just been dedicated. This was a truly a “Kodak moment” for the kids from Rochester, New York, to take pictures with relatives of Frederick Douglass.

“Spending the day with the Frederick Douglass Club was awesome. It’s amazing that in using Frederick Douglass as a source of inspiration, the children have each become individual sources of living inspiration. I felt nothing short of blessed by their presence,” said Weaver-Skinner, who resides about an hour outside of the city. Even at dinner that night, the students were given a history lesson. Just up the road from the monument, is “Miss Mamie’s Spoonbread Too,” a popular soul food restaurant owned by Norma Jean Darden. Darden stayed late that day to give the children a firsthand account of how her grandfather—born a slave, and freed as a child—was able to pull himself up through hard work.

The students who took part on this exciting road trip can really appreciate the notion of hard work. Each had to earn participation in the tour by practicing good citizenship, participating in workshops, performing reenactments and volunteering in the community.

It’s only fitting that the History Club is from School #12, built on the site of Douglass’ former Rochester home, which burned down in a suspicious fire in 1872.

Garcia-Daniels is already busy planning next year’s trip, says “It was a necessity for me to arrange this trip for the F.D.C. students. Often when students read about historical places and people, it doesn’t resonate with them. This trip allowed them to touch artifacts, see personal belongings and hear stories of great trailblazers. Our club has discussed the importance of the women suffrage movement and abolitionists and it was important for me to have them walk in their steps,” said Garcia-Daniel.

Tiana Stephens and husband Esté Stephens have four children at School #12: Melki, 6, Tian-Xing 8, Kauri-Mei, 30, and Chyna, age 12. She accompanied her two oldest daughters, who are members of the Frederick Douglass Club, on this year’s trip. Last year, Tiana, the Frederick Douglass Oratorical Contest at the Douglass home site in D.C. Tiana, a South Wedge resident, is originally from Denver, Colorado. This is her first article for The Wedge.
Enjoy a Locavore’s Summer Salad
By Lee Bender, South Wedge Farmers Market

Hearty salads make an excellent side dish or a quick, light summer meal. Try the following recipe sometime. It’s packed with nutrients and flavor! All the ingredients you’ll need are available at the South Wedge Farmers Market every Thursday from 4-8 p.m.

Locavore’s honey-glazed chicken and chard salad

- 2 cloves finely chopped garlic
- 1 Tbsp. ground black pepper
- 1 Tbsp. shallots
- 1/4 lb. chicken (boneless)
- 3/4 cup honey
- 1 bunch radishes
- 2 bunches chard
- 1/2 cup snap peas
- 3 radishes, one cucumber
- 1/2 cup blueberries
- Blue or feta cheese.

(Substitutions and additions could include tomato, carrots and basil).

Wash chard thoroughly and tear into bite-sized pieces, discarding the stems. Wash snap peas and cut into thirds. Peel cucumber if desired, and cut into quarters lengthwise. Chop quarters into thin slices. Wash and slice radishes. Chop quarters into thin slices. Wash and slice radishes.

Toss all ingredients and set aside.

Next, heat a frying pan with enough oil to coat the pan. While doing so, slice chicken into strips. Add chicken strips to the skillet, pouring half of the honey, shallots, and black pepper over the chicken.

When the honey has melted around the chicken, turn it and repeat the previous step. Keep turning the chicken periodically, until it turns golden brown. Allow chicken to cool if desired, or serve on top of salad immediately.

Add blue or feta cheese. Top with the vinaigrette of your choice.

Gaga Look-a-likes at the SWFM
By Nancy O’Donnell

The South Wedge Farmers Market celebrated Gay Pride Week 2010 with a Lady Gaga look-a-like contest and a dance off at the Market on July 15.

While some might think the idea of combining Lady Gaga and a Farm Market would be a Bad Romance, Anne Semel kept a Poker Face about it. As did Kristen Lartson. And while the organizer hoped someone would Just Dance, no one did. Eh, eh, nothing else I can say.

SW Farmers Market Manager’s Q & A
By Sue Gardner Smith

Q: The word “sustainable” seems to be everywhere. What does it mean at the South Wedge Farmers Market, and why should I care?
A: A major goal of the South Wedge Farmers Market is to promote a more sustainable food system, one which uses methods that allow food production to continue indefinitely into the future. A sustainable system works with nature rather than fights against it. Waste from the farm goes back into the soil to replenish it, and a healthy cycle of renewal and regeneration allows the land to remain productive indefinitely – the system is sustainable. Farming operated in this harmonious way for thousands of years.

Over the past several generations, however, farming transformed. Many people have become very concerned about the current food production system, which relies heavily on toxic chemicals and petroleum products for production and transportation. Soil is depleted of nutrients; water, air, and soil are polluted; food is less nutritious and is contaminated with toxins; and workers and consumers are exposed to harmful chemicals. Food is grown by giant corporations and transported thousands of miles. Animals are raised in enormous factory farms, in crowded and inhumane conditions, and are treated with antibiotics and hormones to promote unnatural faster growth and to treat sickness arising from unhealthy conditions. Ever-larger quantities of waste are produced which pollute rather than enrich. Resources are used up and not replaced. At some point such a system breaks down and cannot be maintained – it is unsustainable. This may seem irrelevant when you stand in the supermarket and see vast quantities of food, much of it very cheap because of the industrial methods used to grow it and because it is heavily processed and treated with cheap chemical additives. But as consumers come to understand the true cost of that food, in harm to the food, the environment, customers, and farm workers, they are choosing to buy food from sources that they know use sustainable methods. Here’s why buying from farmers at the South Wedge Farmers Market is a great way to support sustainable agriculture:

• You’re buying directly from small-scale, local farmers, so food is fresher and requires minimal transport to get to market.
• Several farmers at the market are either certified organic or use the same growing methods; such food has not been grown with toxic chemical additives.
• It’s healthier for you and your family, for the farmers and for the environment. Buying food from farmers markets is one of the best ways to reduce your carbon footprint. Waste is recycled, and soil is replenished.
• Every dollar paid to these farmers helps assure their economic survival and thus our ability to access this precious resource. It also contributes to the health of our local economy.

And in case you’re still not convinced, fresh, local food, bought from the farmer who grew it and harvested it shortly before market, is bursting with flavor – the most delicious food you’ll find! The sweetest peach, the juiciest tomato, the most flavorful beef – visit the South Wedge Farmers Market and cast your vote for sustainability.
Meet Our South Wedge Farmers Market Vendor

By Sue Gardner Smith

Barrita and Jeff Shanks

Seven Bridges Farm
Barrita Shanks and her husband Jeff live on the same farm in Irondequoit that Jeff’s grandparents purchased in 1942. The farm, now known as Seven Bridges Farm, has grown from the original 100 acres to about 500 acres. Jeff’s grandparents lived in Rochester and bought the land to establish a farm, but they remained in Rochester during the week. They left their three boys, ages 12, 15, and 15, on the farm during the week to run the operation, and with their daughter, visited the farm on weekends. The boys, including Jeff’s dad, successfully ran the farm while still attending school. They named the cows after the prettiest girls in their classes.

On one occasion the boys thought they had lost the cows, but eventually found them in the house! The experience of running a farm, which Barrita says taught the boys industry and self-reliance, seems to have cemented Shanks family ties, because most of the family still lives on the same road today. Jeff built the house in which he and Barrita now live.

Seven Bridges Farm now raises about 200 head of cattle, 30 pigs and over 100 chickens. Barrita and Jeff raise all their animals from birth, and grow most of the grain and hay that they feed to their pigs and chickens, without antibiotics or pesticides. The animals are never treated with growth hormones and are never fed animal by-products. The pork, beef, chicken, and eggs produced on the farm can be purchased at the South Wedge Farmers Market every Thursday.

Todd Lighthouse

Lighthouse Gardens
Todd Lighthouse of Lighthouse Gardens in Irondequoit Falls has built a reputation as this region’s premier grower of garden plants. He is known for his understanding of the highest standards of sustainability.

Todd started his farm as a conventional operation, but he soon realized that he was using many fertilizers, pesticides and other chemicals traditionally used on farms. As he explains, “I wanted to be comfortable in my work envir-

The birth of son Jack, now 2½, reinforced his conviction that to protect his son and wife Andrea, his business needed to be more environmentally sustain-

“I embrace a diverse eco-

system within my greenhouse.

In doing so, I try to seek balance without losing the good crops,” said Todd. “You can’t have just good insects without the bad. I attempt to embrace the whole and maintain a desir-

able balance without too much of a detrimental effect on the plants.”

Todd believes that he provides his plants with all the essenti-

als they need, they will be able to defend themselves.

He’s developed a unique potting mix that he feels is his secret weapon in providing his plants with all their nutritional needs. He’s seen a dramatic improvement in the health and vitality of his plants since he informed the formula which, as he says, “immics mother na-

ture in a container.” He sells the mix at the South Wedge Farm-

ers Market and at his farm. His product is enthusiastically endorsed by the several other farmers at the Market who now use the mix on their farms.

Todd’s customers appreci-

ate his knowledge of sustainable growing; his business has ex-

panded every year since his first selling season in 2007. In 2008 he built a 3,200 square foot greenhouse, in which he grows the annuals, perennial herbs, and vegetable plants that are sold at farmers markets. Although an avid proponent and practitioner of local agriculture, Todd has the unusual hobby of collecting rare plants from the Amazon, Mexico and other parts of the world. His interest in etno botany has led him to a college and college.

In his foundation of the college and college.

A visit to Todd’s booth at the mar-

ket means a wonderful assortment of beautiful, sustainably-grown plants, but also with a conver-

sation with a thoughtful farmer whose intelligence and passion informs all his efforts.

Bill and Jill Stackpole

Bloomfield Honey
Bill and Jill Stackpole of Bloomfield Honey have a pretty keen sense of what it takes to keep bees healthy. In 2004, Bill was given some old beekeeping equipment, and he set it up. Almost immediately, the bees took off; and Bill and Jill claim that they knew nothing about beekeeping, but the suc-

cess of their honey business suggests that they were either quick learners or very gracious hosts to the bees that colonized their hive.

The Stackpoles now have about 100 hives in Bloomfield, Hon-

coy, Mendon, Victor, Rush, and Naples. They set up their hives on farms, under contracts, rather than trusting

ing the bees from farm to farm. Moving bees stresses them, making them more susceptible to disease. The Stackpoles are happy and healthy is a top priority for the Stackpoles, especially given the current Colony Collapse Disorder, which has caused bee colonies within the region to disappear. Although not well understood, experts believe it is caused by a combination of environmental factors. Because of the vital role bees play in pollinating food crops throughout the world, this threat to bees could have far reaching consequences for the world’s food supply.

The Stackpoles’ bees flourish under their careful care. The sustainable ap-

preciation with an abundance of golden honey, flavored with the nectar of our local flowers. Bill and Jill produce sea-

sonal honey, and the flavor and color varies as the flowers come through the growing season. Their spring honey is light-colored and delicately flava-

sored, and is a weak honey which is harvested early in the season. With summer’s arrival and the blooming of clover, the honey darkens to a deeper am-

biente, flavored with the nectar of the buckwheat flower. Jill says that a strong hive requires plenty of room, or the bees will swarm and leave. When it’s time to extract honey, the Stack-

poles cut off the wax capping of the honeycomb and spin it to remove the honey. They remove the big chunks of wax but leave in the pollen and small bits of wax to keep the bees interested in their customers, prefer-

sively those seeking relief from seasonal allergies.

In addition to selling their raw honey at the South Wedge Farmers Market, the Stackpoles offer creamed honey, beevox candles, and a number of hon-

eby-based natural skin care products. Among these are balms, cuticle cream, skin toner, and soaps. Each year they train and mentor new beekeepers, and they have been working with other local beekeepers to breed pest-

resistant, hardy bees that will flourish in our challenging cli-

mate. They also sell beekeep-

ing supplies to others who wish to follow their lead in creating hives where bees can thrive, combining the important work of pollinating crops, and create de-

licios fresh, local honey for all to enjoy.

Julie Sargent and Andrew Dygert

East Hill Farm
East Hill Farm in Middle-

sex, NY, is the home of the Fowler Folk and Antibiotics, a small intentional community of crafts people known for their beau-
tiful pottery, woodworking, weaving and other crafts. The 365-acre property also includes an organic farm, finally home to three permanent East Hill residents and three interns. Andrew Dygert, one of the five farmers and permanent residents, says that he and his fellow farmers strive to use the best agricultural prac-
tices they can to make the farm sustainable, ecolog-

ically, and physically, for the people working there. This means that no synthetic fertiliz-

eries, pesticides or herbicides are used on the farm.

The Guild moved from Rochester to the scenic Middle-

sex hills in 1967. In the early years, the farm grew grain, us-

ing conventional growing meth-

ods. As Andrew says, “we try to maintain the soundest agricul-
tural principles possible, not only to ensure the health and safety of our customers, but to provide the best stewardship of the land possible. Our primary defense against pests and dis-

eases is to grow hardy, resistant plants that will be naturally re-

sistant.”

Andrew, farming for about five years, who is working for an organic farmer in the area. He says he never thought about a farming career, but when farming for the first time he realized he could do this ev-

very day for the rest of his life. That passion is evident in the farm. Andrew and his fellow farmers bring each week to the South Wedge Farmers Market.

Phil and Sandi Munson

Fisher Hill Farm
Phil Munson of Fisher Hill Farm in Bristol has been farming his whole life. He started driving a tractor at age 5 (not a great start), his parents purchased in 1978 in the rolling Bristol hills. Phil raises mostly pigs and cash crops, and still raise some pigs on the farm today. Phil irrigated his strawberry fields with water for frost pro-
tection. In the morning, every-

thing was completely covered with a blanket of frost, which must have been an alarming sight. But the ice coating created a protective shield, and the tender strawberry blossoms sur-

vived, yielding a bountiful crop of beautiful sweet berries this past season.

Phil has been selling his vegetables, fruits, and flowers at farmers markets in the area for 10 years. This is his first season as a vendor at the South Wedge Farmers Market. Phil is often joined at this booth by his wife, Sandi, who, when not working on the farm, works as a business manager at a Rochester day care center. Phil and Sandi are a married couple who have just moved to the South Wedge Farmers Market, where their wide variety of crops, of-

ering good value, have been enthusiastically received by SWFM customers.
South Wedge Arts & Leisure

By Nancy O’Donnell

Third Thursdays Free Music in Star Alley

BASWA brings the Hi-Risers to Star Alley on August 19 – 8:10 p.m., presented for your enjoyment by Historic Houseparts. On September 16, the Lohster Quadrille will perform 8:10 p.m. through the generosity of John’s Tex Mex. To learn more, visit www.underyourflavor.com.

Rose O’Keefe (Photo by Nancy O’Donnell)

South Wedge Author Promotes Newest Book

Author Rose O’Keefe sat a spell at the recent Cornhill Festival to autograph her new book, Historical Genres: Country A Guide to its Lands, Legacies, and Promote the South Wedge Planning Committee and the Business Association of the South Wedge Area (BASWA). And sell some BASWA Swag as well.

Other books by O’Keefe include Southeast Rochester, N.Y. (Images of America) and Rochester’s South Wedge, N.Y. (Images of America). All are available at Barnes & Noble and on Amazon.com.

New York State Mandates Carbon Monoxide Detectors

A new New York State Law, Amendment’s Law, which mandates the installation of carbon monoxide (CO) detectors in all homes in the state became effective on February 25, 2010. The law is named after a teenager who died in January of 2009 of carbon monoxide poisoning at a friend’s house. Under Amendment’s Law, homes built before January 1, 2008, are permitted to have battery-powered CO alarms. Homes built after this date are required to have the alarms hard-wired into the building.

Additionally, Amendment’s Law will require property owners in New York State to install a CO alarm when replacing a hot water tank or furnace if the home is not equipped with an alarm. Additionally, Amendment’s Law requires existing one- and two-family residences to have at least one carbon monoxide alarm installed on the lowest level of the building, having a sleeping area. The alarm must be clearly audible in all sleeping areas over background noise levels with all intervening doors closed.

CO poisoning is the number one cause of poisoning deaths in the United States. It can be produced when burning any type of fuel including gas line, charcoal, propane, natural gas, kerosene, oil, wood or coal. If any flammable material burns incompletely, carbon monoxide is produced. Carbon monoxide can kill in minutes depending on the levels in the air.

The symptoms of CO poisoning are often mistaken for the flu and can include dizziness, fatigue, weakness, throbbing headache, nausea, vomiting, irregular breathing, sleepiness and confusion. By the time people realize there is a problem, it is often too sick or too disoriented to get out of the house and get help.

In addition to installing carbon monoxide detectors, homeowners are reminded to take these steps to reduce their risk:

• Never run a vehicle, generator or other fuel powered equipment in a garage, even if doors are open to the outdoors.

• Never use a gas oven to heat your house.

• Do not use the charcoal grills to cook on your lawn or field. Use them only in or outside all sleeping areas.

“Essential Neighborhood Service” or have a low-to-moderate income (80% or less of median family income). Home-based small businesses or craft businesses are not eligible.

Grants of up to $5,000 are available to assist with architect and interior design costs, purchase and installation of flooring, materials and systems, lighting, heating, cooling and electrical systems. Matching grants of up to $1,000 are available for exterior signs and $2,000 for security-related purchases, including alarm systems, exterior lighting, cameras and fencing.

A new component to the Small Business Matching Grants program this year is the matching grant of up to $2,000 for furniture, fixtures and equipment. This grant assists with the cost of items that do not require installation.

An application must be completed and documentation that taxes are filed and/or paid must be submitted. A list of workers compensation and general liability insurance coverage is also required, as are copies of permits and applicable licenses. All business owners must consent to a credit check as part of the application process.

Start-ups and businesses that have been in business for less than one year must also provide a business plan.

SWFC assists start-up and new businesses with developing a business plan through our partnership with the Small Business Development Center at SUNY Geneseo. Call 385-256-1740, ext 103 for information and appointments.

Small Business Aid

By Eileen Thomas

Third Thursday Music on August 19.

Third Thursdays Free Music in Star Alley

BASWA brings the Hi-Risers to Star Alley on August 19 – 8:10 p.m., presented for your enjoyment by Historic Houseparts. On September 16, the Lohster Quadrille will perform 8:10 p.m. through the generosity of John’s Tex Mex. To learn more, visit www.underyourflavor.com.

Warner Castle Sunken Garden

(Photo courtesy of Rochester Civic Garden Center)

Rochester Civic Garden Hosts Harvest Party

Novice gardener Kristin Froehlich, executive director of the Rochester Civic Garden Center, invites all to “Revisit a bygone era of wealth and elegance” at the Center’s Harvest Party. The event takes place on the grounds of Warner Castle, 5 Castle Park, 4-8 p.m., Sunday, September 19.

“The Sunken Garden, commissioned in 1932 by then-owner Henry Dennis, is still a high-light of the Castle garden,” said Froehlich. “Designed by renowned landscape architect Alling DeForest, its elegant curved stairs lead down to grass parterres outlined in DeForest’s signatures pattern. The Castle courtyard garden is believed to have also been part of this commission, and has recently been rehabilitated to echo DeForest’s hand. And today the Castle boasts a beautiful front garden and perennial borders that line the back lawn.”

Events include strolls through the gardens with wine and hors d’oeuvres, a seasonal dinner, followed by excerpts from the musical “Castles That Crowd the World,” presented by The Outer Loop Theater Experience. 4-5 p.m.: Magic hour in the garden with wine and hors d’oeuvres. 5:30-6 p.m.: Seasonal dinner 6:30-8 p.m.: “Castles That Crowd the World.” Tickets $45 per person, available by phone (473-5130), fax (473-8136), at the Castle, and online (www.rccc.org). Casual attire.

Tango Café Dance Studio Expands Offerings

Tango Café Dance Studio on Gregory Street is expanding its calendar with a lot more than dance class. Each Monday, swing to the New Orleans sounds of Crescent City Connection (and friends), 9-11 p.m. $5 cover ($3 if you’re en-tangled in a Tango Café dance or fitness class). On Tuesdays, Poetry and Spoken Word Open Mic, 8 p.m. Other events include special performances by the women’s musician and artist showcase and much more. Visit www.tangocafedance.com to see the whole schedule of events and classes available.

Dean Stevenson, Johannes Bock-woldt and Derrick Petrush (Photo by Yoga and Spoken World) (Photo courtesy of Rochester Civic Garden Center)

South Wedge Film-maker Wins First Prize

360/365 Film Festival

Indie filmmaker and director Johannes Bockwoldt’s short film, Special Delivery, won first prize in the short film contest in the 360/365 Film Festival (formally the Rochester High Falls Film Festival). Along with a cash prize, his film was also screened at the Little Theatre during the May festival.

Appearing in the film were dancers Dean Stevenson and Johanna Blymuth of PUSH Physical Theater and Bock- woldt’s Cinematographer Der-rick Petrush of DTL Media completed the crew.

The Cornhill location for the 15-hour film was provided by South Wedge developer John Trickey. To view the film, visit Youtube (“Special delivery. mov”).

Darren Stevenson, Johannes Bockwoldt and Derrick Petrush (Photo by Tango Café Dance Studio)

Small Business Matching Grants

The City of Rochester recently released program guidelines and applications for the Small Business Matching Grants program, a new program named for the late Phil Banks, who was the Assistant Commissioner of Economic Development.

“The City has expanded the matching grant program and is introducing the Philip I Banks Small Business Assistance Pro-gram to try and meet the needs we’ve expressed by our small market customers over the past year,” said Matt McCarthy, Senior Economic Development Specialist with the Department of Neighborhood & Business Development.

The new program is designed to assist small business owners who are investing in real estate. Those investments must lead to job retention, increase in the tax base and re-vitalization of neighborhood commercial corridors.

The Banks program provides $50,000 matching grants up to $15,000 and/or of loans up to $50,000 to assist with the cost of interior and exterior building renovations, improvements and/or additions. The typical grant will be $10,000. The loans have a maximum 10-year term and a very low interest rate. Loans secured by liens on assets have a fixed 3% rate; loans secured by a bank letter of credit have a fixed rate of 1%. In both cases the term is a 1% closing fee.

Banks program funds can not be used for correcting code violations, consolidating debt or paying business overhead. Tax-exempt and home-based businesses are not eligible for this program.

The City’s Matching Grants program can provide business owners with a dollar-for-dollar match for a wide range of expenses related to build-out, ad-dressing security and securing a market with the maximum amount available varies by the type of grant.

To be eligible, business owners must meet the federal government’s definition of an "essential Neighborhood Service" or have a low-to-moderate income (80% or less of median family income). Home-based small businesses or craft businesses are not eligible.

Grants of up to $5,000 are available to assist with architect and interior design costs, purchase and installation of flooring, materials and systems, lighting, heating, cooling and electrical systems. Matching grants of up to $1,000 are available for exterior signs and $2,000 for security-related purchases, including alarm systems, exterior lighting, cameras and fencing.

A new component to the Small Business Matching Grants program this year is the matching grant of up to $2,000 for furniture, fixtures and equipment. This grant assists with the cost of items that do not require installation.

An application must be completed and documentation that taxes are filed and/or paid must be submitted. A list of workers compensation and general liability insurance coverage is also required, as are copies of permits and applicable licenses. All business owners must consent to a credit check as part of the application process.

Start-ups and businesses that have been in business for less than one year must also provide a business plan.

SWFC assists start-up and new businesses with developing a business plan through our partnership with the Small Business Development Center at SUNY Geneseo. Call 385-256-1740, ext 103 for information and appointments.

Copies of the applications and program guidelines for these two business assistance programs are available at the SWFC office (385-256-1740 ext. 103) or on the City of Rochester web site. Information and questions about either program, call Matt McCarthy, Senior Economic Development Specialist, at 385- 428-6920.
South Wedge Church’s Food Ministry at The Market

By Sue Gardner Smith

Calvary St. Andrews Presbyterian Parish Food Ministry volunteers, motivated by compassion and a desire to serve those who need a little extra help, are making a big difference in the lives of South Wedge residents. Clients include people who are poor, disabled, elderly, newly unemployed, the working poor and families in crisis.

In 2009, the church’s Food Ministry, located at the corner of Ashland Street and Averill Avenue, delivered over 100,000 pounds of food, or the equivalent of 45,000 meals, to low-income residents in the 14620 zip code area. As Pastor Rev. Judy Lee Hay describes it: “The Food Ministry is a program of neighbors feeding neighbors.”

Fourteen volunteers assist with the Food Ministry, providing 50-60 volunteer hours per week. Many other individuals, community groups, corporations and churches donate food and cash to help in the effort.

“It takes a network of individuals, businesses and block clubs to really feed people, and as we build that network, we’re really building a community of care and compassion,” says Rev. Hay. “The volunteers really want to serve; it comes out of their faith.”

Volunteer Barbara Mitchell confirms this. “I see how people are helped on a daily basis, and it makes me feel good to be a part of it.”

Robert Lauterbach, South Wedge resident and the Food Ministry Coordinator, explains that clients “rely on us to be here and support their needs...we know what people need.”

The Food Ministry has two main programs. The Emergency Food Cupboard offers emergency provisions of staples, such as canned vegetables and fruit, soups, rice, peanut butter and canned tuna that provide nine meals per family. A client can receive a distribution from this ministry once every three months. The ministry serves 100 families per month.

The other weekly program distributes mainly fresh foods such as vegetables, fruits, meat, bread, cheese and yogurt. Clients have come to appreciate the ministry’s focus on healthy food and especially look forward to the fruit and meat distributions. Approximately 50 families attend on Tuesday mornings. Food baskets are also available during the holidays. This past Christmas, 60 families received baskets that included a ham or turkey. Most of the food distributed, approximately 75-80%, is purchased from Foodlink, the local food bank that also works with 450 agencies in the 10-county region. Lauterbach says that Foodlink has done a great job of providing an abundance of high-quality food to the ministry. Other churches and organizations have also donated, including the Pittsford Presbyterian Church, the Episcopal Church Home, and Rochester Children’s Nursery (now Rochester ChildFirst Network).

“Lots of neighborhood people will stop in and drop off a bag,” said Rev. Hay. “Another important source are food drives organized by the Boy Scouts and the U.S. Post Office workers. During the holidays, some companies organize food drives to support the ministry. A young member of the church’s congregation, Taylor Morisey, organized a food drive in her third-grade class. A group of young people from St. Joseph’s Villa helped store the bounty gathered from a large food drive.

At Easter, the church congregation had a drive to collect toilet paper, an item not covered by food stamps. Other items always needed are shampoo, laundry and dish detergent and women’s feminine products. Bus passes are also appreciated. The Food Ministry welcomes any donations, including cash, which will allow them to expand their services to offer some of the above items.

On the last Thursday of each month through October, a food drive to benefit Calvary St. Andrews Food Ministry will take place at the South Wedge Farmers Market.

“Joan Hendrick and I spent four hours at the South Wedge market recently,” said Lauterbach. “We had many food donations from people just walking up and saying thanks for what we do. We also had nearly $50 in cash donations. At the end of the event, Market Coordinator Sue Gardner Smith collected several donated bags of lettuce, English muffins and snap peas from the vendors. The whole event was a great success.”

Among the items needed are pasta, peanut butter, toilet paper, tuna fish and canned items: beans, stew or hash, fruit, pasta and soups. Market items are also welcome. Interested in volunteering at the Food Ministry or organizing a food drive (consider workplace, family, or birthday party food drives). Please contact Robert Lauterbach at 325-4950.
School #12 Celebrates Poets in La Cuña
By Henry I. Padron, HOLA Kindergarten Teacher

The School #12 Spanish Club is made up of students from grades 4-5. This is the second year that the club is in existence under my direction. It came about as a result of parents and students desiring to maintain the Spanish they had learned in the HOLA program. (HOLA is a two-way Immersion English/Spanish program at School #12.)

The students who participated are now in the MAP (Major Achievement Program) program and value the Spanish learned.

When the group met in April 2010, it was decided to focus and write about the community from an artistic perspective. I was inspired by the Wedge newspaper edition that focused on neighborhood art.

The group met on Fridays from 3 p.m.-5 p.m. at Tango Café. We would walk to the Café and talk about the visuals. We did make a tour to get a deeper feel for the businesses in The Wedge or La Cuña.

Last year we concluded the club in May with a performance for children from Rochester ChildFirst Network and kindergarten classes from School #12. Approximately 200 students participated. The performance was based on an interpretation of five children’s stories written in Spanish and translated into English. This year we presented at Tango Café to an eager audience of families, siblings and friends.

The students voted on the name: “2 cool for 1 language.” This was a very cool reading. Following is a sampling of the work presented. I joined the students in one poem.

La Cuña

Been to the Wedge?
That slice of life
in Rochester...

The place is thriving
businesses jumping
people wanting to be a part
of the action
in the midst of it all
we decided to come together
and celebrate it with words.
Has visitado La Cuña
ese pedacito de vida
en Rochester
El lugar late con
todos nacidos
y un público deseoso de ser
parte
de una rica activa.
Entre todos
decidimos unirnos
para celebrar con nuestras
palabras escritas.

Poet Frieda Jones spells out the
great things in the South Wedge.
Super awesome and fun
Out of this world for everyone
Unbelievable and sweet
Where people shop even if it’s cold
E veryone bustling place to place
D oors open at open face
Get off the couch, come and see where
everyone goes to shop and eat.

The Artful Gardener

Ornament & Decor for Home and Garden
Garden Design for Everyone

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