



▲ PUBLISHED BY THE SOUTH WEDGE PLANNING COMMITTEE, A GRASSROOTS ORGANIZATION SERVING THE SOUTH WEDGE ▲

SouthWedge.org Wants You

Rochester's South Wedge Online Neighborhood

By Ben Munson

Have you heard anyone mention SouthWedge.org lately? Given the rapid growth in users since its launch in February, there's a good chance you have. In the six months SouthWedge.org has been online, it has attracted over 200 registered members by word of mouth alone. Neighbors have been enthusiastically looking forward for ways to connect with their community, and this social network has empowered them to do just that.

SouthWedge.org was created in response to a South Wedge Planning Committee (SWPC)

goal to more effectively build the community. As a board member, I saw several recurring problems that limited the organization's effectiveness. Our biggest issue was communication. SWPC publishes *The Wedge* newspaper bi-monthly in order to communicate neighborhood happenings and educate residents on the progress of SWPC-sponsored projects. Occasionally SWPC also sends out mailers to as many as 2,000 households to spread a particular message. SWPC needed to establish a fluid, two-way dialog with the residents that it serves in a less costly and more conversational manner.

I developed SouthWedge.org as

a test case for a much more complex neighborhood search and communication tool. I wanted it to be a place where neighbors could send messages to other neighbors, search the local business directory, pose questions and answers to each other via public forums, advertise and request services, and create their own groups. Currently, member-created groups on the site are as diverse as Dog Walkers Against Crime, South Wedge Gardeners, Scrabble Club, Gay Neighbors and the South Wedge Locavores.

If you're curious to know who's playing at Boulder Coffee, The German House, Caverly's or any other great Wedge venue you can check out the neighborhood events calendar. Any user is free to post events and you can easily find scheduled dog walking meet-ups, PAC-TAC walks, scrabble nights and the occasional local business promotion.

An unexpected benefit of the site is its place in promoting neighborhood safety. Online neighbors are working together to curb crime and improve to quality of life here in the Wedge. In the "Crisis Center Crisis" forum started by a local resident, 88 replies were posted about disturbances at the corner

of South Ave and Hamilton Street. With support from SWPC and the NET Office, residents organized themselves and met with the Director of the Self Help Drop-in Center, and public disturbances have greatly reduced. In another forum, "Bicyclists doing break-ins" residents of Sanford Street were warned about a group of men scouting out their street for potential burglaries.

As the South Wedge continues

to evolve into a sustainable, walkable urban village, it is my hope that this site brings together neighbors, strengthens the community and fosters more local business and entertainment. There are so many great things happening in our neighborhood. You really should go to SouthWedge.org and see what you're missing. ▲

Ben Munson is a SWPC board member and owner of *NewDigs.com*, a real estate listing platform.



River Park Commons Development Update!

By Bob Boyd

In the June issue of *The Wedge* newspaper, we provided a summary of the proposed changes to the River Park Commons development on Mt. Hope Avenue and asked readers to comment.

Over 300 people commented on the preliminary Environmental Impact Statement (EIS) prepared by Conifer Realty. The next step in the process is for the City of Rochester and Conifer Realty to review the comments, make changes

continued on page 12

Wedgestock 2008: Not Your Ordinary Annual Meeting

By Allison Clark

Wedgestock 2008 is back bigger and better than ever! The South Wedge Planning Committee (SWPC) hosts "not your ordinary annual meeting" on Sunday,

August 24th, at the Highland Bowl, South Avenue. Join your neighbors in celebrating SWPC's triumphs of the past year, vote for new board members, enjoy some music, and have some fun. This year, a variety of local food vendors will offer a taste of the Wedge!

Headlining in the Highland Bowl this year are *Double Take*, a 5-member blues band, and *Grand*

Canyon Rescue Episode, a folk band known for its eclectic original Americana roots music.

Expect more activities for everyone this year at Wedgestock. Children will have five different crafts including nature houses they can build themselves, hat making and tie dye t-shirts. Families can test their skills at ladder gold, bocce, croquet, and more! ▲

DO YOU HAVE QUESTIONS ABOUT STARTING A BUSINESS?

How do I put together a solid business plan?
How will my current finances affect my business plans?
Will I need financing?
What are the best sources of assistance?

CONTACT SWPC'S BUSINESS ADVISING PROGRAM:

Free of charge
 Available to potential, new and established businesses
 Business planning advice
 Financial review and recommendations

Experienced consultants:

George Gotesik *business plan counseling*
 Kevin DiGiacomo *financial review*

CALL FOR AN APPOINTMENT!

Eileen Thomas 256-1740 ext 103

SWPC TO BUILD A STRATEGIC PLAN FOR 2009 to 2012

By Bob Boyd

The South Wedge Planning Committee (SWPC), a non-profit neighborhood preservation corporation serving the South Wedge, is currently updating its strategic plan to provide direction for 2009 to 2012, and we need your help!

SWPC works to build community in the South Wedge, encourage a full range of housing opportunities and promote a diverse, historically significant and commercially viable urban village.

SWPC fulfills its mission by doing work in the area of housing,

business development and community building.

Housing

SWPC assists income qualified homeowners to make repairs to their houses using funds from various sources; rehabilitates and sells homes to income qualified first-time owners; and provides affordable rental housing. We also work with neighborhood residents and city officials to identify and address property condition issues. SWPC refers people to various other agencies for housing issues such as foreclosure. Our large

Tool Library provides residents with advice and access to over 300 different tools for your projects.

Business Development

SWPC provides business advising services to individuals considering a new business and individuals already in business. We administer New York State Main Street Funds and recruit businesses to the South Wedge area. We also provide support and assistance to the business associations. (BASWA and South Clinton Business Association)

Community Building

SWPC engages in a number of community building activities including publishing *The Wedge* newspaper six times a year. We support block clubs and tenant associations, work on crime prevention, community problem resolution, and maintain and improve public spaces (Nathaniel Square and Star Alley). We engage volunteers to improve the community. We help advocate for the community in projects such as River Park Commons redevelopment.

continued on page 12

Non-Profit Organization
 U.S. Postage
 PAID
 Rochester, NY
 Permit No. 4041

South Wedge Planning Committee
 224 Mt. Hope Avenue
 Rochester, New York 14620

**WEDGESTOCK 2008 - AUGUST 24 - HIGHLAND BOWL
 NOT YOUR ORDINARY ANNUAL MEETING**

Twenty-somethings Enjoy the "Wedge" Experience

By Reema Singh

As an up-and-coming neighborhood in Rochester, NY, it makes sense that the South Wedge is attractive to younger people looking



Rob Sichelco and Pauline Coles. Photo by Reema Singh

for an area rich in resources and employment. Though jobs may be the initial pull for 20-somethings into the neighborhood, a certain South Wedge allure keeps them coming back.

The Wedge's strong values of economic prosperity, environmental awareness and social acceptance are all reflected through

out the community's business practices, neighborhood events and overall attitude.

"It's the most progressive and accepting neighborhood in the city," says Chelsea Cook, who works at New Health Café. Cook, 20, enjoys the diversity, saying that while it includes upscale areas, it never feels "pretentious" around the Wedge. It seems as though the Wedge succeeds in maintaining a hip, urban appeal.

One trait that sets the community apart from other Rochester areas for Cook is the overall socially conscious mentality. The concentration on local sustainability is a phenomenal strength of the neighborhood and a role model for others.

"It may be convenient to stop by a random Starbucks for a cup

of coffee, but much more stimulating for the local economy to go to Equal Grounds," adds Cook.

The South Wedge strengths also extend to community engagement. Commenting on the recent neighborhood clean-up, Cook says, "There is nobody better to participate in such efforts than the residents themselves." More community outreach projects, along with word-of-mouth, may help to invite newcomers into the neighborhood by increasing awareness and involvement.

Open Face Café staffer Rob Sichelco, 23, agrees that the neighborhood consists of like-minded people with common beliefs of supporting each other. "Everyone needs what everyone provides."

Pauline Coles, 23, who works with Sichelco, agrees that another great way to attract more people to the South Wedge is through community entertainment such as live bands, theatre performances or art exhibitions.

As for suggestions on Wedge improvement, several new residents voiced concerns about safety. While the night can be peaceful, it seems a bit too deserted at times.

Coles and Sichelco suggested it may be beneficial to have some sort of access to security signals

placed consistently throughout the neighborhood, so that one can easily call for assistance. A bookstore and video rental store would also be welcome. Cook also stated that while there is much support for local businesses, better communication between them could bring even more advantages. The New Health Café, for instance, always purchases its coffee from Equal Grounds, in exchange for advertisement. More businesses could work out similar agreements to maximize gains.

As for the future, the younger crowd agreed overall that they hope the South Wedge would not change drastically from how it is today. They hope anchor businesses that help define the Wedge's character, such as Lux, John's Tex Mex, and Boulder Coffee, will not move away. While the availability and opportunity for new businesses to open is important, they should be able to connect and be just as welcoming to the neighborhood as the previous ones are.

"We're not trying to be Park Ave," says Coles.

Although it is too early to tell how long these hipsters will be staying in the South Wedge, all do agree that it would be a great place to live and settle down. ▲

Need a Doctor ?

We offer care for your entire family.

Highland Family Medicine

777 South Clinton Avenue, near Meigs Street



- Evening and Saturday hours
- Pregnancy care
- Timely appointments available
- On-site lab
- Mental health services
- On-site pharmacy

For an appointment call
279-4889

HIGHLAND HOSPITAL
An affiliate of the
UNIVERSITY OF ROCHESTER
MEDICAL CENTER
UNIVERSITY HEALTH



TY ELECTRIC CORP.

"Serving the South Wedge Since 1970"

Electrical Contractors

- Residential • Commercial • Industrial
- Bucket Trucks

423-6300

Ellwanger-Barry Nursery School



A Cooperative Preschool

for ages 3 -5

open enrollment

585.461.4250

for more information
www.ebns.org

Near U of R @ 4 E. Henrietta Rd.

Use Energy Wisely

While longer days and warmer weather make us less dependent on energy for light and heat, there are still many opportunities to practice wise energy use.

Staying cool indoors >> Have storm windows that you usually remove and replace with screens? Leaving some storm windows in place may keep rooms cooler, especially if you use air conditioning. Another "cool" technique is to close blinds and drapes to block direct sunlight.

Air conditioning tips:

- >> Set the thermostat no lower than 78 degrees – higher if you will be away from home.
- >> On moderately hot days, use fans instead of air conditioners.

Fans:

- >> Attic fans, window fans, floor and table fans are all cost-effective ways to make your home more comfortable.
- >> Window fans tend to provide better ventilation than floor and table fans.



Be Safe This Summer

Summer heat can be a serious health threat. Older persons and those with chronic health problems are especially at risk of hyperthermia, a medical condition that can occur when the body can't stay cool.

Know how to stay cool when the temperature isn't:

- Wear light colors and loose-fitting clothing.
- Drink plenty of water.
- Don't overuse salt.
- Limit your physical activity.
- Eat more salads and lighter foods.
- Avoid alcohol.
- Only use your stove during the cooler part of the day.
- Check your medications for any side effects that could increase your risk of hyperthermia.

If you suspect that you or a family member are suffering from hyperthermia, seek medical attention immediately.



www.rge.com

RGE
Always at Your Service



Community Partner



South Wedge Planning Committee
224 Mt. Hope Avenue • Rochester, New York 14620
256-1740

Officers

Lyjha Wilton, Chair
Tanya Zwahlen, Vice Chair
Anthony Sciarabba, Treasurer
Sarah Johnstone, Acting Secretary

Board Members

Felicia "Bo" Clark, Neighbor
John Dennis, Neighbor
Dave Halter, Business
Chris Jones, Business
Gale Lynch, Neighbor
Monica McCullough, Stakeholder
Ben Munson, Neighbor
Chris Peterson, Neighbor
Tracy Saville, Neighbor
Cheryl Stevens, Neighbor
JoAnn Thomas, Neighbor
John vanKerkhove, Neighbor

Honorary

Vince Corsall, Mitchell Dannenberg,
Joe DiDonato, Mack McDowell

Advisory

Tony Adiatori, Jody Asbury,
John Billone Jr., Marsha Dumka,
Howard Konar, Richard Pifer,
Patrick Tobin, Len Zwas

Staff

Robert Boyd, Executive Director
Matt Cadrette, Administrative Assistant
Allison Clark, Coordinator
Eileen Thomas, Coordinator
George Lorson, Coordinator
Ed Meyers, Tool Librarian
Reema Singh, Urban Fellow Intern

Consultants

George Gotsik, Community Business Advantage
Kevin DeGiacomo, M&T Bank
Deb Ferris, Bookkeeper

Wedge Newspaper

Nancy O'Donnell, Editor
Bob Tucker, Graphically Speaking, Layout
Webster Printing, Printing & Mailing

Writers

Robert Boyd, Allison Clark,
Maggie Fitzgibbon, Colleen Fogarty,
Vicki Hartman, Ed Meyers,
Nancy O'Donnell, Reema Singh

Photography

James Border, Bob Boyd, Bruce Campbell,
Allison Clark, Chris Jones, George Lorson,
Gale Lynch, Nancy O'Donnell,
Reema Singh, Eileen Thomas,
Kurt Wilmarth

To reach The Wedge,
call (585) 256-1740, ext. 5

E-mail Addresses:
first initial last name@swpc.org

The Wedge Newspaper, a not-for-profit newspaper, is published by the South Wedge Planning Committee (SWPC), a grassroots organization serving the South Wedge Urban Village. Its mission is to provide accurate coverage of neighborhood news as well as local, state and national news that affect the area. It was first published in 1982 as The S.O.S. News.

Today, the Wedge is printed bimonthly (February, April, June, August, October and December) with a circulation of 7300. The newspaper is mailed to homes in the South Wedge and distributed to area businesses and retail shops and other drop points in the Greater Rochester area.

Articles in this paper do not necessarily reflect the view and/or opinions of SWPC.

Please send any story suggestions or news releases to Wedge Newspaper Editor Nancy O'Donnell, 224 Mt. Hope Avenue, Rochester, New York 14620 or nodonnell@swpc.org.

Please see our complete Advertising Deadlines and Rates online at www.swpc.org.

Before recycling this printed newspaper, why not pass it on to a friend or co-worker.

Our Mission Statement

SWPC builds community in the South Wedge, encourages a full range of housing opportunities, and promotes a diverse, historically significant, and commercially viable urban village.

Ad Deadline
for Next Issue
August 27!

THINK GLOBAL
Shop Local!

By Nancy O'Donnell

Lt. Frank Churnetski Retires

Lt. Frank Churnetski, 43, retired from Rochester Police Dept. on June 22. He was an integral part of the NET D office on South Clinton Avenue, where he worked for three years.

Churnetski graduated from



Lt. Frank Churnetski.
Photo by Gale Lynch

Irondequoit H.S. and received a degree in mechanical engineering from MCC and a B.A. in Community and Human Services from Empire State.

"I went to school for engineering," said Churnetski, whose father Frank, Sr. was a member of the Rochester police force for 32 years. "When I passed the exam, and they offered me a job [in the RPD], I figured I could go back to school if I didn't like it. I enjoyed it and was promoted." He stayed for 22 1/2 years.

In his time at the NET Office, Churnetski spoke with neighborhood groups, walked with PAC-TAC and even helped with the Marie Daley Park playground build day. He especially appreciated the strong community involvement.

"In particular the community rallied around an issue to try to better the neighborhood," said Churnetski.

Administrator Pete Saxe said he'll miss seeing Churnetski at the South Clinton NET D office.

"We worked well together," said Saxe. We had a day-to-day

partnership in resolving issues like a wayward bar or a concerned neighborhood association.

"[Churnetski] was excellent. He was accessible. It was refreshing. He was only a phone call away. He was well loved, has a good sense of humor," said Saxe.

"He also challenged the community. He'd tell them, 'you set the tone for what the neighborhood should be like.'"

On the first day of his retirement, Churnetski went to work at LT's Home and Office Repair, a company he owns with his father-in-law.

"I started digging holes for a deck on June 23," said Churnetski.

The Churnetski family (wife Jodi and two daughters, Kristen, 11, and Kaitlin, 9) are planning day trips this summer.

Any advice for his successor at the NET Office?

"I'd say listen to the neighbors. They know what's going on," said Churnetski. "[South Wedge] neighbors are a good, cohesive group. They know about not only criminal [activities], but they know about the good things too."

"If you want a good place to eat, ask the neighbors."

Echo-Tone Music Plans Punk Rock Picnic to Help the Homeless



Kurt Wilmarth. Photo by Bruce Campbell

Kurt Wilmarth of Echo-Tone

Music is organizing a punk rock party, picnic and fundraiser to benefit the Catholic Family Center (CFC) homeless program on Sunday, August 24, noon to 8:30 p.m.

Why is he doing it?



Sound Engineer Bruce Campbell.
Photo by Kurt Wilmarth

"To just have fun," said Wilmarth, who plans to have eight hours of music from eight bands--***the Quitters, Grinders, Brokedown, Andy Smash, Quarter Shots, White Devils, Triglacticon, and Dudes of Earl.***

"Rochester doesn't hear this kind of music very often," said Wilmarth. "These bands are influenced by bands from the NYC scene from 1972-1982 like the Ramones, Johnny Thunders, Blondie, Television, Lou Reed and more. Most are poets and songwriters speaking their mind and creating a better place to be and live--or at least expressing what they think was right and wrong about taxes, life, death, working 9-5 jobs, etc. everything instead of just about woman and drinking and lost love."

Mike Murray, host of "Whole Lot of Shaking" radio show on

WTR (89.7), is also expected to attend some part of the Sunday event. "Murray deserves credit," said Wilmarth. "He's been playing rock and roll, garage and punk bands, all the pioneer bands for 20 years."

Wilmarth first learned of the CSF from Rochester musician Jeff Harris who sponsors a "Hot Blues

for the Homeless" fundraiser each year.

"We're very happy to be part of this fundraiser," said Mary Moughan, who works in the Catholic Family Center Homeless and Housing Department.

"We run shelters for women and for women with children,"

continued on page 9

NEED CASH? Home Equity Loan

Fixed Rate as low as **5.99%**
Annual Percentage Rate

EXAMPLE:
Borrow \$25,000 for as little as \$278 per month!

HOME IMPROVEMENTS VACATIONS EDUCATION

You don't need to have your mortgage with Advantage to qualify for a Home Equity loan.

- Fixed monthly payment.
- Loans from \$7,500 to \$150,000.
- No hidden costs. No closing costs. No application fee.
- Pay off your credit cards and end those high-interest-rate payments.

Use the equity in your home for debt consolidation, home improvements, education, or to take a vacation! Call us. You'll work only with our local staff, who know our local market.

Almost anyone can bank at Advantage, so chances are you qualify to apply for this great offer. Call a Member Service Representative today (585) 454-5900, press 5. www.advantagefcu.org

NCUA

*Rate and term noted are for up to 120 month loans and for credit qualified applicants. Other rates and terms available. Interest is tax deductible subject to certain limitations. Consult your tax advisor for details. Should you pay off your loan for any reason prior to the term anniversary of the loan, you will repay the credit union the third party fees incurred to cover the loan. Closing cost fees paid to third parties range from \$214.00 to \$1,000.00. Hazard, flood, and title insurance, if applicable, are required on your property. A home equity loan is secured by a mortgage on your home. Available only for one- to four-family owner-occupied residences within New York State. Rate subject to change without notice. Payment example shown assumes loan amount of \$25,000 for 120 months at 5.99% APR. Membership subject to eligibility.

Highland Family Clinic Holds Second Annual Southeast Health and Safety Fair

By Colleen T. Fogarty, MD, MSc.

On June 14, Highland Family Medicine hosted the 2nd Annual Southeast Health & Safety Fair, with sponsorship by Highland Family Medicine, Southeast Area Coalition, South Wedge Planning Committee, and the South Clinton Merchant's Association.

This year's fair featured over 35 vendors and performances by Public School #58 World of Inquiry school choir and *Kate Lee and No Strings Attached*. During a summer afternoon filled with scattered showers and a dramatic downpour, the Fair attracted some

200 visitors.

Popular displays included the Rochester City Fire Department's smokehouse, student massage therapists from the Onondaga School of Therapeutic massage, and representatives from the South Wedge Farmer's Market. Children enjoyed balloons and silhouettes, free stuffed animals about health education, all provided by the first year family medicine residents.

Colleen Fogarty is an Assistant Professor of Family Medicine at the University of Rochester. ▲

FREEWHEELERS
Mountain Bikes, Road Bikes, Hybrids, Recumbents & Kids Bikes
Sales, Service, Parts and Accessories
Open Tuesday through Sunday • Next to Rowe Photo
1757 MOUNT HOPE AVE. • 473-3724

Banking with one convenient location. Yours.

Whether it's your business or personal finances, commercial banking or investments, our focus is your success. We let you bank your way, from wherever you are, to help you reach your financial goals, whatever they might be.

Get the tools you need to succeed. Visit Jennifer Tillotson at the Mt. Hope Branch, 1671 Mt. Hope Ave. or call 241-4701 to arrange a personal consultation, or visit key.com® today.

KeyBank

Member FDIC and Equal Housing Lender. ©2007 KeyBank

Community Builders

By Allison Clark

South Wedge Garden Contest

The South Wedge Gardens Contest was held on July 19th. Eight gardeners entered their personal plots and all of them were spectacular. Judges included Peter Saxe from the NET office, Megan Meyer from the Rochester Civic Garden Center, and Tracy Saville, SWPC board member and South Wedge resident. The winners were: Nancy Daley, Carol Heveron, Cheryl Stevens and Doug Root, and Jane Wyland.

School #33 Staff Responds to Somali Community Wish List

Benton St. resident Ann Cul-



Shown here with a small portion of their donations are some of the contributors (l-r): Regina Myles, Ann Culbreth, Shawna Hochade, Shannon Lanz and Sarah Fitts-Romig. Photo: Eilleen Thomas.

breth, a paraprofessional at School #33, discovered the Somali Community's Wish List in the June issue of *The Wedge*

and saw a way to help. Ann recruited fellow teachers and paraprofessionals at School #33 and together they assembled a collection of books, toys, games, and arts and crafts supplies to help fulfill the wish list. Thanks to all who donated for your generous spirit!

"Cinema at Sunset" Film Festival

BASWA and George Eastman House present "Cinema at Sunset", a 5-day classic film festival, at the Highland Bowl, Tues. August 26 - Sat. August 30. Admission to the event is FREE!

Each night gates will open at 5:30 p.m. for pre-movie music by local musicians including the *Hi Risers*, *Ancient Youth Trio*, *Bobbie Henrie and the Goners*, *Gordon Munding* and *Curtis Waterman*. Music runs from 6:00 to 7:15, followed by shorts and animations from the Eastman Collection. Each feature film will be broadcast in 35mm reel to reel onto a 45' x 18' theatre screen and introduced by Eastman Film Dept. curators. Features start at dusk or by 8:00 p.m. (Rain Location: The Dryden Theatre at the George Eastman House.)

- Tuesday: 2001: *A Space Odyssey* (1968)
- Wednesday: *Manhattan* (1979)
- Thursday: *North by Northwest* (1959) (Music by *Bobbie Henrie*

& *the Goners*)

- Friday: *American Graffiti* (1973) PLUS: bring your classic car to the bowl for our "Cruise-In" on Friday night! (Music by *The Hi-Risers*)
- Saturday: Double Feature Scary Movie Night! *The Black Cat* (1934) and *The Bride of Frankenstein* (1935) (Music by *Ancient Youth Trio*; and *Gordon Munding & Curtis Waterman*)

Food and beverages offered by local businesses will be available. Bring a picnic or sample our concessions. (Please - no beverages brought in, food only). We encourage you to park at School 12 or Rochester Children's Network for a small donation or utilize our shuttle from MCC for \$1.

Neighborhood Block Clubs

Residents of Hamilton, Van and Bond Streets gathered at the SWPC office on June 28th for a hot dog roast meet and greet hosted by



Photo by Allison Clark

Robert Boyd and Eilleen Thomas. Over 40 residents attended and took away blooming plants for their front yards.

Up next, Gregory Street will have their own meet and greet block party on August 30th at Marie Daley Park. If you are a Gregory St. resident, watch for your invitation in the mail. If you would like to start a block club on your street and would like SWPC to host a meet and greet, contact Allison

Clark for more information.

BASWA Hosts Third Thursdays

August 21

8:00: *Josh Kramer* (Acoustic Rock & Blues)

9:00: *Stone Spoon Baboon* (Groovy Jam Band)

September 18

8:00: *Oliver Brown* (Ukelele)

9:00: *The Lobster Quadrille Band*

October 16

8:00: *The Dudes of Earl* (Rock & Roll)

9:00: *Roots Collider* (Drum & Bass)

Swillburg Neighborhood Rocks

Swillburg "Rocks the Park" Music Concert Series continue Wednesday evenings in September under the Gazebo at Otto Henderberg Park. 6p.m. Free! Food available for purchase.

River Park Commons Launch 2008-09 School Supply Drive

The River Park Commons Tenant Association, Mt. Hope Avenue, is collecting school supplies for children in the complex. Donate book bags (especially!), paper, pencils, pens, crayons, glue sticks, and rulers. Call the Tenants Association office at 546-793 or call Joann (414-9862) or Yvonne (284-2868) to see how you can help.

University of Rochester Simon School Christmas Baskets

This past year students from the Simon School of Business at the University of Rochester provided Christmas baskets to over 90 children from River Park Commons. Christmas baskets included clothes and toys for each child and were delivered by volunteers from the Simon School. A big thanks goes out to all of the students, especially Alicia Pangborn who coordinated this year

Christmas baskets.

South Wedge Neighbors Council

The South Wedge Neighbors Council meets on the first Wednesday evening of each month around the neighborhood. Neighbors Council is a group of South Wedge residents committed to improving neighborhood safety and quality of life and organizing neighborhood activities. Consider joining - it is a terrific way to get involved. The next meeting will be held on August 6 at Equal Grounds Coffee House on South Ave. For more information, contact Allison Clark at 256-1740, ext 106 or aclark@swpc.org.

Star Alley Updates

BASWA members and community volunteers worked over the past month to clean up Star Alley and create an environment where people linger, picnic, listen to music, and garden. They have added another large planting bed in the front, paved the area at the front, added a stage for Third Thursday concerts, and they now have a large community garden at the back.

The community garden was created with the help of Highland Family Medicine, through the "Community Medicine Program". They donated 40 hours of labor to build the six raised planting beds, and the raised garden at the very back of the lot. BASWA "adopted out" five of the six beds to community members who plant and tend them. BASWA will adopt them out annually to whoever wants to commit. BASWA volunteers built the fence that encloses the community garden, and the residents planted a border of day lilies in front of it. It has been a great community effort to beautify this little lot. A very big thank you to Pete Saxe who has helped this project along every step of the way. ▲

(Eilleen Thomas contributed to the column.)



August 24th 2008 • 1:00 - 6:00 pm • Highland Bowl



"SAVE MONEY? WITH ALLSTATE?"

CALL ME. YOU MAY BE SURPRISED AT HOW AFFORDABLE ALLSTATE COVERAGE IS.

ROBERT SKUSE
1511 SOUTH AVE
ROCHESTER
(585) 461 3680



Allstate
You're in good hands.

P.S. Serving the community for over 15 years

Rates will vary. Insurance offered only with select companies and subject to availability and qualifications. Allstate Insurance Company and Property and Casualty Insurance Company, Northbrook, IL. © 2003 Allstate Insurance Company.

Solving Problems Is Our Business



VAIL AUTOMOTIVE

757 South Avenue 271-2406 Free Downtown Transportation

Electronic Diagnosis & Tune-Ups

Carburetor Service

Alternators/Regulators/Electrical

Suspension & Drive Train

Air Conditioning/Cooling

Brakes

Exhaust

24 Hour Flatbed Service

Certified Technicians
American & Foreign

Atias Plumbing
MASTER PLUMBERS L.C. 263



Jeff Atias

1023 South Clinton Avenue
Rochester, New York 14620

Phone 271-3460

THINK
GLOBAL

Shop
Local!

South Wedge & Westside Farmers Markets Now Accept Food Stamp/ EBT Cards –

And double your first \$5 with a free NY Fresh Check each week!

By Vicki Hartman

Two local farm markets—South Wedge and Westside—can now accept Food Stamp/EBT cards along with credit and debit. This electronic transaction was made possible through wireless technology, which is set up at the Market Management Tent. Food stamp customers can use their card to purchase \$1 wooden tokens, which then function as cash at the Market. Credit/Debit customers get \$5 tokens.

For each minimum purchase of \$5 in food stamp tokens, customers will receive an additional \$5 NY Fresh Check certificate to spend at the market! Thanks goes to the Farmers Market Federation of NY for working hard to bring the NY Fresh Checks program to farmers' markets around the state. We are hoping that the checks will be an added incentive for food stamp recipients to continue shopping at local markets.

The goal of this program is to help food stamp customers obtain affordable, farm fresh foods at farmers markets—an excellent



alternative to convenience or grocery stores.

Tokens and Fresh Checks can be used to purchase foods

that include fruits and vegetables, meats, dairy products, baked goods, processed foods, and even seeds and plants which produce foods.

The potential audience to benefit is significant. In Monroe County, over 38,000 households receive food stamps. This amounts to over \$8 million in food stamps that are issued monthly.

Farm Market locations include: Westside, 831 Genesee Street at St. Monica Church. Tuesdays 4-8 p.m.; South Wedge, 100 Alexander St at Boulder Coffee Co., Thursdays 4-8p.m. ▲

9th Annual

Streets of Sales

Sales on Averill Ave and Ashland, Bond, Gregory, Hamilton and Whalin Streets

August 9 and 10 – 9 a.m. - 5 p.m.

Lots of Good Stuff!



Hours: Mon. -Fri. 8-5:30



686 Clinton Avenue South

271-5179

Serving the South Wedge since 1947

General Automobile Repairing

Domestic & Asian

Tanja's Personal Touch • where good service is intentional • featuring Hats, Caps & Accessories

East Coast/West Coast - what's your style?

East coast edge or west coast casual,

we've sized our street worthy caps for both men and women!



\$5 OFF
with this coupon
minimum \$20 purchase

(585) 442-7680 • 674 South Ave. • Rochester, NY 14620

Community Based, Community Owned

GCFCU Offers These Services:

- Free Checking
- ATM/Debit Cards
- Vehicle, Personal & Student Loans
- Home Mortgages
- Friendly Service
- www.gencoopfcu.com



GENESEE CO-OP
FEDERAL CREDIT UNION

If you live, work, worship, or attend school, or operate a business in the South Wedge, Swilburg, Highland, Ellwanger-Barry, or other neighborhoods, you are eligible to join GCFCU.



395 Gregory Street (in Weider Hall) Telephone: 461-2230



The GCFCU Difference:

- Members own the credit union.
- Deposits stay local.
- Accounts insured to \$100,000.
- The credit union loans money to people who live in this area.

SOUTHVIEW TOWERS Affordable Housing

1 Bedroom Apartment Available

All Utilities Included • Pet Friendly
On Busline • 24 Hour Maintenance
Activities/Events Offered

Call 325-2580



BIG CHANGES ARE ON THE HORIZON...



at River Park Commons!

**DON'T MISS OUT
ON THIS FABULOUS
OPPORTUNITY!**

We're under new ownership, and extensive renovations of our high rise are in the works, from apartments to common areas.

Get in before we're filled up!

**CALL 546-1240
TODAY AND COME
SEE WHAT THE FUSS
IS ALL ABOUT!**

River Park Commons

185 Mt. Hope Ave.
Rochester

- Studios and One Bedrooms Available NOW!
- Utilities Included
- Affordable Housing
- On Site Maintenance
- Rental Assistance Available for Qualified Applicants
- No Waiting List
- Incredible View



Winners of the South Wedge Garden Contest 2008

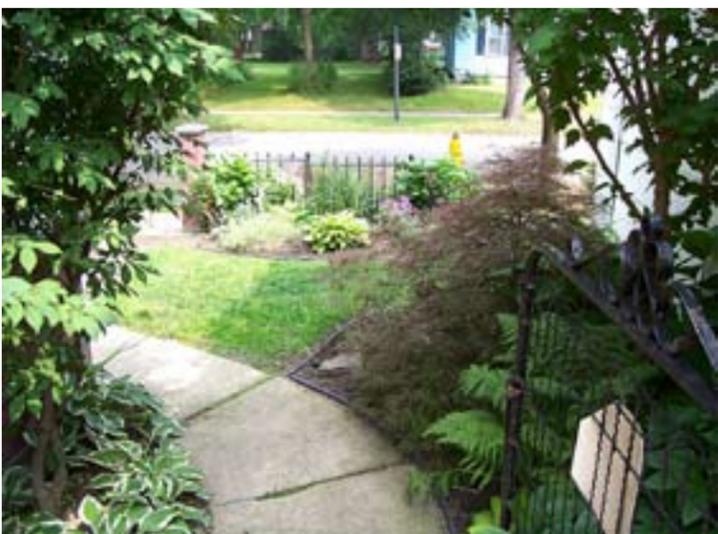


Jane Wyland, Sandford Street

Jane Wyland won "Best Overall Garden" for her gorgeous backyard habitat garden on Sanford Street. The judges were impressed by her use of space and the attention she paid to create a welcoming habitat for wildlife. The yard and garden is maintained without the use of pesticides or chemicals and is a true testament to the beauty of a "green" garden. The variety of plants were stellar; judges were especially surprised by an unexpected redwood nestling in the garden.

Carol Heveron, Goebel Place

Carol Heveron won in the "Best Use of Space." Heveron's garden is a perfect example of ingenuity and the variety of plant and statuary available to a small scale city gardener. Her use of every possible space and the year round appeal of the garden made this backyard oasis a tranquil and peaceful refuge in the city.



Cheryl Stevens and Doug Root, Averill Avenue

The award for "Best Streetscape" goes to the garden of Cheryl Stevens and Doug Root. The couple paid great attention to detail in choosing period plants to fit their simple cottage. The gardens in the front of the house made you want to walk right inside the home. Each plant and shrub are perfectly matched to the home's design and place on the lot.

Nancy Daley, Linden Street

The "Best Theme" award went to Nancy Daley and her beautifully maintained garden. The theme that the judges felt continually as they walked through the garden was "Romance." Daley clearly loves her garden and has provided a number of seating areas in which to view it. She was able to create a real getaway.



The Parking Meter Totem Project 2008



"Faces", Ben Rubin



"Tree", Lisa Chentfant



"Bottle Glass", Bruce Fernandez



"Bicycles", Matt Crane



"Blue Heron", Wendy Rust



"Something Moore", Rob Marvin and son Alex Marvin. The sculpture is a memorial to artist Bobby Moore, who owned Something Moore Salon on South Ave; "to honor his legacy and passion for the arts."



"Wheat" and "Obelisk", by James Borders. Photo by James Borders

Photos provided by Christine Jones and James Border

Two years ago, The Business Association of the South Wedge Area (BASWA) asked the city to remove parking meters in the South Avenue commercial district. The city responded by lopping off the meter heads. A quick response, but a bit unsightly for our urban village.

BASWA President Chris Jones says she learned about a Syracuse beautification project that transformed meters to art and put out a call to artists for sculptures that could sleeve over the posts and also function as bicycle racks.

Forty-two artists submitted designs, and eight were chosen. The totems are now installed along South Avenue between Sanford Street at Hickory Street. Each artist received a \$500 stipend made possible by the Arts Council of Greater Rochester and BASWA.

Artist Alert! Jones says that eight more totems are planned for beheaded meters along South Avenue up to Comfort Street. The 2009 contest will be announced sometime in Fall with projected installation in Spring. To learn more about the 2009 contest, visit baswa.org.



Pete Zizzi
Broker Associate, ABR
Office: (585) 279-8155
petezizzi@findhomz.com

SELLERS

Free Home Evaluation

THE SOUTH WEDGE SPECIALIST

Pete Finds the Homes, Steve Finances Them!



Steven J. Brower
Home Mortgage Consultant
Office: (585) 267-8832
steven.j.brower@wellsfargo.com

BUYERS

Free Mortgage Evaluation



THE BUSINESS ASSOCIATION OF THE SOUTH WEDGE AREA & THE GREAT EASTMAN HOUSE PRESENT

CINEMA AT SUNSET CLASSIC FILM FESTIVAL

at The Highland Bowl

TUESDAY: "2001: A SPACE ODYSSEY"
WEDNESDAY: "MANHATTAN"
THURSDAY: "NORTH BY NORTHWEST"
FRIDAY: "AMERICAN GRAFFITI" WITH A CRUISE NIGHT! *
SATURDAY: "THE BLACK CAT" FOLLOWED BY "THE BRIDE OF FRANKENSTEIN"

August 26 through 30, 2008
Gates open at 5:30 PM!
Free!

Sponsored by:
Riverside Bank
City of Rochester
Flower City Glass
Highland Hospital
Time Warner Cable
Pinnacle Printers Inc.

Visit www.baswa.org for details

Vegan Vegetarian
Breakfast
Lunch
Dinner

133 Gregory St., Rochester
(Between Mt. Hope & South Ave. in the South Wedge)
585-381-4095
Free WiFi

new health
Café

www.NewHealthCafe.com

Sunday Brunch Buffet \$7.25
(10am-4pm)

Thursday Buffet Dinner \$7.95
(6pm-9pm)

Hours: Mon: 9am-3pm; Tues.-Sat.: 9am-9pm; Sun: noon-4pm

CHEESY EDDIE'S

"Serving Rochester's Best Desserts"

Since 1976

The Finest all natural ingredients
made from Scratch!!



602 South Avenue, Rochester, NY 14620
585-473-1300 www.cheesyeddies.com

The Petix Group
"Your Neighborhood Realtors"
Experienced • Knowledgeable • Involved
BUY, SELL or INVEST
738-1945
sib@parkavenurealtors.com

Park Avenue Realtors
649 Park Avenue
Rochester, NY
14610






Sib Petix Len Petix Maria Turginele Corey Knapp

LUTHERAN CHURCH OF PEACE
125 Caroline St. (corner of Mt. Vernon) 585-244-9206

Sunday Worship 10 a.m.
Sunday School for all ages: 9 a.m.

Fellowship Dinners: Third Saturday of each month at 6 p.m.
Open to the community. All you can eat \$7.
Call 247-5699 to reserve a place.

Now Handicapped Accessible!




St. Boniface School Ends a Century of Education in the South Wedge

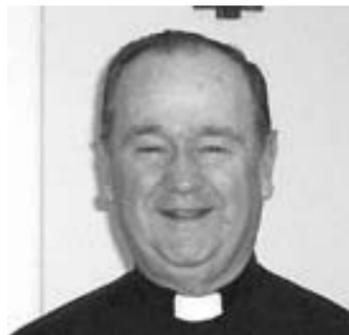
By Nancy O'Donnell

For over 145 years, children have attended St. Boniface School on Gregory and Whalin Streets. In June, the Catholic Diocese of Rochester citing low enrollment and high costs, closed the South Wedge school, along with 12 other Catholic city schools.

Fr. Richard Brickler, the church's pastor, recently reflected on his thirty-five years as pastor.

"I didn't know much about [the South Wedge] not being from the area," said Fr. Brickler, who had already served as pastor at Corpus Christi and Holy Family parishes, taught at King's Prep, and served on the Diocese Tribunal courts before he came to St. Boniface.

"I found an awful lot of people, dedicated and supportive, willing to help. Lots of volunteers, active organizations like the Twilight-



Fr. Richard Brickler.
Photo by George Lorson

ers and the Men's Club and the Scouts."

Fr. Brickler noticed immediately "the strong ties" in the parish.

"Lots of people were related. They went to school here. There was a certain closeness, you don't find in a sprawling suburb," said Fr. Brickler.

At the same time, Brickler recognized that many of the young families who moved into "starter houses would later move to the suburbs" and in turn diminish the school's enrollment.

Fr. Brickler was an important



presence in the lives of the school's students. During school celebrations, Fr. Brickler was known to take to the stage and join in a few dance moves at the student's urging. In a recent article in the *Catholic Courier*, sixth-grade teacher Lucyann Ommiston remarked on Fr. Brickler's popularity with both students and faculty. "Every single morning he has come over to the school and prayed with the children. You don't always see that kind of support," said Ommiston, who taught at the school for 26 years.

Currently, the future of the school is still in flux.

"We have been approached by a charter school who might

want to rent the space," said Fr. Brickler. "We'd like to keep access to the hall and meeting rooms." Along with social programs like the Men's Club, the school also provides rooms for AA meetings and Youth Programs.

Still Fr. Brickler is confident that the future is bright for both the school, the former convent and the neighborhood as a whole.

"The neighborhood groups and merchants work to better the neighborhood. They keep improving the buildings," said Fr. Brickler. "Lots of growth, many improvements. People are working hard behind the scenes to make good things happen and not let the neighborhood deteriorate." ▲

History of St. Boniface Parish

"The German Catholics of the southeastern part of the city belonged to St. Joseph's Church [ministered by] the Redemptorist Fathers. The distance being inconveniently great, all felt the need of a church and school. In December 1859 a meeting consisting of 123 men was held. They pledged themselves to contribute toward the building of a church, and requested the Redemptorist Fathers to organize and take charge of the newly formed parish temporarily. On May 12, 1860 Rev. Max Leimgruber, Rector of St. Joseph's Church and Rev. Albert Schaeffler undertook the establishment of the parish."

On Sept. 2, 1866, six years after a lofty Gothic parish church was first erected on Grand Street (now Gregory) for the German immigrant population, The Sisters of Notre Dame began teaching their children. The first class numbered 80 boys and 94 girls. The original classes, taught in German, were held on the first floor of the church.

Originally, teachers came from a variety of religious orders-- The School Sisters of Notre Dame, Sisters of Mercy, or St. Francis--with names like Sister Evangelina, Lumena, Digna and Philonilla.

The current three-story school building on Whalin Street was begun in the fall of 1922. In addition to classrooms, the building includes a club room in the basement, complete with bowling alley, and a kitchen and cafeteria. On Wednesday, November 6th, 1957, disaster struck St. Boniface Church in the form of the never-to-be-forgotten "great fire." The blaze started at about 4:20 in the afternoon, apparently from sparks from a charcoal fire pot being used by workmen putting the finishing touches to the roof. Due to the high wind, by 5:30 pm, the fire reached its peak and the entire roof and lower steeple were in flames. The three alarm blaze saw firemen battling on into the night. Crowds, informed by news broadcast on radio and TV gathered from all parts of the city to view the spectacle that was to spell doom to the venerable old edifice. When the fire was finally defeated, the damage estimates were placed at \$100,000. Time was to prove that, in reality, the building was a total loss, it would have to be razed, and a new structure be built. With no little enthusiasm, ingenuity, and much cooperative effort on the part of many parishioners, the auditorium in the school building was pressed into service as a temporary church.

From "1860-1960 - St. Boniface Church Centennial Celebration and St. Boniface Bicentennial Celebration".

Carpenter & Handyman Services

Since 1995

★ Repairs • Remodels • Restorations
Improvements • Maintenance ★

ROGER C. METHERELL
(585) 234-3854

Member Better Contractor's Bureau
"Quality Work & Fully Insured"

DAVID A. MERKEL, ESQ.

ATTORNEY AT LAW

701 Mt. Hope Avenue • Rochester, New York 14620
TEL: (585) 454-4400

Are you a member?

We need you to join SWPC today. Become a member and receive:

★ **Unlimited access to the SWPC tool library, with over 300 tools at your disposal, free!**

★ **The knowledge that you are helping the community you have chosen to live in.**

To become a SWPC member, fill out the information below and send it along with your payment to:

South Wedge Planning Committee
Attn: Membership Drive
224 Mt. Hope Ave.
Rochester, NY 14620

Name: _____

Address: _____

Phone: _____

Email: _____

Please circle one: Membership Level - \$20 \$50 \$100

Heart of the City

continued from page 3

said Moughan. "The shelters also provide food and clothing. Many who come to the shelter, come with nothing."

Along with the bands in the parking lot behind the store, the fundraiser includes a barbecue, "burgers, mac salad, and corn on the cob," all for a \$5 donation.

Wilmarth said that Echo-Tone is seeking sponsors and donations from area businesses to help with the Punk Picnic.

For more information, contact Echo-Tone Music, 571 South Avenue, 454-2160.

Historic Houseparts Owner says Paper Bag it!

Chris Jones, Historic Houseparts on South Avenue, sent out a call to South Wedge businesses via

the BASWA (Business Association of South Wedge Area) newsletter to go green in their operations.

"If you are still using plastic bags despite all the evidence on why you should not be (either in your personal life or at your business) here is a reminder--<http://www.pocorecord.com/apps/pbcs.dll/article?AID=/20080506/MULTIMEDIA02/80505016>."

The website slide presentation goes beyond just showing the environmental impact and addresses the issue of global oil reserves and plastic bags manufacturing.

Jones also listed a downtown source for all sizes of paper bags, Bags Unlimited www.bagsunlimited.com.

Cypress-Linden Block Party

For over 30 years, the Cypress-Linden block party has been one of the largest in the neighborhood, attended by 150 - 200 people. In earlier years, even the Rochester Mayor showed up. The 2008 block party is going to be held on Saturday, August 9. Organizers are seeking small gifts from area businesses to raffle off to attendees. Please consider donating a gift certificate or small item to this event. Your business will be listed on a large banner at the event and you'll receive some targeted promotion among your neighbors. Volunteers will be contacting each business in the next few weeks to ask for a donation. Business owners are also invited to stop by and say hello. Thanks to NBN6 for helping fund this event! ▲

DePaul's T-shirt Factory Expands Services

By Maggie Fitzgibbon

The DePaul T-shirt Factory, located at 150 Mt. Hope Ave., recently installed new equipment and expanded its services to now include custom premium imprint on coffee mugs, plaques, awards, mouse pads, key chains and other many other products.

Three new pieces--a sublimation printer, a heat press and a mug press--enable staff to imprint a specific image like a photograph. The equipment prints a transfer that can be applied to an item using the heated press or mug press which permanently affixes the image to the product.

JD Curran, T-Shirt Factory Manager, describes the new equipment as, "a high tech iron-on, but better."

The T-Shirt Factory is a not-for-profit textile silk screening shop that employs individuals with a mental health diagnosis, and is the first business in Monroe County, New York to serve this

population. DePaul is a private not-for-profit agency founded in 1958 to residential senior living services for the elderly, mental health residential and treatment programs, addiction prevention

and treatment services, as well as programs for those with developmental disabilities. To learn more visit www.depaul.org. ▲ Maggie Fitzgibbon is Communications Coordinator for DePaul.



(L - R) DePaul T-Shirt worker Larry Dunson shows J.D. Curran, T-Shirt Factory Manager, a finished product. Photo by Maggie Fitzgibbon.



Where Health Is A
Community Effort

417 South Avenue
Rochester, New York
585-325-5260

Primary Health Care
Personal & Family Counseling
Literacy & GED Tutoring

Health care for the uninsured
For more information,
call 585-325-5260

Sponsored by the Srs. of St. Joseph

FLOWER CITY GLASS

Family owned and operated since 1924

All of us at Flower City Glass would like to
Congratulate the superb work of the
South Wedge Planning Committee.
Our neighborhood has never looked better!

*Aluminum Curtainwalls *Windows *Doors *Skylights
*Residential Wood and replacement windows & Doors
*Mirrors *Shower & Tub enclosures *Closet storage
*Film Tinting *Glass Handrails *Insulated Glass
*All types of Glass and Glazing
-Commercial and Residential *Auto Glass
Visit our showroom on Mt. Hope Ave

188 Mount Hope Ave. Rochester, NY 14620
546-8646 * 454-3151 fax
www.flowercityglass.com

Let's Trump Breast Cancer

First Annual Euchre Tournament

Donations going to
"Making Strides Against Breast Cancer"

August 9, 2008

12:00 noon- 6 : p.m.

For more info, call 421-0353 or 720-1333

St. John's of Rochester School
8 Wickford Way, Pittsford, NY

TIPS FOR SHOPPING GARAGE SALE AND FLEA MARKETS

By Ed Meyers

- **Stick to your limit**--Know what you want to pay before you start negotiating. Ask yourself: what is it worth to me regardless of its antique or collectability value.
- **Mind your manners**--Sure everybody wants to get a great deal. But offending the dealer with a hardball attitude won't get you the deal. Be polite with your questions: "Is this your best price? "Are you willing to negotiate?". Or simply make your best offer. Some dealers will consider a discount of 10-15 %
- **Bring cash**--A dealer may accept a lower offer if you have the green to back it up. There is nothing as immediately gratifying as having bills counted out into your hand.

COMMUNITY SPEAK OUT

SWPC Summer Intern Takes a Look at What Makes the Wedge Great

By Reema Singh

How many of us, at one point or another, have posed the question, "What's there to do in Rochester?" Guilty.

Although I've spent all 20 years of my life growing up in Rochester, I must admit that as a Pittsford resident my knowledge of the city has been rather limited. It wasn't until college that I began to step



Reema Singh

outside my bubble and ask myself: how well do I really know my hometown?

In Fall, I'll be a junior majoring in psychology and anthropology at the University of Rochester. This summer I am a Urban Fellow intern at the South Wedge Planning Committee where I am researching everything from the River Park Commons Project to the economic prospects of the neighborhood. Consequently, I have observed the crucial roles that housing, business development, and public engagement play in the advancement of a community. My favorite part of my job however, lies in the simple joy of getting to know a new neighborhood.

My favorite part of my job however, lies in the simple joy of getting to know a new neighborhood.

A mere stroll along the streets of the South Wedge shows that there is no other place like this in Rochester. Cyclists ride from destination to destination along the sidewalks where old parking meters have been transformed into eclectic sculptures by local artists. Vibrant storefronts align side by side, radiating an energy that attracts curious passersby, just as the bright-colored interiors of the Coffee Connection did to me.

More than just its unique appearance, the South Wedge is distinctive for reasons embedded deeply into its character. Never have I witnessed such great economic diversity, such a strong mix coexisting in one given area. Better

yet, this diversity thrives in unity, with so much dedication to the community's growth as a whole. Not only does the South Wedge promote local sustainability, but the actual businesses themselves offer goods and services that are an emblem of social progression. All vegetarian options are offered at the New Health Café while proceeds of mug and t-shirt sales at Equal Grounds Coffeehouse go to the Pride Connection. The South Wedge Farmer's Market makes a pledge to sell locally grown food, supporting the environment, local farmer, and the healthiest quality of nutrition. Although younger crowds tend to be the ones drawn towards these social movements,

continuously open to change.

When I hear about the state of the neighborhood in the 1970's—empty storefronts, criminal acts—it is truly remarkable to note the drastic changes. Now if I ever catch myself saying, "there's nothing to do in Rochester," I can tell myself this: cities, just like people, are far from being stagnant. The only consistency rather is in their ongoing ability to learn, change, and grow. When we blame our own boredom on a city by claiming that it has no real life, we are really expressing an unwillingness to get to know it from a new perspective. This attitude ultimately fails to recognize a city's true dynamic.

After five weeks in the South Wedge, I have inadvertently adopted this new perspective allowing me to witness a vitality, energy, and passion in Rochester. Thank you to the South Wedge, who has guided me through this important realization. ▲

it's always admirable to see individuals of other generations con-

Marianne's Will Help You Choose a New Fall Wardrobe

Marianne's
CONSIGNMENTS

MEN'S | WOMEN'S | CHILDREN'S | JUNIOR'S

792 South Clinton Avenue (near Meigs St.) 442-6910
Tues.-Fri. 11 a.m. - 6 p.m., Sat. 11 a.m. - 4 p.m.

Customer Service Is Our Trademark.



Rochester Childfirst Network
A wonderful place for children!

- Enriching school environment
- Outside play on 4+ tree-lined acres
- Convenient extended hours from 6:30AM to 5:30PM
- Full and part-time enrollment
- Breakfast, snacks, & lunch included
- Enrolling toddler, pre-school, and after-school "Kids Club"
- Welcoming kids 18 mo. to 6th grade
- We offer small class sizes, diverse setting, field trips, summer camp & more!

Call 473-2858 for more info or a tour
941 South Avenue
www.rcn4kids.org
SERVING CHILDREN SINCE 1957

Let a Neighbor Help You Buy or Sell.

Susan Sanford, Associate Broker
585-785-2104
www.sn4dsells.com



HUNT Columbus
Since 1911 division

Think Spring... Think Hunt's



- Window & Screen Repair
- Custom Paint Matching
- Rug Cleaning Rentals
- Garden Tool Sharpening
- "Green Thumb" Lawn & Garden Supplies
- Commercial & Residential Cleaning Products
- Kyanize, True Value, & Bruning Paints
- Galvanized & Aluminum Gutter Supplies



Hunt's Hardware, Inc.

390 Thurston Road

436-9270



Dr. Arlene Messer • Dr. Caprice Dolwar • Dr. Anna V. Belcut

Do you dread going to the dentist?

Contemporary Dentistry offers oral conscious sedation and the latest advances in dentistry while using a holistic and compassionate approach.

We can help patients who have had:

- Traumatic dental experiences
- Difficulty getting numb
- Fear of needles
- Gagging problems

Call us to schedule your appointment. 585.244.3337

 CONTEMPORARY DENTISTRY, PLLC

2052 S. Clinton Avenue
Rochester, NY 14618
585.244.3337
www.dentistrywithaheart.com

New Patient Special
\$50.00 OFF

Mention this ad at initial visit and receive \$50.00 OFF any dental procedure.
Not valid on dental cleanings. Restrictions apply. Cannot be combined with any other offer. Expires 12/31/2008.

GRAPHICALLY Speaking

Publication Design
Informational Animations
Website Design and Consultation

Contact bob@grphcly-speaking.com

REWARD!

LOST BLACK CAT! OWNER HEARTBROKEN

SHORT HAIR. MEDIUM TO LARGE FRAME.
BLACK NO MARKINGS OR COLLAR.
GREEN-YELLOW EYES. NEUTERED.
Not especially friendly, that is not a lap cat, but a good boy. May answer to the name Blackie. Missing since April 27 in Linden Street area, but Blackie may have roamed.

Please call 585-276-3256 or 585-271-0146

ATTENTION DOG OWNERS!!!

- Does your dog need: Exercise? Discipline? Focus?
- Can't find the time to walk your pooch?

Call Me!!

I can walk any breed, most temperaments and I love dogs!

John - 506-2069

Pricing reasonable and references available



C.H. Morse Stamp Co.
528 South Avenue, Rochester, NY 14620
(585) 454-5188

Visit our web site: www.nymarking.com

Bay Tile, Marble & Terrazzo

Call for information

John DiProsa
Owner

George Leva Jr.
General Manager

760 South Clinton Avenue
Phone 244-2377 • Fax 244-3953

National Glass Block

www.nationalglassblockinc.com

Jonathan McCone (585) 436-4030

- Security
- Insulation
- Natural Light
- Custom Orders and Installations

966 Chili Avenue Rochester New York 14611

Live in the South Wedge



Abeles Building Apartments

- Corner of South Avenue & Gregory Street
- Minutes from the University of Rochester
- Newly renovated one bedroom apartments
- Apartments include central A/C & washer/dryer
- Deluxe kitchens & contemporary baths
- Secure access
- 24 Hour maintenance

Now Leasing
CONTACT: Lisa McGory for an appointment at:
(585) 271-8028

SWPC Community Calendar

Finance Committee

Monday, August 4
Monday, September 8
Noon @ 224 Mt. Hope Ave.

Housing & Overlay Committee

Wednesday, August 20
Wednesday, September 17
Noon @ 224 Mt. Hope Ave.

NBN Sector 6

Monday, August 11
Monday, September 8
5:30 pm @ TBD

Neighbors Council

Wednesday, August 6
Wednesday, September 3
6:00 pm @ TBA

PAC-TAC

Thursday, August 21
Thursday, September 18
6:00 pm @ 846 S Clinton Ave.

Real Estate Team

Wednesday, August 27
Wednesday, September 24
6:00 pm @ 224 Mt. Hope Ave.

Resource & Marketing Team

Wednesday, August 27
Wednesday, September 24
7:30 pm @ TBA

SWPC Board of Directors

Thursday, August 7 – Date Change
Thursday, September 18
6:00 pm @ 224 Mt. Hope Ave.

SWPC Strategic Planning Retreat

Saturday, September 13
@ TBD



“Tool Tips”

By Ed Meyers,
SWPC Tool Librarian

Standard library hours are 4 to 6 p.m. on Tuesdays and Thursdays. We are also open early on Saturdays from 9 a.m. to 1 p.m.

More Free Services Offered By South Wedge Tool Library

By Ed Meyers, Tool Librarian

Add identification to your valuables. Help protect and aid in recovering items such as tools, auto parts or whatever you wish to protect. The South Wedge Tool Library will help its members to engrave names, phone numbers or other information free of charge. Just bring in your items, and we will provide the tools and instruction to get you started.

Re-sharpen dull drillbits at the Library. Don't throw away your dull drill bits, but rather re-sharpen them like new when necessary. This is yet another free service offered to tool library members. Bring in your drills, and we will teach you to use our Drill Doctor Re-sharpener.

Borrow our Weed Wacker.

Our Robin Weed Wacker saw some hard service in recent weeks. It's ready to do more bang up jobs for our members

Have you seen our Bosch sliding compound miter saw? It handles the largest of jobs with ease and accuracy. Power drills and planers will keep your remodeling project on schedule.

Getting a late start in the garden? You can still add some flowers and bushes to your yard using our Mathis roto tillers.

Make Watering More Easy. We had a hot, dry spell in early June, and we would like to remind you of a hose and several sprinklers for your lawn available to our Tool library members.

Still more! The Library has ordered more filters for our HEPA Vac which is used to control lead-

based paint dust during remodeling. The HEPA Vac is the only tool we loan that has a charge attached to it. These vacs use a special very fine one-time disposable filter that SWPC must purchase at a cost of \$6.00 each. As our tool library member, you pay the same price as us, free of any mark ups.

Thanks to another Friend of the Tool Library-- A big salute to **Michael Maccio** for his very large contribution of tools in excellent condition to our tool library system. Another person from the South Wedge who wished to remain anonymous also made a large and excellent condition tool contribution **Leslie Mc Pherson** has made tool donations in the past and did so once again before leaving for North Carolina All the very best to Leslie. ▲

1 Bedroom Apartments
\$695 / month

2 Bedroom Apartments
\$740 / month

All Utilities Included!
1st Month Free!

At the corner of South Ave. and Manor Parkway
Across from Highland Hospital, near school and park
See our floorplans online at www.igordon.com

Highland Manor Apartments

11 Manor Parkway • Rochester, NY 14620 • Leasing Office (585) 271-0949

Manor Parkway Apartments

Studio and 2 Bedroom Apartments

Rent Includes Heat & Hot Water

No Additional Fee for Cats

Model Open for Viewing



90-2 Manor Parkway ~ 473-0816

SWPC Strategic Plan 2009-2012
continued from page 1

SWPC Strategic Plan

SWPC's 2005-2008 Strategic Plan provided direction to the organization for the past three years. The purpose of a strategic plan is to provide a long-term road map for the organization. It identifies the strategic imperatives for the organization. For the period 2005 to 2008, there were five strategic imperatives. The first was to mobilize residents and businesses to make the South Wedge a better

place; second, to encourage real estate development that meets affordable and market rate housing needs; third, identify and develop public improvements; fourth, provide quality services that meet the needs of the community; and fifth, promote the South Wedge as a viable urban village. The plan addresses how the organization's resources are allocated to achieve the strategic imperatives. ▲

In order to create a meaningful strategic plan for 2009-2012, we need community input on concerns.

Community sessions will be held:

- Mon., August 4, 2008 – 6 p.m.
- Wed., August 6, 2008 - 8 a.m., 12 p.m., 6 p.m., and 9 p.m.
- Sat., August 9, 2008 at 4:30 p.m.
- Mon., August 11, 2008 at 2 p.m.

What kind of input do we need?

- We need your thoughts around the following questions:
- What do you like best about the South Wedge?
 - What is the one thing you would like to change?
 - What is the greatest issue facing the Wedge today?
 - What is missing in the Wedge that you would like to see?
 - If you were here in 2005, is the South Wedge better, the same or worse?

For more information, call 256-1740, ext. 102.

River Park Commons Update
continued from page 1

and provide additional information. This will result in a final EIS which will enable the process to move forward.

Much dialogue is now occurring between many parties including SWPC, Conifer and various city officials, and it appears that many of the major concerns that SWPC voiced will be addressed in the final EIS. We have seen movement on the topics of relocation, river access and architectural design. In the area of relocation, current residents will have the right to return to the income qualified units and the Somali community will have a translator. In addition, the Somali Community Center will be entitled to some form of relocation assistance and efforts will be made to keep residents in the South Wedge.

The developer has retained a new architect firm, Banton Partners, Inc., to redesign the project

which is very good news. The best news of all is river access! A revised site plan shows three access points direct from the street in a straight line to the river without the neces-

be used for public art, landscape and other improvements at the river access points. This will make river front access not only easy but distinctive and welcoming!



sity of crossing a parking lot. Additionally with SWPC's and Conifer's support, the City of Rochester has applied for a \$400,000 grant for the Local Waterfront Revitalization Program. These funds would

The comments and input from the community is what is driving these changes – thank you for your time and effort to make the South Wedge a great place to live, work and play! ▲

Homeowners...

Need a new roof or furnace? Concerned about Lead Paint?

Don't wait until next Spring to contact SWPC to find out if you qualify for help with the cost of home repairs.

For more information, call Eilleen Thomas 256-1740, ext. 103.

INTRODUCING
FLAME ROASTED
100% COFFEA ARABICA

BOULDER BEANS®

JAVA JOE'S®
B R A N D

AVAILABLE AT ALL **BOULDER COFFEE COMPANY** LOCATIONS.

SOUTH WEDGE
100 ALEXANDER STREET
ROCHESTER PUBLIC MARKET
1 PUBLIC MARKET
COMING SUMMER 2008 | **BROOKS LANDING**
955 GENESEE STREET



ROCK THE WEDGE
+ PUBLIC MARKET