

The WEDGE

OFFICIAL NEWSPAPER OF THE SOUTH

SWPC IS A NEIGHBORHOOD ORGANIZATION FUNDED FOR AND BY THE SOUTH WEDGE COMMUNITY

The Long Season Farmers' Market Winter Success on South Clinton Ave.

By Chris Hartman

This past month, the South Wedge and Brighton Farmers' Markets introduced one of the most exciting examples of regional collaboration between urban and suburban communities. Rochester's first indoor, winter farmers' market focused on local and sustainable foods: The Long Season Farmers' Market located at The Artisan Church, 1235 S. Clinton Ave.

The Long Season Farmers' Market represents a partnership between Brighton and The South Wedge to further both communities' efforts to create a neighborhood source of fresh, local, sustainable

foods; to build community through enhancing the social activity within and between neighborhoods; and to support economic development within a localized, ecologically sound food system.

This project is not about how to use rutabaga 50 different ways, this forward thinking winter market is an outlet for the very real and abundant local foods that are currently available throughout the year and a way for farmers and consumers to partner as we continue to develop the great potential of year-round, local, sustainable food production.

Customers visiting the market will find a wide range of storage crop vegetables and fruit (potatoes, carrots, other

roots, apples, winter squash), fresh salad greens, winter greens, herbs, a wide range of meats, eggs, cheese, bread and baked goods, wine, and many other products produced on local farms. All of these foods will be offered in the usual creative, exciting, and inspiring setting shoppers are familiar with from the South Wedge and Brighton Markets, including music, information and discussions, and prepared food to eat right at the market!

Communities around the country are expanding their efforts surrounding farmers' markets, many of them starting indoor, winter markets. These efforts to maintain and develop the relationship be-

tween consumers and area farmers are some of the exciting examples of work to re-imagine the American Food System. A re-imagined food system within a new American food culture may be one of the most effective ways to start to address the profound challenges of our nation's health care crisis, our aspirations of energy independence, our need to address global warming, and our efforts to stabilize and develop a durable, inclusive, green economy. Whether on the mind of ordinary citizens or political leaders, positive change regarding these challenges is pushed forward when we think more carefully about what we eat and how that food is produced, pro-

cessed, packed, and distributed.

The Long Season Farmers' Market, and Brighton and South Wedge neighborhoods, are proud to stand together, as a partnership between interdependent urban and suburban communities, among the communities around this country that are demanding change and engaging in the necessary work, at our level, to meet such demands.

The Long Season Farmers' Market runs the 3rd Thursday of each month, 4 p.m. to 7p.m., Dec. through May. For more information goto www.swfarmersmarket.org.

Local Housing Project Has Hollywood Ties

By Robert Boyd

Enterprise Community Partners (ECP), an affordable-housing organization, which has benefited the South Wedge has as its founder the grandparents of actor Edward Norton (aka the Hulk, the Illusionist, etc.)

Norton's grandparents, real-estate developer James Rouse and his wife Patty began the organization that has grown to a \$9 billion dollar housing program.

Norton is an active participant in Enterprise; he sits on the board and has donated more than \$1 million. More important, Norton has been at the forefront in convincing the ECP to go green.

According to a recent article in the [BOB, WHERE DID YOU FIND THIS????] by business writer Ellen McGirt, ECP is a "for-profit/not-for-profit hybrid" that has "invested \$9 billion in equity capital, predevelopment lending, mortgage financing, and development grants to house low- and moderate-income Americans. It has revitalized some of the country's poorest neighborhoods, from Fort Apache in the Bronx to the Tenderloin in San Francisco. Perhaps its most

important accomplishment was helping to create the low-income-housing tax credit that for 25 years

has provided a way for the business world-- developers, bankers, and boldface names like Warren Buffett -- to address the pressing social need for affordable housing while still making a profit. That credit has had a bigger impact than the Department of Housing and Urban Development, accounting for some 90% of the affordable rental housing in the United States."

Also in the article Norton is quoting as saying, "We can make progress on all these issues, create green jobs, and lock in long-term environmental benefits by making green affordable homes a national priority."

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Letters to the Editor

Kudos to South Wedge

I have been living in the South Wedge for at least seven years, and I am impressed with all the changes that have occurred.

I want to say thanks to [SWPC] for all your hard work and for the other persons on your team. The committee really involves the community in planning and it is most appreciated.

I recently picked up the Wedge newspaper [October/November issue] in regard to the projects on Mt. Hope and was quite impressed by the new design.

Once I read the article I shared it with family, neighbors and friends.

I also thought, "Man, I have to improve the landscape in my front yard."

I live towards the end of Averill Ave. and was talking to Eileen Thomas [SWPC Co-ordinator] as how impressed I was that someday our street will show access to the river and be the main entrance. (Water fountain and Sculpture, etc.)

I have been quite blessed in this neighborhood, and I am a proud owner of a second home in the Wedge that I have as a rental property.

Alan Handleman was one of the persons who helped me to purchase my first home, and he made every effort to make it a smooth transition for me.

I know he will be good with working with Conifer and the designing of the new Erie Harbor and the Hamilton.

Continue with all your hard work, and you deserve a pat on the back.

— Sophia Lamont

South Wedge Farm Market Connects Eaters and Growers

I was asked to join the South Wedge Farmers' Market (SWFM) this spring [08] and was at first skeptical, as I had no experience with urban markets. After a successful first year, I believe SWFM is the model which other urban markets should follow!

SWFM is vibrant, friendly, appealing, and draws a crowd with higher expectations and food knowledge than any market in which we have participated! The diverse variety of products, vendors, and musical entertainment fit perfectly. The single most important aspect regarding this market is that a management created a market where

people with higher expectations can find what they seek.

This new urban market has ensured that Honeyhill Farm will not only return [next year] but thrive. Based solely on the strength

of the SWFM, we will increase heirloom tomato planting by 50%, increase our garlic and poultry operations each by at least 25%.

In September 2007, more than 30 people took the SWFM Eat Local Challenge, pledging to eat more local for one day, one week

or one month. SWFM partnered with the South Wedge Green Grocer,

Abundance Coop, Lori's Natural Foods and Organic Alley to clearly label and promote local products.

Many locavores used SWFM's Local Food Source Book

—Fred Forsburg,
Honeyhill Farm,
Livonia, NY

Correction

In our last Wedge issue, the contact information for Rochester Community Acupuncture Clinic (RCAC) was listed incorrectly. We apologize for the error.

RCAC is located at 728 South Avenue. The telephone number is 585-287-5183; web contact is via e-mail or website. info@rochestercommunityacupuncture.com, www.rochestercommunityacupuncture.com

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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.

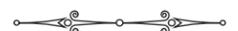
Please send any story suggestions or news releases to Wedge Newspaper Editor Nancy O'Donnell, 224, Mt. Hope Avenue, Rochester, New York 14620 or nodonnell@swpc.org. Please see our complete Advertising Deadlines and Rates online at www.swpc.org.

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
October 22**

**Think Global
Shop Local!**

By Nancy O'Donnell



Renewing Massage and Rochester Community Acupuncture Clinic Grand Opening - Photo by ??????????????????

New South Avenue Businesses Hold Open House

Renewing Massage and Rochester Community Acupuncture Clinic (RCAC), two new businesses on South Avenue, held a ribbon cutting in January.

"It was great event," said Colin Coffey, owner of Renewing Massage. "On a frigid day our State Representative Susan John, and our Monroe County Rep, Minority Leader Harry Bronson came out to show their support."

Both Renewing Massage and RCAC use as their business model Working Class Acupuncture in Portland Oregon, which provides low cost quality services for the community.

"By offering affordable massage therapy at \$50 per hour, Renewing-Massage is committed to being an affordable community health resource for the South Wedge community," said Coffey. "No gratuity needed. Just refer your friends and family when you love our massage services" Coffey also offers chair and Sports massage."

RCAC offers treatments on a sliding scale (\$15-35). They describe their goal as making "acupuncture accessible to everyone and provide health care that empowers patients, builds community and breaks down class divisions."

Also in attendance at the event were SWPC Executive Director Bob Boyd, community leaders, friends and family, a

Renewing Massage, Rochester Community Acupuncture, 728 South Avenue. Colin Coffey can be reached (585) 709 6725, RCAC at (585) 287-5183.

Savory Thyme Open for Take out & Salad Dressing Takeaway

Peg Gefell, founder and head chef of Savory Thyme Catering, recently added take-out to her catering business. In addition she's now selling her special "all natural" bottled Toasted Sesame Seed Salad Dressing

"I've been told from people who buy it that their kids eat salad now," said Gefell.

The salad dressing is cur-

rently available at local markets (Abundance) and the Long Season Farmers' Market at Artisan Church. She plans to expand in the coming months.

Gefell, one of the first female graduates of the Culinary Institute of America, opened Savory Thyme Catering at the Mt. Hope location in 2003 and has earned a reputation of "delivering delicious and healthful international cuisine," many of them vegetarian or vegan.

The takeout menu will highlight Caribbean flavors with the help of assistant Emma Rawlins.

"Her family background is from Jamaica and the Barbadoes," Gefell said.

On the menu—jerk chicken, roti, curried chicken along with wraps (curried chicken and cashews or Greek salad).

Gefell is also branching out with European food tours. At the end of the month Gefell and Ray Stiefel of Port Bay Travels will be leading foodies on a culinary tour of Ireland. Later in 2009 they plan a trip to Provence, France.

Savory Thyme, 220 Mt. Hope Avenue, 423-0750.

New \$4K Totem Grant Available in 2009

The Business Association of South Wedge (BASWA) has been awarded another \$4000 grant by the Arts & Cultural Council to commission and install eight more Totems/Bike Racks on South Avenue. Last

year several were installed on South Avenue between Sanford to Hickory Streets.

BASWA is making plans for placement of these totems and creating a sub-committee to handle submissions and project promotion. For more information, visit the BASWA website at www.baswa.org.

New Yoga Studio Opens in the Wedge

Christi Joseph recently opened Tru Yoga on Gregory Street, next to New Health Café. She's offering yoga classes at various times seven days a week.

"We offered student, senior and military discount and specialize in open and inviting yoga classes," said Joseph in an e-mail to the Wedge.

She's offering grand opening specials (First Month only):
● Drop in class (\$11)
● 2 week unlimited special (new members only) ●10 Class Pass Card (\$90)
● Special Startup package (mat and 10 class pass) = \$105

131 Gregory Street, e-mail cjoseph15@gmail.com, <http://truyogarocheester.com/> (585) 301-3779 for more.

Highland Park Neighborhood Association Hosting Free Family Movie at The Cinema!

The Highland Park Neighborhood Association is hosting Free Family Movie Nights at the Cinema Theatre on South

Clinton Avenue at South Goodman. The first movie, Cars, was held in January.

HPN also plan to hold raffles at the event. HPN Merchandise will also be available including 2009 Calendar

Another movie event is scheduled for March 7 at 10 a. m.

For more information, call HPN at 473-6821

Hedonist Artisan Chocolates Opens Retail Shop

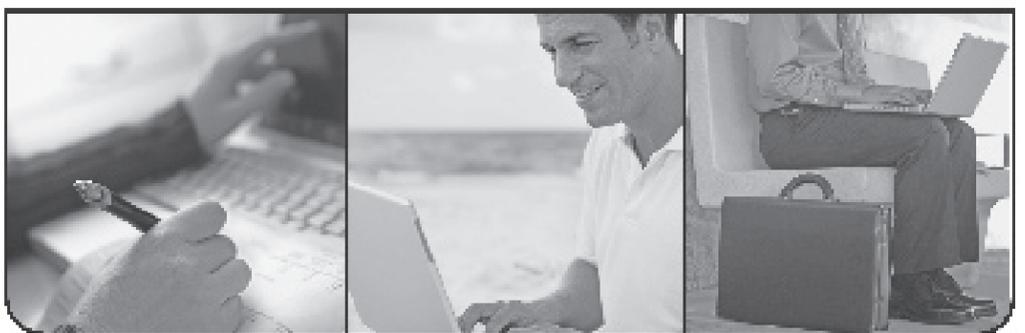
Hedonist Artisan Chocolates has opened a retail shop in their kitchen on South Avenue (down the alley behind Tonja's Persona Touch Salon). Chocolatier/owner Jennifer Posey is becoming famous for her use of exotic ingredients (chipotle, wasabi and curry) in her handmade specialty truffles.

Hedonist will host a special Valentine's tasting event at the kitchen on Saturday, February 7 from 11 a.m.-6 p.m.

Visitors can sample Hedonist creations and meet the owners. Truffles include "Coconut Curry, Lemon Pepper, Orange Chipotle, Peanut Butter Cayenne and Raspberry Wasabi."

Regular kitchen hours are Mon.-Wed. and Fri. 12-6 p.m.; Thurs. 12- 3:30 p.m. Additional hours on Valentine's Day (Saturday, February 14th) are from 11 a.m.- 6 p.m.

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By Allison Clark

Calling All Local Artists for Public Art Project

The Business Association of the South Wedge Area (BASWA) plans to commission sculptural artworks that will be sited over defunct parking meter posts along South Ave in the South Wedge neighborhood. BASWA was awarded a grant through the Arts Council to proceed with this project. These sculptures will also serve as bicycle racks.

They currently have some great designs but would like more. Tell your artist friends to go to www.baswa.org to learn about this call for Public Art. The project deadline is February 28th.

Free Mammogram Screenings

Highland Breast Imaging and Women's Health Partnership offer free mammograms to women 40 or older who have little or no health insurance. The annual Valentine's Screening Day will be held on Saturday, February 9 from 8:00 a.m. - 12:00 p.m. Free parking and refreshments. Free 10-minute Reiki or chair massage sessions will be provided after your mammogram. Schedule your appointment with a friend or family member and enter a raffle to win a Marriott Weekend Getaway.

To make an appointment, call 487-3300 to make an appointment in advance. Women who cannot make the screening day can be scheduled for

a different day. The screening day will be held at the Breast Imaging Center's at 500 Red Creek Dr., Suite 130.

Foundation Invites Grant Applications

The Marie C. & Joseph C. Wilson Foundation is pleased to announce local funding availability through its Rochester Small Grants program.

Qualified 501(c)(3) organizations may apply for grants in the range of \$1,000 - \$25,000 throughout 2008. The grants are given to effective organizations that can impact positive change in the community.

Grants will not be made to individuals, partisan political organizations or to support lobbying efforts. Requests for capital projects also will not be considered. For more information and an on-line application form, go to the Foundation's web site at: www.mcjwilsonfoundation.org or call 461-4696.

Highland Branch Library News

Learn English - Wednesday, 11 a.m. to 2 p.m.

Classes will be forming for anyone who wants help with the English language. There will also be help available to those studying for the U.S. Citizenship exam. All classes are free.

Story Times (songs, rhymes and more!) Through February
2yr olds - Tues. 10 a.m.

3-5 yr olds - Thurs. 10 a.m.
Babies - Wed. 2 p.m.

Come in and meet other parents and caregivers in the neighborhood. This is a lap sit program for your and baby. Nursery rhymes, song and a few short stories.

All programs require registration. Stop in or call the children's librarian, Alexandra, at 428-8227.

For more information or to register, call 428-8206 or stop in. The library is handicap accessible. To request special accommodations, contact Deborah Nevin at 428-8304 ten days prior to the program.

Mt. Hope Cemetery Winter Beauty Tours

The Friends of the Mt. Hope Cemetery are offering two guided cemetery tours in 2009 on February 7 and March 7 at 1 p.m.

Stops will be made at the graves of local architect A.J. Warner, and Edward Corne, who served in World War II with author Kurt Vonnegut and was the model for Vonnegut's "Billy Pilgrim" character in the novel Slaughterhouse Five.

The tours meet at the south entrance across from the Mt. Hope Distillery, 1142 Mt. Hope Avenue. Admission is \$4/person. Free to members of the Friends of the Library. The tour is entirely on flat, paved plowed roads.

For more information, visit their website at www.formh.org or call 461-3494.

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Healing Sanctuary Opens on Mt. Hope

Joan P. Powell, a lifelong resident of the neighborhood, has opened the Healing Sanctuary, a wellness center, on Mt. Hope. Powell grew up on Cimarron Dr. and later raising her daughters along with husband Geoff on Elmerston Rd. She previously worked in the neighborhood at the Epilepsy Foundation, a member agency of the Al Sigi Center agencies, for 20 years.

The new center offers Swedish Massage, Deep Tissue/Connective Tissue Massage, Pregnancy Massage, Acupuncture, Foot Reflexology, Reiki Energy Work, and Spiritual Readings.

Joining Powell, who is a NYS Licensed Massage Therapist (LMT) and Reiki Master,

are Kevin Brunelle, LMT; Wedge resident Jillian Kelly, LMT; Kathleen Lynch, LAc.; and Robyn DeVoist, Medium and Reiki Master Teacher.

The center is open Monday - Saturdays, 8:00 am - 7:00 pm by appointment only.

An Open House will be held on Sunday, February 8th from 1:00 - 3:00.

Visit their website at www.ahealingsanctuary.com to learn more about styles of Massages available at Healing Sanctuary, Acupuncture, Reiki and what is involved in receiving a Spiritual Reading.

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Rose O'Keefe Remembers

It seems like a short time ago a few people put together a wonderful series in The Wedge on "Twenty-five Years of Change" to commemorate 25 years of The Wedge newspaper or SWPC or both. Since I was in the thick of organizing those articles, I have electronic copies of them all. Somewhere.

After two hard drive crashes this fall, I still haven't found them and started sorting through CDs and folders thinking they must be somewhere.

In the process, I came across the 1981 November/December issue of "What's Happening... in the southwedge!" It was a four-page newsletter, sent from Calvary St. Andrew's Church, that mentions the current members of SWPC including Ron Maier, Winnie Bryant, Learie Ware, Fran Bidby, Don Henza, Clara Termotto, Pat Deegan, Marie Daley, Shirley Bain, Lucien Waddel and Muriel Steinberg. Lotta of water over the dam there.

It had updates on the Green Monster and pending sale of Averill Court; Just Neighbors (delivering fresh fruits, vegetables and staples on Thursdays); news of the Tool Library at 697 South Ave. and maybe my favorite, the South Wedge Historical Office.

There's no date on "South Wedge Acting Together's" two-page newsletter which announced a July meeting at the German House. The

S.W.A.T. Team included Pat Sommer, president; Richard Walton, vice president; Nancy Kossan, treasurer; Karen Caulfield, secretary; and Debbie Messner, Steve Pennington and Don Henza as zone representatives. If you didn't have a SWAT T-shirt yet, you could get one at Lautherbach's Hardware, Snake Sister's Cafe, Historic Housparts or from Karen Caulfield.

Courtesy of former neighbor Josh Canfield, I also have a copy of the Sept. 1, 1955 issue of South Side News, Your Community Newspaper, which was in its 24th year.

In addition to a no-longer-acceptable large ad for Philip Morris Cigarettes, there was an article by Dr. James Tobey about the biggest danger from rabbit hunting being the spread of infectious disease; a job listing with good pay for a pin setter at St. Boniface Club; milk on sale at Meisenzahl's on West Henrietta Road at 45 cents a half gallon in throw-away carton; and a big selection of school shoes and sneakers at Ben Rosenberg's Shop at 647 South Ave. at the corner of Hickory.

Glades Bootery on the corner of South Avenue and Gregory also had School Shoes, with proper fit, best value and rugged wear. Bill Hall's Gulf Service on South and Sanford advertised a Gulfmist Deodorizer for 80 cents or GulfSpray Bomb at \$1.40 to STOP Garbage Can Odor!

Where are they now?

When I first started this editorial, I wrote "Lotta water under the dam," then wondered about that expression and turned to an invention that I didn't know about when I started working on The Wedge in 1993. Wikipedia explains that "Water under the bridge" means something is in the past and no longer important like, "My sister and I fought when we were children, but that's water under the bridge." "Water over the dam" refers to "Something that's done with; an irretrievable situation. Either way, flowing water has passed by and will not return." (The Dictionary of Cliches by James Rogers (Ballantine Books, New York, 1985). So the way I first wrote it was wrong.

All kinds of people were working double time to clean up the South Wedge when my husband and I moved here 32 years ago. Seems like a such a short time ago. Some of those early team-players are still at it, while newcomers have joined in.

Best wishes to all on your 30th anniversary.

O'Keefe was editor of the Wedge Newspaper from 1996-2006. She is the author of Rochester's South Wedge (Arcadia 2005), Southeast Rochester (Arcadia 2006). She is currently working on a book about democracy's roots in Upstate New York.

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