

The WEDGE

Official Newspaper of the South Wedge

Funded for and by the South Wedge community

What's Inside?

- South Wedge Artist Solves Mona Lisa Mystery
- Tap & Mallet Takes the Polar Plunge
- Hedonist Artisan Chocolate "Art & Chocolate"
- Discover The Body Mechanic
- Hope Lodge Lives Up to its Name
- To Lease or Not to Lease a Car?

Nathaniel Square Receives Coveted Design Award

By Nancy O'Donnell



Nathaniel Rochester by sculptor Pepsy Kettavong (Photo by Doug Root)

The New York Upstate American Society of Landscape Architects (ASLA) recently awarded Bergmann Associates a 2011 Merit Award of Achievement for their work at Nathaniel Square, at the corner of Alexander Street and South Avenue in the South Wedge.

Efforts to beautify the former blighted space began in the late 1990s. The South Wedge Environmental Enhancement Project (SWEET), headed by community activist, now South Wedge Planning Committee (SWPC) board member Cheryl Stevens, worked for over seven years to transform the spot. Meanwhile, SWPC helped to

raise some \$300,000 in state and corporate funds to build Nathaniel Square.

In 2001, SWPC joined with Syracuse landscape artist Dudley Breed, Jr., Eastman Kodak, the Greater Rochester Arts & Cultural Council and Neighbors Building Neighborhoods (NBN 6) in a neighborhood charette to design the park. The park opened in 2006 with brick walkways, a small round plaza

and historic millstones. Sculptor Pepsy Kettavong, known locally for the statues of Frederick Douglass and Susan B. Anthony at Madison and King Streets, was commissioned to create a statue of the city founder. Using SWPC board member Dave Halter as his model, the contemplative statue was erected in 2008.

Bergmann Associates landscape architect Mark Johns, who acted as project manager, said they only recently submitted photos for the ASLA awards. "It's always humbling as well as flattering to win an award," said Johns. "I thought it was great that we could take back an abandoned lot that attracted nuisances."

The design by Dudley Breed, Jr. incorporates "historic artifacts" of Rochester's Flour City heyday, "millstones once stored at the University of Rochester," said Johns.

"I drive by it all the time on my way to Genesee Waterway Center," he said. "It's great to check to see things look good, and that it stands the test of time."



Old millstone at Nathaniel Square reminds visitors of Rochester's past.

South Wedge Planning Committee Annual Meeting and Membership Drive Attracts Nearly 200 Guests

(story and photos on page 8-9)

The Wedge Paper Needs You!

For over 35 years, the *Wedge Newspaper* has been dedicated to publishing news about South Wedge people, businesses, history, places and events important to our community. Many of the early issues detailed the work of residents in the 1980's who transformed "eyesores to elegance." They led the way for the entire community to be revitalized while retaining its diversity and vitality. Today it is considered one of Rochester's premier neighborhoods.

The *Wedge Newspaper* continues the tradition of its earliest editors and writers in chronicling the lives and times of this vibrant neighborhood. We'd like to keep on doing our job, but we need your support.

If you enjoy reading the *Wedge*, please consider subscribing by sending a check or money order. Or consider making a donation in the name of someone who helped the South Wedge become what it is today.

Name _____
 Address _____
 City _____ State _____ Zip _____

I have enclosed:

\$15 Yearly Subscription
 \$30 Supporter Subscription (covers the cost of your subscription plus a neighbor)
 \$ _____ Other

Please mail this form along with your donation to:
224 Mount Hope Avenue, Rochester, NY 14620.



Site of possible redevelopment at 399 Gregory St.

399 Gregory St. Public Meeting

In conjunction with the City's request for proposals for a City-owned property at 399 Gregory Street, a parking study for the surrounding area will be presented with discussion to follow on Monday, Feb. 13, 7 p.m. at the historic German House, 315 Gregory Street.

The parking study will be

available for review in advance on February 1, 2012 on the City of Rochester's website: www.CityofRochester.gov.

The Business Association of the South Wedge Area and the new Zeppa Bistro downstairs in the German House will provide light refreshments.

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

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

**The South Wedge Planning Committee, Inc.
February/March 2012 Calendar**

Meetings held at 224 Mt. Hope Ave., except where noted. The public is welcome to attend all meetings.

SWPC Board Meeting

MMcCullough@dor.org
Tues., 2/21 and 3/20, 6 p.m.

**Community Engagement
(Neighbors & Block Clubs)**

a.clark-taylor@hotmail.com
Wed. 2/15 and 3/21, 6:30 p.m.

Finance Team

tsciarabba@hotmail.com
Tues. 2/14 and 3/13, 12:30 p.m.

Housing & Structures

tomkiciorjr@gmail.com
Wed., 2/1 and 3/7, 5:30 p.m.

Marketing & Membership

flogan@rochester.rr.com
Contact Frank Logan for dates and times

South Wedge Victory Garden

james.papapanu@gmail.com
hapenrose@hotmail.com
Mon., 2/27 and 3/26, 6:30 p.m.

**BASWA (Business Association
of the South Wedge Area)**

Visit baswa.org or email
chris@historichouseparts.com
Wed., 2/8 and 3/14
The Swedge Shop, 732 South Ave.

Editorial: The Property Tax Blues

By Solomon Rose

As a South Wedge homeowner, it's daunting to find out that my house was assessed for thousands of dollars more than I originally paid for it. Recently, as many other home owners, I received a notice from the City's Assessment Office stating that I had a right to debate my newly upgraded assessment with one of the city's fine assessors, if I so chose to. If you don't fight, then for sure your taxes are going to go up!

The biggest problem I have with the city is the lack of information given to the homeowner. What happens when you get to the meeting with the local assessor? Here are a few things you should do. 1. Find three houses recently sold at a lower rate than your house is presently being assessed and are equivalent to your house in square footage, number of rooms and acreage. 2. Bring estimates and photos of any repairs that presently need to be done on your home. 3. Make sure that you tell them what you think your house should be fairly assessed based on your findings.

They are not even allowing you to compare assessments of other comparable houses that

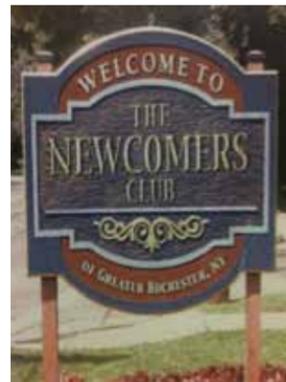
are assessed lower than yours. I was told "these assessments may change based on entire neighborhoods being re-assessed this year." So, the very assessments they have newly applied to our houses are, in fact, not even usable in a debate with the city assessors.

The simple message I would like to get out to homeowners in Rochester, NY is you "MUST" go in and fight your assessment. The assessment is based on math that will not work out in your favor most of the time, and you have the right to challenge their math with your own findings.

I am not saying that the City does not deserve money or that the people at the assessor's office are bad people. All I am saying is this is as close to a game of "poker" or "can you guess which number I am thinking of" as it gets. Put very simply, the City is winning, and the homeowner is losing. This trend will continue unless we are willing to educate ourselves and make a difference.

Good luck and don't pay any more property taxes than you have to!

You are cordially invited to join us on the third Tuesday of each month to learn about The Newcomers Club of Greater Rochester. Meet at The Corner Bakery, 3300 Monroe Avenue Pittsford - 10 a.m. Hope to see you there!
Or call 234-1804.



Matt HAAG Rochester City Council
Leadership, Experience, and a Fresh Perspective
Working for you!
Matt Haag
Councilmember-at-Large
Matt.Haag@cityofrochester.gov • Office-585-429-7538 • Cell-585-410-1693
Paid for by Friends of Matt Haag

The Body Mechanic
at Renewing Massage
Shawn Lawton, LMT
Licensed Massage Therapist
728 South Ave.
Rochester, NY 14620
585-694-5762
Fri. Sat. Sun. 11am-8pm

Wedge Want Ads Deliver

Jazzy Motorized Chair for Sale! Never been driven. \$6000 or best offer. First come, first served.

For more information, call Rob at 585-210-6108.

RESTORE YOUR SMILE. RELAX YOUR FEARS.

enhance

YOUR OVERALL HEALTH
AND WELLNESS.

Holistic dentistry is an innovative approach to dental care focusing on the health and wellness of the mouth in relation to the whole body.

At Contemporary Dentistry, we offer the latest advances in dentistry using a holistic and compassionate approach. Our holistic services include:

- TMD (TMJ Disorder) therapy
- Mercury-free fillings and crowns
- Safe removal of mercury fillings (oxygen available during procedure)
- Allergy and biocompatibility testing for dental materials
- Digital x-rays (90% less radiation)
- Fluoride-free alternatives

Sedation dentistry provides a pain-free experience in a deeply relaxed, yet responsive state. We use non-toxic and natural dental products and work with other complementary health professionals for a healthy mouth, healthy body, healthy you!

NEW PATIENT OFFER

FREE Oral Conscious Sedation or
FREE Take Home Teeth Whitening System (\$325 value) With paid exam, cleaning and complete set of x-rays. New patients only. Restrictions apply. Call for details.

CONTEMPORARY
DENTISTRY



2052 S. Clinton Avenue
585.244.3337
Visit us now at
DentistryWithAHeart.com

Officers

Monica McCullough, Chair
Donna Roethel Lenhard, Vice Chair
Anthony Sciarabba, Treasurer
Angela Clark-Taylor, Secretary

Board Members

Kristin Chajka, Neighbor
Felicia "Bo" Clark, Neighbor
Jason Curtis, Stakeholder
Dave Halter, Business
Chris Hartman, Neighbor
Sarah Johnstone, Neighbor
Chris Jones, Business
Tom Kicior, Neighbor
Frank Logan, Neighbor
Ben Munson, Neighbor
James Papapanu, Neighbor
Heather Penrose, Neighbor
Cheryl Stevens, Neighbor

Honorary Board Members

Mitchell Dannenberg, John Dennis,
Joe DiDonato, Mack McDowell

Staff

Executive Director John Page
Assistant Director Eileen Thomas
Allison Clark, George Lorson,
Nancy O'Donnell, Sue Gardner Smith

Consultants

Norm Karsten,
SBDC SUNY Geneseo
Deb Ferris, Bookkeeper

Wedge Newspaper

Nancy O'Donnell, Editor
Allison Clark, Layout
ADNet Printing,
Messenger Post Media

Writers

Angela Clark-Taylor, Lorraine Clements,
Nancy O'Donnell, Paul Gardner, James
Papapanu, Heather Penrose, Solomon
Rose, Sue Gardner Smith, Eileen Thomas

Photography

Johannes Bockwoldt, Rachel Mary Cox,
Nancy O'Donnell, Kim McMahan, Thom-
as Phillips, Doug Root, Tim Sukhenko

To reach the Wedge staff, call (585) 256-1740, ext. 105 or (585) 978-9638
Fax (585) 256-1497

To e-mail staff, type
first initial last name@swpc.org

South Wedge Planning Committee
224 Mt. Hope Avenue
Rochester, New York 14620
(585) 256-1740

The Wedge Newspaper, a not-for-profit newspaper, is published by the South Wedge Planning Committee, 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.

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

Articles in this paper do not necessarily reflect the view and/or opinions of the South Wedge Planning Committee.

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

Advertising Deadlines and rates are available online at www.swpc.org or call Nancy O'Donnell at 978-9638.

Before recycling the Wedge, please share with a friend, neighbor 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, commercially sustainable urban village.

**Ad Deadline
for Next Issue
March 12**
Call 256-1740, ext. 105
or 978-9638
for details.

by Nancy O'Donnell



Brooklyn Restaurant bathroom graffiti (Photo by Nancy O'Donnell)

Note to Taggers- Stop!

I doubt the taggers defacing great swaths of South Clinton and Monroe Ave buildings are reading this, but maybe some adults in their lives. So folks, if you notice the telltale signs of spray paint and graffiti designs around the house, you might want to ask "What's Up". Let the kids know they're not making art; they're making a mess and their vandalism is costing a lot of people time and money.

Not that I'm anti-graffiti. I rode the Metro in Washington, D.C. and saw the backs of industrial buildings outside the window. Many looked much better painted with the brilliant colors of graffiti: sophisticated pop art, landscapes or portraits. Locally, you'll see goofy, swirling initials. The initials "VOA," i.e. "Vandalism Over Art," says it all. Instead of a warehouse, local taggers are defacing the

walls of the historic 19th century Mt. Hope crematorium.

So what's the city doing in response? They're sending a "Defacer Eraser" crew to remove graffiti free of charge of any area businesses who ask for help.

If you own a business with graffiti on the first floor of your building, stop in at the Southeast Neighborhood Center at 846 South Clinton Ave. and sign an authorization form that gives your permission. You can also call 428-7640, and they'll e-mail you the form.

It's also good to report not only the nature of the surface/material (brick, stucco, glass, painted wooden) but also what type of tool was used (marker, pen, paint) to deface the building.

So what's an inspiring urban artist to do? Find a restaurant and ask the owner for permission to do some art. During a recent visit to Brooklyn, I found a coffee house whose owner invited artists to do their work inside. How about taking a real art class or going to the library for books that teach techniques artists use. Ask your parents for some charcoal pencils and drawing paper or canvas and oil paint. Decorate your own bedroom walls.

Don't get in trouble because you will when you get caught. Be really creative. Look for constructive ways to make your mark.



Premier Pastry More than Wedding Cakes

Who hasn't seen the white mountains of wedding cake in the windows of Premier Pastry at 433 South Avenue. But did you know the shop also has an array of tarts and cookies, cream puff swans, petit fours and more?

"I don't get a lot of customers from the South Wedge," said owner Phillip Duquette. Let's prove him wrong.

Amos, the South Wedge Cat, Returns Home

The e-mail went out in mid October—"Please help us find our missing cat, Amos! We last saw him on October 20 at 6 p.m. at our home..." and the e-mail went viral.

Soon neighborhood associations forwarded the APB for "the large neutered black cat, very friendly, wears a red collar and pink heart tag with our information" to other neighbors

all over the South Wedge area, Upper Mount Hope and Monroe. Soon the call for help was posted on southwedge.org, and everyone was looking for Amos. Surely, someone would return him "if" he still had on a collar wrote owner Sara Amico.

In something of a holiday miracle, after 40 days away, Amico reported on southwedge.org, "Amos has been found!!" "He was 2.5 miles away when some nice people spotted him crying under their truck and called my number, which was on his collar. He's a hungry little guy, but sweet as ever. I am so grateful to all of you for helping me look for him, and to have him safe at home!"

(Unfortunately a photo of Amos the Wonder Cat was not available at press time. Instead, a photo of Brooklyn indie film star, Ira Hagan-Cox, was used as a feline representative.)



Ira Hagan-Cox (Photo by Rachel Cox)



Jessie Coven (Photo by Nancy O'Donnell)

Jessie Coven Needs Your Extra Yoga Mat

AmeriCorps volunteer Jessie Coven has joined the Southeast Neighborhood Service Center staff as a youth engagement coordinator in the city's co-ed Citizen Explorer program in southeast and southwest Rochester.

"We teach personal and professional development, self-development," said Coven. "We also talk about responsibility, self-awareness, honesty and any topics they find important."

Coven attended Allegheny College where she designed her own major—dance and movement studies and communication arts. Soon dance became the obvious choice for a career.

Coven joined AmeriCorps in 2010 and was sent to Hartford, Connecticut, to teach English dance, gym and health to teens.

After a year, she moved to Rochester where she now works with the Right Move Boxing troupe for young children and youth. Currently, she teaches

continued on page 5

chocolate for all occasions



HEDONIST
Artisan Chocolates

Visit our new retail space at 674 South Avenue
585.461.2815 www.hedonistchocolates.com
Open Monday-Saturday 10am-6pm

Community Builders

Calvary St. Andrews Produce Lottery

Calvary St. Andrew's Emergency Food Cupboard (corner of Ashland St. and Averill Ave.) has been getting free produce from Foodlink on Tuesday mornings. Food Cupboard manager Robert Lauterbach reports that right now they "have more produce than people."

"We are never sure what they will bring, but it has included oranges, lettuce, Brussels sprouts, broccoli and cauliflower and bread and cookies and cakes," said Lauterbach. "Come around 9:30 -10:30 a.m. People have their names drawn in a lottery as to who goes first."

For more information, call 734-2375.

Highland Library

Highland Library Partners reported a total gain of \$2,156 from the Barnes & Noble library fundraiser day in December. The event was sponsored

by the Monroe, Winton, and Highland libraries, so each library receives \$718 dollars.

The group also reports that successful networking has obtained a contractor for an affordable, custom-built shelf in the library for audio books. (It had to be custom-built, because space is at a premium in the branch). The Library has begun a Wish List for craft supplies, and several contributions have been received. In addition, a Book Sale is planned for the spring. Finally, the Partners would like to develop a Reading Partners program to match one-on-one adult and child partners to meet weekly in the library to read together.

Farm Days for Kids February Break 2012

Freshwise Farms presents Farm Days for children ages 8-12 during this year's spring break: Mon. Feb. 20, "All About Chickens," Wed. Feb. 22, "Soil and Compost," and Fri. Feb. 24, "Food! Where does our food

come from?" Registration closes Wed., Feb. 15. Two identical sessions will be held each day from 10 a.m. - 12 p.m. and 2-4 p.m. Visit www.freshwise.org or email Derek Crowe (dcrowe@foodlinkny.org) to sign up.

South Wedge Block Club Update

SWPC is still working to identify some folks to start Block Clubs. "If your block is listed here, we still may need more volunteers, so please contact me," said Angela Clark-Taylor. "Even if you have a strong Block Club, it's always a help to get involved. Fun, too!"

Blocks in need of representatives include: Whalin Street, Hannah Place, Ashland Street, Poplar Street, South Avenue, Mt. Hope Avenue and Alexander Street.

Blocks that can use more help: Averill Ave., Hamilton Street, Bond Street and Menlo Place.

Established Block Clubs that want you to get involved: Linden Street, Cypress Street, Sanford Street, Comfort Street, Gregory Street, and Hickory Street.

For more information or just to get on your blocks mailing list, email a.clark-taylor@hotmail.com or check out swpc.org.

Urban Gardening

Workshops cover a wide range of topics from houseplants to starting seeds inside. Monday, 3/21, 6-6:45 p.m. Call City of Rochester 311 for more info.

Free Legal Services for HIV-Positive Residents

The Legal Action Center can help HIV-positive New Yorkers address a host of legal issues, including overcoming barriers created by a criminal record, HIV discrimination, confidentiality & testing, standby guardianships, living wills and health care proxies. For more information, call 212-243-1313 or visit www.lac.org.

Business Holiday Decorating Contest Winners

Business Association of the South Wedge Area President Chris Jones announced the winners of the association's holiday contest: First Place: Premier Pastry, \$300, Second Place: Altar Ink Tattoo, \$200 and Third Place: Salon Paragon, \$100. Honorable Mention went to thread, Cheesy Eddie's and Hedonist Artisan Chocolates.

Housing Council Hosts "Operating Rental Property Workshops"

Rental Property Workshops will be held in February and March. To register, call the Housing Council at 546-3700. Cost is \$25 per person.

The Gay Alliance of the Genesee Valley (GAGV) Receives \$15,000 Grant

A Joseph and Irene Skalny Charitable Trust grant allows the GAGV to work against anti-gay bullying and heterosexism. Plans include a youth created short film on the current climate for LGBT youth (the film will be submitted to the ImageOut Gay and Lesbian Film Festival,

and used as part of InQueery training at the Gay Alliance) and pocket-sized resource guides on such topics as "How to Be an Ally," "Young and Gay in Western New York," and "Young and Trans in Western New York." The Gay Alliance Youth Program will also create a brief PSA to distribute to secondary schools and to screen before all Youth Project Films at ImageOut.

Simon School Students Annual Holiday Giving

University of Rochester Simon School of Business graduate students *aka* The Hamilton's Santa Elves provided holiday joy to the children at the Mt. Hope high rise in December.

Buffalo native Brennan Day, president of Simon Volunteers, was joined by Amy Keswick from Cincinnati, Ohio, in delivering some 160 toys for all the good girls and boys across from the South Wedge Planning Committee office. This annual event is greatly appreciated by the children, The Hamilton Tenants Association (which organizes distribution of the toys) and SWPC.



Amy Keswick and Brennan Day
(Photo by Nancy O'Donnell)

FOR SALE - \$72,500

257 Congress Ave.

- 1,162 sq. ft. home completely remodeled
- 3 bedrooms on the second floor
- Spacious kitchen with new cabinets, counters, plumbing and flooring
- Large dining room with laminate floor
- Spacious living room with New Green Labeled carpeting
- One completely remodeled bathroom on the second floor with new tub/shower, vanity and commode
- Green Labeled carpeting on the stairs and second floor bedrooms
- Freshly painted walls and ceilings with low VOC paint
- New energy efficient light fixtures throughout
- Generous front porch overlook front yard
- Resurfaced blacktop driveway
- One car garage
- Circuit breakers with 150 amp electric panel
- Energy efficient 40 gallon gas hot water heater
- 93% high efficiency gas, forced air furnace
- New energy efficient windows throughout
- New roofing with architectural shingles
- New maintenance free vinyl siding and trim wrapped in aluminum

For more information, call George Lorson
256-1740 X 101



Ryan

www.ryanservice.com

We're "The Guy"

AIR QUALITY SPECIALISTS

A FULL SERVICE COMPANY

Residential - Commercial - Industrial
Sales - Service - Installation

WE SERVICE ALL MAKES & MODELS

- Furnace Cleaning & Safety Inspections • Air Conditioning
- Humidifiers • Carbon Monoxide Testing • Electric Air Cleaners
- Exhaust Systems • Boilers • Generators
- Fully Stocked Trucks • Quality Products & Service
- Licensed • Insured • Bonded • Free Estimates On Unit Replacements
- Maintenance Agreements • Duct Cleaning
- Auto CAD Design

★ Financing Available ★

24 HOUR EMERGENCY SERVICE

Special Rates On Contract Work

585-232-5555

E-Mail Us At: cs@ryanservice.com @ryanservice.com

1 Bedroom
Apartments
\$760 / month

2 Bedroom
Apartments
\$800 / 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 out floorplans online at www.hm-apartments.com

Highland Manor Apartments

905-A South Ave. • Rochester, NY 14620 • Leasing Office (585) 271-0949
On the U of R busline.

South Wedge Fun & Beyond

Groove Juice Spring Balls at Tango Café

Bring your valentine or meet one at the Sweetheart Ball, a Valentine's Day-themed swing dance. Enjoy the festive atmosphere, indulge your sweet tooth, dance to classic jazz and fill up your souvenir dance card to win prizes. Fri. Feb. 18, 7-11 p.m. Free beginner swing dance lesson 7-8 p.m. \$5.

Masquerade Ball on Fri., March 30, 7-11 p.m. (Third Floor Ballroom) Tango Cafe Dance Studio, 389 Gregory St. For more info, visit www.groovejuiceswing.com.



(Photo courtesy of Groove Juice Swing)

Cobblestone School Fundraiser Feb. 11

Stories and booking signing by internationally known author and storyteller Rafe Martin and a Sundries Fair benefit Cobblestone School on Sat. Feb. 12, 2 - 4 p.m. The fundraiser includes a bake sale, trunk sale of handcrafted Indonesian handbags from Aceh, green home products and essential oils from aromatherapist Organica Jane, and henna designs. 10 Prince St., tickets: \$5/person, with a family maximum of \$20.

More information available at www.cobblestone.org and www.rafermartin.com or call 271-4548. Cobblestone School Open Houses will be held on February 9, 6:30-8:00 p.m. and March 15, 9:30-11:00 am. Cobblestone School offers a rigorous academic curriculum for students aged 4-12.

Headz Up Celebrates New Location

Headz Up owner Tonja McNair still held her annual Hat Gala at the Historic German House despite a huge undertaking: moving her hair salon and hat gallery to its new digs at 524 Mt. Hope Avenue after a decade on South Ave.



(l-r) Loraine Reaves, Paul Guarnieri, Sabrina Wilkerson and Cynthia Simmons at Headz Up Hat gala (Photo by Nancy O'Donnell)

Mt. Hope Cemetery Winter Tours

Enjoy a walk in this historic cemetery on February 18 and March 17, 1 p.m. The length of the tour depends on the tour group. Tour guides meet at the south cemetery entrance, 1133 Mt. Hope Avenue (across from the Distillery restaurant). Admission \$5. Free to members of the Friends of Mount Hope and children under age 16.

"Sassy South Wedge" Pride Week 2012

Members from Rochester Pride met recently with BASWA (Business Association of the South Wedge Area) business owners and talked about the next "Sassy in the South Wedge" event, scheduled for July 6 as

part of Pride Week 2012. BASWA was invited to create a float for the Pride Parade which is held on Park Avenue.

BASWA President Chris Jones reports that "several South Avenue businesses have already jumped onto the float (so to speak) including Premier Pastry, Lux Lounge, Hedonist Artisan Chocolates, Boulder Coffee, John's Tex-Mex, and Historic Houseparts."

Businesses who wish to participate are asked to create an oversized element that will be put onto the float's flatbed. All elements should represent different South Wedge businesses that are LGBT- owned or friendly. If you are interested, please contact chris@historic-houseparts.com.

Team Tap & Mallet Takes the Polar Plunge

Join Team Tap & Mallet as they plunge into Lake Ontario's icy waters to raise money for Special Olympics on Feb. 12, 12 p.m. Team membership is open to the public. A brief pre-plunge party will begin at 9 a.m. at Tap & Mallet, 381 Gregory Street, with designated drivers bringing our team to Charlotte Beach for the main event, which takes place at noon.

The Post-Plunge Party, sponsored by Custom Brewcrafters begins at the pub at 2 p.m. Joe will also donate a dollar for every CBs beer poured that day to Special Olympics!

Please visit polarplunge.net to join our team or to sponsor any of our brave plungers!

Heart of the City

continued from page 3

yoga to 5-20 young boxers, who go through the moves on a hard gym floor.

"I'd love to get donations of yoga mats," said Coven.

After her tour of volunteer duty ends, Coven plans to work on a Master in Fine Arts (choreography and performance.)

"Art is an important part of who I am. I'm investing in art in myself, my community and the greater world," Coven said.

Drop at the S.E. Service Center, 846 S. Clinton Avenue, 8 a.m. - 5 p.m.)

Gay Sunday Brunch

Who knew that John White has hosted a Gay Sunday Brunch for "like forever" at his Equal=Grounds Coffee House? "It's hilarious. It's held every Saturday at 11 a.m.," said White.

Jon Ver Steeg broadcasts from Equal=Grounds along with special guests.

750 South Avenue, 242-7840. Learn more at www.gaybrunch.com. Gay Sunday Brunch is also available iTunes.

STAY ALERT!

South Wedge is a safe neighborhood, but recently several muggings have occurred on Gregory Street. Always stay alert to your surroundings especially if you're leaving a bar or withdrawing money from an ATM after dark.

For more information, you can call S.E. Neighborhood Service Center and speak with

Community Police Officer Brian Bannerman at 428-7640. To see crime mapping by day or week visit the cityofrochester.gov and search for "crime mapping."



TY ELECTRIC CORP.

Serving the South Wedge since 1970"

Electrical Contractors

• Residential • Commercial • Industrial
Bucket Trucks

423-6300

FORT HILL LIQUOR
10% OFF ANY PURCHASE

Sale items not included



FORT HILL LIQUOR
1520 Mt. Hope Ave.
(585) 244-6160

HOURS
Mon-Sat: 9:30 - 9:00



renewing-massage.com

MASSAGE
Book now! Tel: # (585) 709 6725

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.

The Artful Gardener
727 Mt. Hope Avenue, Rochester

"You Need to See This Place!"

Inspired and Beautiful
Gift Selections
Hand-Made by
Local and Regional Artists

Gift Certificates

Home Decor, Indoor Fountains, Birdbaths
Garden Accents, Statuary, Sculpture,
Jewelry, Art Pottery, Fused Glass
Fair Trade Goods Made of Recycled Materials

Store Hours:
Tues. - Fri. 11 - 6; Sat 10 - 5
Open Year-round!
585-454-2874

We're Way More than a Garden Shop!

www.theartfulgardenerny.com

South Wedge Planning Committee Open House

The community turned out in force from all over the greater South Wedge area for the South Wedge Planning Committee's (SWPC) Open House on Jan. 20. Attendees also got to meet SWPC's new director John Page.

In addition to the business part of the evening, neighbors participated in a lively raffle

and a silent auction filled with works by local artists. Board members and SWPC staff provided a wide selection of food, from healthy veggies to decadent desserts.

State Senator Joe Robach stopped by (and even won a Keurig coffeemaker in the evening's raffle!). City Council members Carolee Conklin, Matt

Haag and Loretta Scott, City of Rochester staff Matt McCarthy, Theo Finn and Julie Beckley enjoyed the event as well. Also in the mix were former SWPC Executive Director Dan Buyer and his son Ben, local business owners from Hedonist Chocolates and Coffee Connection, board members and neighbors from throughout the Greater South

Wedge area.

A highlight of the evening was the tour of a new Erie Harbor apartment and townhouse. Sandy Gorie of Conifer Development showed interested attendees the amenities future renters will enjoy.

At the end of the evening, more than \$1,700 was raised from memberships, the raffle,

silent art auction and donations. These funds will be used to further SWPC's mission to build community, encourage a full range of housing opportunities and promote a diverse, historically significant commercially sustainable urban village.

(All photos by Nancy O'Donnell.)



Jobie Burke-Meadows, Brooklyn Burke and Andrew Meadows



SWPC Executive Director John Page and Carolee Conklin



Cheryl Stevens, Ben and Dan Buyer and Rose O'Keefe



Sarah Johnstone, Frank Logan, John Dennis and Ann Baker

Special Thanks to all the Artists who donated to our Silent Auction

- Paul Taylor - Glass Artist
- John Ballou - Jack Bear Stamps
- Vicki Hartman - Ceramics Artist
- Sabra Wood - Cat Clay
- Jen Buckley - Buckwood Pottery
- Erin Gurslin - Sunshyne Silverware
- Francesca DeCaire - Glass Artist
- Martha Shermerhorn - Ikon-a-pacs
- Nancy Topolski - Second Seed
- Tom Somerville - Painter
- Rob Marvin - Painter
- Richard & Kelly - Our Secret Tree House
- Jason Ackerman - Serendipity Photo
- Carla Morris - Fiber/Recycled Materials
- Don & Cheryl Olney - Louise's Daughter
- Rebecca Rafferty - Jewelry
- Julie White - Jewelry
- Tanvi Asher - Peppermint Clothing
- Colleen Vera - Mixed Media
- Tanya Smolinsky - Mixed Media
- Marisa Krol - Interstellar Love Craft
- Lisa Barker - Lisa Barker Photography
- Whitney Tesler - Interior Design

For more information about the artists and their web sites, visit www.swpc.org/artists.php.



SWPC Chair Monica McCullough and George Moses



Senator Joe Robach chats with Sarah Johnstone



Drew Beeman and Spencer Sherwood



L J and Carol Artovino



Council member Loretta Scott and Ann Baker



Artist Lisa Baker, SW Farmers Market Manager Sue Gardner-Smith and Jennifer Posey from Hedonist Chocolates



Miss Lennon Wilton

NEW CARPET SALES AND
VINYL HARDWOOD LAMINATES / C
 754 South Clinton Ave Rochester,
 585-303-4141 585-2
SHOP AT HOME AND
www.carpetcarpet.net



29-35 Poplar Street



81 Averill Avenue



46 Menlo Place



109-113 Comfort Street



66 Bond Street



84 Poplar Street

2nd Annual Holiday Decorating Contest

By Angela Clark Thomas
Photos by Robert Lauterbach

Thanks to all South Wedge homes that did so much to make The Wedge look festive this holiday season! Decorating more than doubled this year, compared to last year, with a total of 220 homes competing for prizes! Every street in the Wedge got some votes!

Sanford Street won first place and receives \$100 for their block club projects in the 2012. Linden Street and Poplar Street tied for second.

Winning houses by block (selected by one of your block representatives) include: 42 Gregory St., 93 Hickory St., 46 Menlo Place, 84 Linden St., 270 Cypress St., 66 Bond St., 29 &

35 Poplar St. (for their shared display), 84 Poplar St. 214 Sanford St., 109-113 Comfort St., 81 Averill Ave. and 200 Hamilton St.

Congrats to all these winners! Individual homes won a SWAG Bag from the Business Association of the South Wedge Area (BASWA)! If you didn't pick up your prize at the South Wedge Planning Committee Open House in January, please contact me at a.clark-taylor@hotmail.com.



84 Linden Avenue



270 Cypress Avenue



200 Hamilton Street



42 Gregory Street



93 Hickory Street



214 Sanford Avenue



Jim Adams
Salesperson

Office: 585-381-4400 Ext 299
Fax: 585-381-4451
Cell: 585-478-1500
E-Mail: JimAdams@RealtyUSA.com
57 Monroe Avenue, Pittsford, NY 14534




BIG J UNLIMITED WIRELESS

For all your cellular needs
Authorized dealer for **CRICKET, BOOST MOBILE, PAGEPLUS, SIMPLE MOBILE (T-MOBILE) AND H2O (AT&T) and CLEAR WIRELESS**
990 SOUTH CLINTON AVE
585-328-3480

Southview Towers

1 Bedroom Apartments

All Utilities Included

- Affordable Housing
- Community Room
 - On Bus line
 - Pet Friendly
- Great Location
- Laundry Facilities

Rates begin at \$554!

*Income restrictions apply

325-2580

Office Hours: Mon-Fri 10:00 a.m. - 4:30 p.m.
southviewtowers@frontiernet.net

500 South Avenue
Rochester

Professionally Managed by
LANDSMAN
REAL ESTATE SERVICES



ARPET!
ARPET!
Cliff Kemp
SERVICE
CARPET CLEANING
New York 14620
71-9050
SAVE!

Business Buzz

by Nancy O'Donnell



Joy Bergfalk (Photo by Nancy O'Donnell)

Coffee Connection Continues Its Mission

When Nancy Sawyer-Molina decided to move to Peru, no one wanted to buy her business. She was ready to close down before Joy Bergfalk stepped up. "I told her I don't think so," said Bergfalk.

The award-winning Coffee Connection has a long history of doing more than sell great coffee. Its mission is to provide work training to women in recovery along with a lot of compassionate TLC.

Bergfalk was the perfect choice. Five years ago Bergfalk and husband Jimmy Reader founded Project Empower.

"We're changing the world one woman at a time, within, between and around," said Bergfalk. "We're helping women live into their full potential."

Bergfalk has had a lifelong mission to help the injured and suffering. As a small child she worked with "traumatized animals." By the time she was in the fourth grade she was teaching Sunday school, and when she worked as a camp counselor "people with trauma would come to me for help." She entered the Baptist seminary in college and worked as a missionary in Mexico and Honduras. She and her husband adopted three siblings, 12, 9 and 7 from Guatemala.

By 1999, after a whirlwind romance, she remarried. "I met my husband [Jimmy Reader] in the airport when we were both going to the same meeting. We became engaged two weeks later."

Together they're continuing their "holistic, spiritual" work for women who sometimes have a long history of addiction. "We go beyond teaching traditional employment skills. We work on communication skills, self-calming. We're a life sentence if you want it."

So while running a ministry and managing people is easy, opening a coffeehouse is something new to the couple?

"Swedes like coffee a lot. Opening one was a no brainer," responds Bergfalk.

Sushi anyone?

Word in the South Wedge is that an extremely popular sushi café in Rochester will be relocating (or starting a eel wasabi annex) in the newly vacant, renovated building at 678 South Avenue come spring.

In the meantime, keep your chopsticks poised. The Wedge will report in print and online at southwedge.org as soon as the rumor becomes fact.



State Assemblyman Harry B. and City Council member Matt Haag congratulate Shawn Lawton (center) (Photo by Johannes Bockwoldt)

The Body Mechanic Holds Grand Opening

Shawn Lawton, licensed massage therapist, was a car mechanic for six years before deciding to retrain as a massage therapist. He attended the Onondaga School of Therapeutic massage in the Village Gate and graduated valedictorian. He lives in the South Wedge with his wife

"As Kodak announced Chapter 11 the day before the opening of The Body Mechanic, Shawn's story illustrates retraining and entrepreneurial spirit in the South Wedge, part of driving positive change in Rochester," said Colin Coffey, LMT, founder of Renewing Massage. Lawton is co-located with him at 728 South Avenue.

Lawton was joined at a formal grand opening in late January by Harry Bronson (NYS State Assembly Member, District 131) and Matt Haag (City Council Member-at-Large).

The Body Mechanic offers Swedish and Deep Tissue massage therapy 11 a.m. to 8 p.m., Friday, Saturday, Sunday. To learn more, call 694-5762 or visit rochesterbodymechanic.com.



Jennifer Posey and Zahara Langford (Photo by Johannes Bockwoldt)

Hedonist Chocolate Offers "Art & Chocolate"

Hedonist Artisan Chocolate owners Jennifer Posey and Zahara Langford have released their annual "limited edition imagery on tiny artisan chocolate canvases."

The company collaborated with local artist Kelly Powell on their fourth annual Valentine's Day truffle collection.

The couple also celebrated the fifth anniversary of their company on January 26 in the newly expanded location at 674 South Avenue. Stop in to see the new look. Visit www.hedonistchocolates.com.



Brick arches discovered during the redesign (Photo by Johannes Bockwoldt)

New Zeppa Bistro Opens to Rave Reviews

The new Zeppa Bistro opened on January 21 to an enthusiastic crowd seeking its delicious Italian and cozy bistro fare. The new business is located in a freshly renovated space that formerly housed The Keg Sports Bar in the basement of the Historic German House at 315 Gregory Street.

While gutting the downstairs, some original architectural details were discovered and restored, including brick arches and windows. A new oak entryway is handicapped accessible.

Zeppa Bistro will also soon be offering lunches and a late-night "gastropub" menu. Reservations are suggested for dinner. Call 563-6241 for reservations or information.

Thread is Site of City's First Cash Mob

Thread boutique on South Avenue at 654 became the scene of Rochester's first "cash mob" on a Thursday afternoon in January. The independent boutique co-owned by Sandy Brazis and

Michael Ford garnered the most votes on a Facebook contest created by Janice Gouldthorpe, executive director of the Genesee Center for the Arts & Education. Gouldthorpe encouraged people to vote for local independent shops and then participate in a cash mob between 1-4 p.m. and spend at least \$10 in the winner's store.

Brazis reported about a 65% increase in sales during that time.

Local businesses along the South Avenue business corridor also benefitted from the increased exposure to what the South Wedge can offer even



(l-r) Katie Edge, Sandy Brazis, Michael Ford and Sarah Eichas (Photo by Thomas Phillips)

during a quiet winter weekday.

Cinema Theater Sold to Brighton Developer

For over a quarter of century, Jo Ann Morreale has nurtured the Cinema Theater, through good and bad times. Despite mounting costs, she wouldn't budge on the format or price: a double feature for \$5.

In recent years, the community came to the rescue through the creation of a "Friends of the Cinema" and the additional support of Brighton developer John Trickey, owner of the 19th century Weider Building on Gregory, among other historic city properties. When Morreale decided to retire, adding the 1914 structure, now "Rochester's oldest neighborhood theater," to his real estate portfolio seemed ideal.

Trickey's love for history, film and filmmaking also makes him a natural.

The Wire Wheel

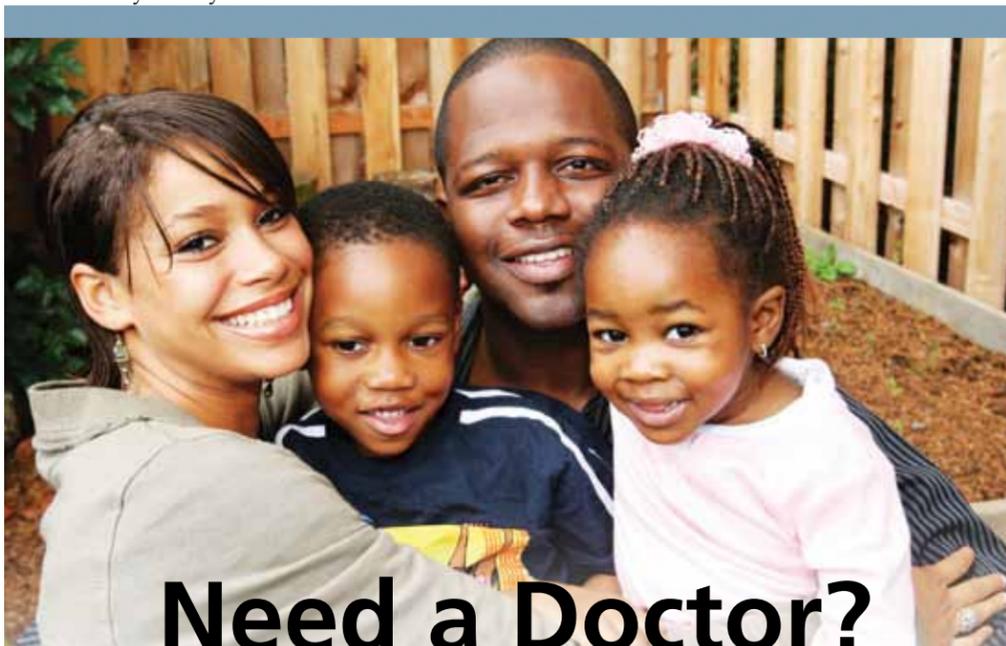


Reliable car repair

742 South Clinton Ave.
Rochester, NY 14620
Phone: 585-442-3575
Fax: 585-442-7292

visit our website for specials!
www.thewirewheel.com

A.M. Shuttle Available



Need a Doctor?

We offer care for your entire family.

Highland Family Medicine

777 South Clinton Avenue, near Meigs St.

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

For an appointment please call
585.279.4889

HIGHLAND
HOSPITAL

An Affiliate of the
UNIVERSITY of
ROCHESTER
MEDICAL CENTER



Lorraine Clements (Photo by Kim McMahon)

Hope Lodge Offers Help on the Hill

By Loraine Clements

Nestled on "the hill," the tree lined campus of the Colgate Rochester Crozer Divinity School (CRCDS), is a home away from home for patients and caregivers who travel to Rochester for treatment.

The American Cancer Society B. Thomas Golisano Hope Lodge Hospitality House has been a South Wedge neighbor for almost two years. "The Lodge" provides free, temporary lodging (low-cost housing for non-cancer patients) in a supportive, caring environment. In addition to private guest rooms, Hope Lodge Hospitality House provides a variety of wellness and support programs – all free of charge to patients and their caregiver.

Some of the amenities offered are 30 guest rooms with private bathrooms, common kitchen, dining, library, laundry and lounge area, and free transportation to and from treatment for cancer patients who do not have their own transportation. These amenities help provide an environment where guests can relax and concentrate on getting well. Volunteer groups come in to cook dinner for the guests, some coming on a regular basis.

American Cancer Society Hope Lodges give patients the ability to take advantage of world class treatment. Without the lodge, many would choose not to get treatment at all. A program of the American Cancer Society, there are 31 Hope Lodges in the country with three in the state: Rochester, Buffalo and New York City.

The cost of fighting cancer and other life-threatening conditions can take a toll not only on the individual, but the family's finances. Fran and Claudia from Central NY know this personally. The couple has stayed at the Lodge, on and off, since it opened its doors in 2010. "We would have probably still come to Rochester for treatment, but we would have had to mortgage our home to rent a motel or apartment," said Fran. "We are middle class, but it would have been extremely taxing on our resources."

Soon after arriving at the Lodge, guests learn that as you meet and talk with other families staying there wonderful

friendships are formed. "When someone comes to the dining room for the first time, they often find a single table, way off to the side. We often made a point of inviting them to join us. Soon, they realize they are not the only ones in their situation and become friends. We had our own little support group right there at the Lodge. Everyone was going through the same thing, the same emotional issues."

While cancer centers and hospitals provide treatment for guests, Hope Lodge Hospitality House serves as an extension of the healing process. A variety of wellness and support programs are offered to all cancer and non-cancer patients. These services are provided through a referral from the patient's treatment center or hospital. While American Cancer Society donations cover the cost of patients with cancer, non-cancer patients pay a nominal fee.

For more information on volunteering, donating or to arrange a tour, call Nicole LaRose at 224-4935 or visit the Hope Lodge Hospitality House web page, www.cancer.org/hopelodge.

Bumper To Bumper

By Paul Gardner

From RJ and LB in Rochester: We are thinking of leasing our next car, but we are very confused with the numbers and how they get to them. I don't know if leasing makes sense for us. The maximum we can spend per month is \$300.00. Maybe a good used car? My credit score is around 700, is that score high enough?

Leasing is like baking a cake. You need ingredients. The key lease ingredients are: cap cost (selling price), residual value (end value at the lease termination) and money factor (interest rate). The cap cost is determined by the dealer; the residual is based on how many miles per year you drive and is determined by the lease company. The money factor is posted by the lease company. The dealer is allowed to increase the money factor to create interest income for the dealership. Don't be afraid to ask for that information when inquiring about a lease. Beware of advertised low lease prices that seem too good to be true. Read the small print. Know how many miles per year you need before you shop. You

don't want a hefty over-mileage charge at lease end.

A cap cost reduction is a down payment which lowers the cap cost, which in turn lowers the monthly lease payment. Sales tax is based on the monthly payment. Assuming a 36 month payment of \$300, your sales tax would be 8% x \$300 x 36 months = \$864. When comparing leases for various cars, try and set a standard for comparison by using the same cash out of pocket, miles and MSRP. Almost all lease companies will charge you \$350 or more to return the car. If you lease another car from that same company, they will waive the charge. You are also responsible for excess-mileage, damage, loss of keys and any late charges.

A \$300 per month pre-owned car would get you about a \$15,000 vehicle that is probably already two-three years old making it eight plus years old when you finish paying for it. So, you will pay about \$3,000 in interest on this used car. A 60-month loan will cost you about \$190.00 per month for every \$10,000 financed.

I highly recommend pur-

chasing a certified pre-owned vehicle which would come with a factory backed inspection, limited warranty and often a lower interest rate. Knowing a car's history can be vital.

Insist on a CARFAX report which is available at most dealers. Lastly, your credit score determines both interest rate and lease money factors. Your score is rated and you are given a Tier rating. A dealer is required to share your credit score with you. Usually a credit score of 720 or higher lands you a Tier 1+ rating and qualifies you for the best rates. A score less than 719 may put you in a lower tier, which may increase your payments. I have seen lending institutions make exceptions by extending the better rates to lower tiers to promote business. Know your credit score before you lease or buy.

If you need any clarification on any of the above then please direct an e-mail to pgardner83@gmail.com and I will be happy to help.

Schraders' Garage
686 Clinton Ave S
Rochester NY 14620
271-5179

Complete Maintenance & Repair
Domestic & Japanese Cars
Volkswagen & Volvo
Convenient to Downtown

Monday through Friday
7:30 am - 5:30pm

VISA-MASTERCARD-DISCOVER

Quality Work - Fair Prices

Does someone you know need a doctor?

Dr. Amanda Victory is accepting new patients.



Call 585.256.3000

Services include:

- Childbirth and family planning
- Endometriosis and menopausal care
- Cancer screenings
- Minimally invasive surgery
- Infertility, menstrual disorders and incontinence



DR. VICTORY WILL BE JOINING:

Southeast OB/GYN

Raphael T. Tshibangu, MD, FACOG

Eufemia J. A. Mariano, MD, FACOG

Rita Clement, MD, FACOG

Sylvia Farnand, MSNP

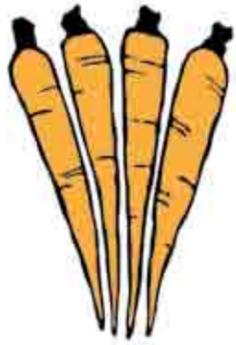
Highland Hospital Physicians Office Building
990 South Avenue, Suite 104, Rochester, NY 14620
For more information, call 585.256.3000.

Farmers Market Begins Planning

By Sue Gardner Smith,
SWFM Manager

Plans are underway for the 2012 South Wedge Farmers Market, its sixth year of bringing "the food less traveled" to the lovely tree-lined space at 100 Alexander Street in the South Wedge.

While they deserve to snooze the winter away, our farmers are busy planning crops, ordering seed and gearing up for another year of bringing delicious, sustainably-grown and wonderfully local foods to market each Thursday from June 7 through October 18. Market hours will once again be



**SOUTH WEDGE
FARMERS MARKET**

from 4 -7 pm.

The South Wedge Planning Committee, the market's sponsor, seeks donations to help keep the market going strong during 2012. If you are interested in showing your support for the market with a financial donation, or a more substantial sponsorship donation, please contact us at info@swfarmersmarket.org. To receive updates on market plans, please sign up for email updates at www.swfarmersmarket.org, and "like" the market's Facebook page.

See you on June 7!

FOR SALE

175 Averill Avenue

- 1,616 sq. ft. home completely remodeled
- 1 bedroom with powder room on the 1st floor
- 2 large bedrooms on the second floor with over-sized closets
- Spacious kitchen with new cabinets, counters, plumbing and flooring
- 1st floor laundry
- Large dining room with laminate floor
- Spacious living room with New Green Labeled carpeting
- One completely remodeled bathroom on the second floor with new tub/shower, linen closet, new flooring, vanity and commode
- Green Labeled carpeting on the stairs and second floor bedrooms
- Freshly painted walls and ceilings with low VOC paint
- New energy efficient light fixtures throughout
- Open front porch overlooking the front yard
- Exceptionally large, enclosed rear yard
- Circuit breakers with 150 amp electric panel
- Energy efficient 40 gallon gas hot water heater
- 93% high efficiency gas, forced air furnace
- New insulation throughout
- New energy efficient windows throughout
- New roofing with architectural shingles
- New baked aluminum gutters and downspouts
- Exterior freshly painted

\$95,000

For more information, call
George Lorson



The South Wedge Victory Garden Readies for Spring. Apply Now!

By Jim Papananu & Heather Penrose

Are you interested in eating healthier and more nutritious food, in knowing how food makes its way from the farm to your table? How about growing your own fresh vegetables to enjoy on your dinner plate, trimming both your grocery bill and your waistline? Meeting more of your fellow South Wedge community members? If you answered "Yes!" to any of these questions, you can start growing veggies in the South Wedge Victory Garden this year!

The South Wedge Victory Garden is hosted by the South Wedge Planning Committee (SWPC) and anyone from the neighborhood can apply for a garden plot. Each year over 35 South Wedge families have grown their own food, saving an estimated \$150 or more in grocery costs per garden plot.

Tomatoes are always the most popular crop to grow by far, and often gardeners end up with more of these delicious red fruits than they can eat. Beside tomatoes, Victory Gardeners have also harvested peas, beans, peppers, lettuce, eggplant, peppers, beets, carrots, radishes, and much more.

Once again we will manage the Victory Garden at 122 Hamilton Street as it enters its fourth growing season in April. We're starting the plot application process now, even though winter is still in full swing as

you read this.

The garden opens for use in April, allowing gardeners to maximize the length of their growing season. An early start sets gardeners up for success with spring crops like radishes, peas, spinach, lettuces, and root vegetables. It increases the opportunity to do "succession planting" where a gardener harvests an early season planting, and then starts new summer or fall crops in their place, in effect doubling the amount of vegetables grown in a space during a season.

Each participating gardener or household is assigned a 4 by 8 foot raised bed to grow whatever vegetables they like. Plots are provided at no cost, but like the work requirement in some Community Supported Agriculture (CSA) operations, each gardener must contribute four hours of their time over the season to help out with the garden's overall maintenance. During the 2011 season some gardeners fulfilled this requirement by helping in tasks needed to clean and open the garden or applying a layer of compost to the garden beds. Some helped with beautification projects during the season, like planting flowers in the spring or bulbs in the fall. Others did their work as weekly garden caretakers, keeping the garden's walkways weeded and free of trash and watering communal flower beds or the herb

garden.

To apply for a plot in the Victory Garden 2012, please pick up a copy of the application form at the SWPC office at 224 Mt. Hope Avenue, find it on the website at www.swpc.org or call 256-1740, ext. 104 to have a copy mailed to you. SWPC will accept applications for garden plots until March 1st. All South Wedge area residents, including renters and homeowners, are encouraged to apply. Applications are processed on a first come, first served basis.

Shortly after the March 1st deadline the garden managers will contact all applicants and begin coordinating gardener orientation meetings. These are short sessions, usually an hour or less, during which an overview of the garden and a set of simple ground rules for its use are presented.

We are exploring options to expand the number of garden plots available within the neighborhood. Demand for garden plots outstrips supply each year, and we'd love to see increased opportunities to home grow produce in the South Wedge area. Be sure to stay in touch with garden news and connect with fellow gardeners on the South Wedge Victory Garden Facebook page or on the South Wedge Victory Garden group on the www.southwedge.org website.

South Wedge Resident Explores Mona Lisa Mystery



Artist Ron Piccirillo (Photo by Tim Sukhenko)

South Wedge artist Ron Piccirillo is a talented graphic artist by day. At night, he's an art history detective who believes he's solved a 500-year old puzzle surrounding Leonardo da Vinci's *Mona Lisa*.

His findings, detailed on his web site, *The Hidden Horse Head*, led to a flurry of TV and newspaper interviews, both local and international. (London is currently hosting a da Vinci exhibit.)

"The story has [been covered] in every country in the world but two," said Piccirillo, "and my web site has received 140,000 hits."

Next, on his agenda—a book that blows da Vinci's cover and explains that the Renaissance genius, and a host of other contemporaries, were playing tricks with their audience, creating works that combine optical illusion along with actual representation of a subject.

Art historians have argued about several mysteries surrounding the painting. The horizon line behind Mona Lisa doesn't line up (a master painter wouldn't make an amateur's mistake) and what kind of landscape is that anyway? Who exactly was the woman, and why the enigmatic smile?

Piccirillo thinks he can answer all those questions and more, not as an art historian, but as a working artist.

He studied Fine Arts at MCC and RIT. His first job was making screen prints for the Red Wings' t-shirts. He's worked at Dixon Schwabl and now works as a graphic designer at Mann's Jewelers.

"I fell in love with oil painting even though I've never taken a class," said Piccirillo. "I cancelled cable, started watching documentaries on artists, went to bookstores to study art

books. (His favorite style he calls "photo booth" portraits. A sample hangs behind him in photo left.) "I look at a painting and I try to break it down," he said.

One day he literally turned the Mona Lisa on her head, and suddenly began to see other shapes: a question mark, a horse head, an ape and a buffalo. He turned to a book *Da Vinci's Notebooks* for clues and discovered "he never wrote about Mona Lisa even though he carried the painting around with him for years and never mentions [the models]." But, da Vinci did write a description of a woman who personified envy to him, and that got Piccirillo thinking.

Soon the modern day artist had created a web site and the press came calling and continue to call. But, he's not answering all their questions.

"I'm saving it for my book," he said.

To read some of the whole story, visit <http://www.thehiddenhorsehead.com>. To see some of Piccirillo's oil portraits visit ronsworstercritic.com. For more information, you can e-mail Piccirillo at ronpiccirillo@yahoo.com.

NPP Funding Cut! We Need Your Help to Get It Back!

Over the past several past years, the SWPC has weathered funding cuts of \$100,000. We have managed to cope with these cuts by freezing staff and payroll and working to increase our earned income as much as possible. We also were fortunate to receive a modest, but stable amount of funding from the New York State Neighborhood Preservation Program (NPP). The NPP has supported community revitalization, small business promotion and employment throughout New York.

Last year, SWPC and its partners in community development received \$55,000 each from the NPP for operating costs. This year, the State has cut that funding to \$0. This funding cut will have a devastating impact on SWPC and its mission to assist homeowners with repairs, renovate homes for sale to first-time home-buyers, assist

new entrepreneurs in the South Wedge and promote neighbors' involvement in the life of the community.

It is critical to Rochester that Governor Andrew Cuomo restore funds for the NPP in his 21-day Budget Amendments, as there is a possibility that the State Legislature will not have sufficient resources to restore the NPP program once it loses all funding.

We need your help to save the program. Sample letters and talking points for phone calls are available online at www.swpc.org/savenpp.php. Here are a few things you can do:

- Call Governor Cuomo at 518-474-8390 or 518-474-7516 (Albany) or 212-681-4580 (NYC), or
- E-mail the Governor at www.governor.ny.gov/contact/GovernorContactForm.php, or
- Mail a letter to the Honorable

Andrew M. Cuomo, Governor of New York State, NYS State Capitol Building, Albany, NY 12224, and

- Contact your local Representative and tell them how important the program is to your community and ask for their support. State Senator Joseph E. Robach (R- District 56) can be reached at his District Office, 2300 W. Ridge Road, Rochester, NY 14626, 225-3650. Visit New York State Assembly at <http://assembly.state.ny.us/mem/> to find your representative. For Senate members, visit www.nysenate.gov/senators.
- Visit Albany on Neighborhood Preservation Coalition's Legislative Awareness Day at the Legislative Office Building on March 6.

For more information, call the South Wedge Planning Committee at 585-256-1740.



Justin Hubbell Comic

Attention Advertisers!
Custom tables are now being made for The Beale Restaurant. Every table will feature beautiful, eye-catching ads—proudly displaying local businesses in full color!

The Beale
New Orleans grille & bar

For More Information, Contact Shaun at RhinoTables
(315)694-2367 powerofadvertising@yahoo.com

Find the home that's right for you.

City Living Sundays
Find the Home That's Right for You!
Celebrating 20 years!

SUNDAYS
12 pm to 4 pm

EAST SIDE: March 18
East High School,
1801 E. Main St.

WEST SIDE: March 25
Theodore Roosevelt
School 43, 1305 Lyell Ave.

Preview the neighborhoods at the FREE Landmark Society of WNY Bus Tours!

WHERE: The Home Room at The Landmark Society of WNY
133 S. Fitzhugh St.

WHEN: 2 pm, Saturday
March 17 & 24
585-546-7029
Ext. 10 to register

Thank you to our Partner Greater Rochester Association of REALTORS® • Rochester City School District • Rochester City Council • The Landmark Society of WNY • Thank you to our Participating Lenders and Sponsors: The Bank of America • Capital One National Bank • Citizens Bank • First Niagara Bank • HSBC Bank • JP Morgan Chase Bank • M & T Bank • Northrup Home Securities • Visions Federal Credit Union • Wells Fargo Bank • Consumer Credit Counseling Services • Harvey Kamin, Esq. • Guillette Home Inspections • The Property Source • The Rochester RHIX • TOPS Markets

Questions? Call 428-CITY • www.citylivingsundays.com
TDD: (585) 428-6054

Getting the most back starts with getting the most expertise.

At H&R Block, we believe you should never have to settle for anything less than the best tax preparation. That's why we require our tax professionals to take more than 84 hours of specialty tax training. And then require them to pass hours of continuing education on all of the tax law changes each year. So you can feel confident you're claiming every credit you can and taking advantage of every deduction you have coming.



If you discover an H&R Block error on your return that entitles you to a smaller tax liability, we'll refund the tax prep fee for that return. Refund claims must be made during the calendar year in which the return was prepared. ©2011 HRB Tax Group, Inc.

696 South Avenue
Commercial Unit 2
Rochester, NY 14620
Phone: (585) 506-9940

Serve your guests, Rochester's Best.

cheesecake • carrot cake • chocolate cake and so much more!
We use the finest ingredients, made from scratch... We bake the way you would.

CHEESY EDDIE'S
Since 1976

A Rochester tradition...
make us a part of your family's tradition

620 south avenue • rochester
585.473.1300
www.cheesyeddies.com
M-F 8am-6pm, Sat 9am-4pm

A treasured gift for family, neighbors, friends, colleagues, teachers...
Share the taste of Rochester with someone who can't be with you...we ship nationwide!

FOR SALE 20 Fox St.

- 992 sq. ft. home completely remodeled
- Ranch style home with attached garage
- 3 bedrooms on the first floor
- Spacious kitchen with new cabinets, counters, plumbing and flooring
- Large dining room open to the kitchen
- Spacious living room with new Green Labeled carpeting
- One completely remodeled bathroom on the first floor with new tub/shower, vanity and commode
- Freshly painted walls and ceilings with low VOC paint
- New energy efficient light fixtures throughout
- Generous front yard
- New 12 foot x 12 foot deck overlooking the large rear yard
- New blacktop driveway
- Attached one car garage
- Circuit breakers with 150 amp electric panel
- Energy efficient 40 gallon gas hot water heater
- 93% high efficiency gas, forced air furnace
- Full 900 square foot basement
- New energy efficient windows throughout
- New roofing with architectural shingles
- New baked aluminum gutters and downspouts
- Maintenance free vinyl siding and trim wrapped in aluminum

\$67,900

For more information, call
George Lorson
256-1740 X 101



Brand New Riverfront Apartments & Townhomes



Expand your backyard.

Modern new townhomes & apartments
To learn more visit erieharborapts.com
Schedule a personal tour - **324-0586**
Introductory Incentives!



Redefining City Living
MT. HOPE AVENUE



a conifer community



Rochesterians,
Don't forget your
Vitamin D this Winter!

ABUNDANCE
• COOPERATIVE MARKET •



- Your local, community-owned natural foodstore since 2001
- Friendly & knowledgeable staff

Come visit us!



62 Marshall St. off Monroe Ave.
585.454.2667
www.abundance.coop



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 Sisters of St. Joseph