



Reseda

RESEDA NEIGHBORHOOD COUNCIL NEWSLETTER

September 2010

RESEDA NEIGHBORHOOD COUNCIL

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HELPING LOCAL BUSINESSES :ONE FACADE AT A TIME

The CRA/LA West Valley Region is doing its part to help our local economy by providing grants to businesses and property owners through its Façade Improvement Grant Program. Small businesses are a vital part of our economy, employing half of American workers, yet they continue to lag behind the progress projected for big business and getting loans remains a challenge.

The Façade Improvement Grant Program has been helping businesses and property owners in the West Valley since 2004. Since its inception, more than 100 facades have been completed. Typical improvements covered by the program include signage, painting, awnings, lighting and storefront windows. Qualified business tenants can receive up to \$20,000 per storefront and property owners up to \$40,000. An incentive program to encourage recipients to maintain their façades has also been included.

The Shercor Center located on Sherman Way and Corbin in Reseda provides a recent example of the program's success in transforming blighted properties into usable public spaces that attract tenants and customers. Once a vacant, fenced-off eye sore, the Shercor Center now boasts a freshly painted exterior, coordinated trim and awnings. The graffiti-covered windows were replaced by clean and bright storefronts that house numerous neighborhood-serving businesses such as an optometrist and yogurt shop.

Another facade in the pipeline is the Cancer Center at Northridge Hospital Medical Center. The Cancer Center façade includes construction of a masonry platform to support a sculpture and installation of Mosaic Artwork. "We are excited and thankful to have CRA/LA as a partner in this project that will benefit our patients and the community" said Brian P. Hammel, President of Northridge Hospital Foundation.

The West Valley Façade Improvement Grant Program focuses on assisting businesses and property owners however it is

also an important component to community revitalization. When combined with streetscapes and well planned development, façade improvements can help deliver vibrant commercial districts that are enjoyed by businesses, residents and visitors alike.

NOTE FROM THE CHAIR Cary Iaccino

RESEDA HOLIDAY DECORATIONS

Each holiday season for the past several years, Reseda stakeholders and visitors have been treated to 60 holiday trees with lights decorating Sherman Way and Reseda Blvd. The Reseda Neighborhood Council purchased the decorative trees as a way to improve the look of the community and bring business and revenue to our downtown. They generate a feel of nostalgia and community that is hard to replicate. Funding to install the lights every year and store them off-season has come from various sources. Many of those sources are not available in 2010. With the tightening of budgets, we are turning to the community to assist with the installation this year.

We are partnering with Revitalize Reseda, our local non-profit, to raise money to continue the downtown project. These non-denominational holiday trees are displayed

in our community from mid-November until just after the new year.

COMMUNITY PARTICIPATION PROGRAM

This year we are rolling out a participation program where local businesses and residents can get involved in donating to the installation of the holiday trees. All donations will be helpful, no amount is too small. It averages about \$150 per tree to install and store these trees each year.

Many of us will personally be looking to raise money, one tree at a time, to fund these decorations. Work with us in keeping Reseda beautiful this holiday season.

For more information on how you can help and/or make a donation, Please visit :

www.resedacouncil.org and

www.revitalizereseda.org

You can contact Revitalize Reseda directly



at revitalizereseda@aol.com, or call 818-832-2280.

Make sure Reseda looks great this season!



EMERGENCY DISASTER COMMITTEE

EMERGENCY PREPAREDNESS

By Timothy Mulholland

Emergency Disaster and Community Safety Committee Chairman.

Happy September everyone. We all know it's important to prepare for possible disasters and other emergencies.

Natural and human-caused disasters can strike suddenly, at anytime, and anywhere. There are three actions everyone can take that can help make a difference:

1. Get a Kit
2. Make a plan
3. Be informed

I'll be going more depth into each category in the next newsletters but this month I'm giving you a "Red Cross" get ready checklist:

"I know what emergencies or disasters that are most likely to occur in my community. I have a family disaster plan and have practiced it. I have an emergency preparedness kit for my home and my cars. At least one person in my family is trained in

first aid and CPR. I have taken action to help my community prepare." Take care of your family then take care of your community.

See you next month

RESEDA NEIGHBORHOOD WATCH

The Reseda Neighborhood Watch will meet on Thursday, September 9, 2010 at 7:00 PM in the Community Room at the West Valley Police Station, 19010 Vanowen St.

SENIOR CORNER

VIC GOLF/TENNIS TOURNEY

The Valley Interfaith Council will be holding the 16th Annual VIC Golf/Tennis Tournament on Monday, September 27. Registration and Continental Breakfast begins at 9:00 AM. Tennis and Shotgun Golf start at 11:00 AM.

The Valley Interfaith Council is a non profit 501 © (3) that provides crucial social services to more than 85,000 persons.

Here are a few of the social services provided:

3 Senior Centers that provide in home services, home bound meals, case management, transportation, handy worker, and other vital programs for more than 1,000 Seniors and frail elderly each day.

Meals on Wheels and meals to home-bound programs, together serve more than 144,000 meals each year to 1,236

persons.

The Interfaith Food Pantry Coalition Provides food bags to over 78,500 persons per year at 19 independently operated sites throughout the Valley and provides more than 100 people with temporary housing vouchers.

4 Adult Day Care Centers provide respite for caregivers and supervise activities and care for frail elderly, victims of Parkinson's Disease, Alzheimer's and other forms of dementia.

There will also be a silent auction and contributions are being accepted.

Tennis entry is \$100 and includes continental breakfast lunch and dinner. Golf entry is \$200 and includes the same benefits. For more info contact Sylvia Goozman at 818-718-6460 ext 3012 or sgloozman@vic-la.org.

FRIDAY MOVIES

Each Friday at 1:30PM, the ONEGeneration Center shows free movies for Seniors at 18255 Victory Blvd. This Month's Movies are:

9/3 "The Ghost Writer" Ewan McGregor, Pierce Brosnan (2010) (128 min)

9/10 "Fierce Creatures" John Cleese, Jamie Lee Curtis (1997) (94min)

9/17 "The Back-up Plan" Jennifer Lopez, Alex O'Laughlin (2010) (104 min)

9/24 "Letters to Juliet" Amanda Seyfried, Vanessa Redgrave (2010) (105 min)

YOUTH CORNER

THE NEW WEST VALLEY FAMILY YMCA IS COMING

Expect to see some GREAT changes when at the West Valley Family YMCA this September. The YMCA is undergoing an official transformation!

The makeover will happen in two phases. Phase one will consist of reconfiguring rooms and moving equipment around, TV installations, wireless Fitlinxx on every piece of cardio and new colors in the facility. The fitness rooms will shut down from September 1-3rd only. Although we will be shutting down our fitness areas for 3 days,

the rest of the facility (pool, classes, youth classes, child watch & soccer) will remain open.

The second phase of the makeover will consist of all NEW state of the art Cybex VR3 strength equipment with new improved Fitlinxx on EVERY strength piece in the facility. Phase II will happen at the end of September.

Join us as for our grand re-opening celebration on Saturday September 4th from 12-2pm. There will be give-aways, food, games and so much more!&

BOY SCOUT OPEN HOUSE

The Pack and Troop 148 in Reseda at 7060 Amigo Ave. is having an open house on September 14, 2010 from 7:00 PM to 8:30 PM. All parents, kids and boys age from first grade to fifth grade from our community are welcome to join and see what the scouting program can offer. Fresh cooked Dutch oven desert and refreshments will be served during open house .

For more information you contact Sami Dahdal @ 818- 915-1411 or go to www.boyscout148.org.



YOUTH CORNER continued

FALL 2010 BASEBALL AND SOFTBALL REGISTRATION

Registration is open at the Reseda Park Recreation Center for kids ages 4-15. Registration began August 23, 2010 and will continue until the leagues are filled.

Evaluation and Training Clinic
Each division will have (2) one-hour clinics where participants will learn basic funda-

mentals of the game. These will be used in place of our traditional evaluations. It is very important that each child attends at least one of the two clinics. If your child cannot attend their assigned clinic, please notify the staff so arrangements can be made for evaluations.

Teams will have one weeknight game and one Saturday game each week plus one practice time. Weeknight games will be held Monday through Thursday.

League Fees are \$90 and include registration fees, umpire's fees, team uniform, league equipment fees, and awards. Payments can be made by way of check or money order to "City of Los Angeles" or exact cash.

Visit the Reseda Recreation Center at 18411 Victory Blvd, Reseda, CA 91335 or call 818-881-3882 and ask about the Fall 2010 Baseball/Softball registration.

COMMUNITY ANNOUNCEMENTS

OPEN HOUSE AT ANNENBERG

The Annenberg School of Nursing (ASN), a vocational nursing program, will hold Open Houses on September 14 and September 28 at 5:00 p.m. ASN is a 12-month, full-time program designed to prepare students for the NCLEX-PN® licensure exam. Curriculum includes classroom and skills lab instruction as well as clinical training at local hospitals and other sites.

ASN is a program of the world-renowned Los Angeles Jewish Home. Founded in 1912, the Home is one of the foremost multi-level senior living communities in the United States and the largest single-source provider of senior housing in Los Angeles.

The event will include an overview of the program by Director Marie Fagan and tours of the ASN facility, including skills lab, computer center, and library. Faculty and current students will be on hand to answer questions. Refreshments will be served. The event is open to potential students as well as high school counselors and healthcare professionals.

The Annenberg School of Nursing is located on the Grancell Village campus of the Los Angeles Jewish Home, 7150 Tampa Avenue, Reseda. Space is limited and reservations are required. To RSVP or for more information, please contact Cindy Thomas at 818-757-4431 or ASN@jha.org.

VALLEY ARTISTS' STUDIO TOUR

The 6th annual Valley Artists Studio Tour

(VAST) is sponsored by the San Fernando Valley Arts Council, a non-profit organization which presents this annual event to provide a quality arts experience for tourists and to benefit the art community. Proceeds from the Tour will fund music and art education projects and other community events.

The Public is invited to visit the studios of 30 San Fernando Valley fine artists during the weekend of October 2 and 3, 2010 from 10:00 AM to 5:00 PM Meet the original artists and get a rare inside look into the artist's studios with the opportunity to purchase original art from the source. This self-guided tour will showcase artworks in a variety of media.

Discover how original fine works of art are created.

WHEN Tour : Saturday and Sunday, October 2 and 3, 2010

10:00 AM to 5:00 PM

Gala "Meet the Artists" Reception and Benefit Art Sale:

Saturday Evening 7PM – 9PM

Entertainment and Food are included

For more information or tickets: Call 818-469-3380 or access:

www.sfvartscouncil.com

PLANTING THE SEEDS

L.A. parks, like all public services, are facing tough times. The City's Department of Recreation and Parks (RAP) will feel the effects for years from double-digit budget cuts, the loss of seasoned staff to early retirement, and the layoffs of many enthusiastic younger personnel.

Even in this harsh environment, though, the seeds are being planted for brighter days. This fall, construction and landscaping crews will begin to transform four local school playgrounds into community-school parks. CSPs will share the cost to green schoolyards for the well being of students and neighborhoods with poor access to public recreation.

For more information, visit the people for parks website at:

www.peopleforparks.org

BLOOD DRIVE

An American Red Cross Blood Drive will be held at St. Catherine of Siena Parish on September 12, Sunday from 8:00 AM – 2:00 PM

St. Catherine of Siena Parish

Bloodmobile in the parking lot

18115 Sherman Way, Reseda, CA 91335

818-343-9880.

All Participants will receive 2 Laugh Factory Tickets, a Mimi's Café Free Appetizer and can enter a Drawing to Win a \$1,500 American Express Gift Card

Sign up on-line at <https://www.givelife.org>, the sponsor code is: stcatherine For more information contact Manny Gallegos at 818-257-1762 or manuelng@att.net

It is sponsored by the Scouts of St. Catherine of Siena Parish: St. Catherine of Siena Parish Scouts (Cub Scout Pack 328)



CONTACTS, MEETING LOCATIONS, EVENT CALENDAR

CARY IACCINO	Chair	CIACCINO@RESEDACOUNCIL.ORG
DARYT J. FRANK	Vice Chair	DJFRANK@RESEDACOUNCIL.ORG
VAHAN CHAPARYAN	Secretary	VCHAPARYAN@RESEDACOUNCIL.ORG
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ADNA SHAKED	Board Member	ASHAKED@RESEDACOUNCIL.ORG
RNC CONTACT	818-832-7540	7324 RESEDA BLVD. #118, RESEDA, CA. 91335 RNC@RESEDACOUNCIL.ORG
RNC OFFICE	Meeting Location	18341 SHERMAN WAY, SUITE 102
AMERICAN LEGION	Meeting Location	7338 CANBY AVE.
ONE GENERATION	Meeting Location	18255 VICTORY BLVD

RECOGNIZING RESEDA BUSINESSES

The following businesses are celebrating anniversaries in our community during September:

1916 Reseda Elementary 7265 Amigo Ave	1968 Arby's Roast Beef 6850 Reseda Blvd
1968 Reseda Medical Clinic 18355 Sherman Way	1978 West Wind Limousine 8020 Lindley Ave
1982 Engine Towne 6824 Aura Ave.	1996 Pop's Tranny Shop 6734 7N Reseda Blvd.
1996 Sherman Way Adult Day Care Center 18301 Sherman Way	2003 West Hills Nursery 18936 Roscoe Blvd

September 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 <i>Outreach, Public Relations</i>	2	3 <i>Senior Movie</i>	4
5	6	7 <i>RNC General Meeting Senior Advocacy</i>	8 <i>Emergency, Disaster & Community Safety</i>	9	10 <i>Senior Movie</i>	11
12	13	14	15	16	17 <i>Senior Movie</i>	18
19	20 <i>Finance and General Meeting</i>	21	22	23	24 <i>Senior Movie</i>	25
26	27	28	29	30		

Do you have an events coming up in Reseda? Please contact Garth Carlson at GCARLSON@RESEDACOUNCIL.ORG about inclusion in our newsletter.