



Reseda

Neighborhood Council Newsletter

COMMUNITY NEWS

August 2011



JUMP STARTING THE ECONOMY— ShopRESEDA

ShopRESEDA came out of the gates strong with its inaugural launch of the innovative Spend \$25 on the 25th in Reseda program. Monday July 25th marked the first of what looks to be a lasting monthly mainstay for a community rallying around its own neighborhood businesses and bringing results back in the form of reinvested tax revenue, wages, re-supply purchases and more. Via a grass roots word-of-mouth campaign, residents and anyone else interested in supporting the “Hub of the Valley” were encouraged to spend money within the boundaries of Reseda. Research has shown overwhelming success with similar initiatives in communities all over the country and even other parts of the world. It has been found that as much as \$.45 of each dollar spent stayed in the community and is spent again causing a spiraling “multiplier effect” and producing more jobs, street repairs, park improvements, and other potential community beautification and infrastructure improvement.

Mark your calendar for August 25th to grab coupons from the Reseda Neighborhood Council website www.resedacouncil.org or [Facebook](#) page and spend that \$25. Nearly 50 businesses offered coupons in July and the number continues to grow. The ShopRESEDA team received amazing feedback, including residents taking their families to dinner, handing the business a flyer announcing the event and letting them know that’s why they were there. This is a real opportunity for YOU to directly impact your own neighborhood and set off a chain reaction! We hope you’ll participate and invite friends, family,



STREET ENHANCEMENT PROJECT



After

Sepulveda from Howard Hughes to Lincoln



Department of Public Works

BUREAU OF STREET SERVICES

neighbors, co-workers, facebook friends and anyone else you can think of to join you.

NOT LETTING THE GRASS GROW UNDER OUR FEET

The Reseda Streetscape Median Project is moving along and soon it will be your turn to have your voice heard. The Community Redevelopment Agency of the City of Los Angeles (CRA/LA) will be hosting meetings so you can participate by giving your input on what you want to see improved on the medians. Check the websites of the Reseda Neighborhood Council’s (www.resedacouncil.org) and Revitalize Reseda (www.revitalizereseda.org) for dates and times. You can also keep up with CRA/LA at www.crala.org and follow on Facebook and Twitter.

This is a multi-phase improvement project that has been made possible by the CRA/LA and the Reseda Neighborhood Council. This particular phase of the improvement project will include rehabilitating the medians along Sherman Way between Wilbur and Lindley Avenues in the Reseda Central Business District. Planned improvements include repair/replacing the obsolete electrical systems, irrigation systems and providing new plant material that will be more attractive and drought tolerant. The project also includes two new entry markers

that will feature public art at either end of the business district.

WELCOME NEW BUSINESSES

We thank the following businesses for becoming a part of our community. We wish them well and encourage you to patronize their establishment if you have need of the merchandise or services that they supply

- Aracely’s Beauty Salon
7155 ½ Reseda Blvd. 818-343-7375
- Motorwheel Tires Complete Auto Repair
17720 Saticoy St. 818-345-0100
- Salud Benastar
18125 D Saticoy St. 818-284-8082

At press time at least 4 new businesses were preparing to open sometime in August. Watch the September Edition for their contact info.

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COMMUNITY ANNOUNCEMENTS

ABS ANNIVERSARIES

September will be 25th Anniversary of Plasma Center at Tampa and Vanowen to include 10 years in Dr. Marvin Pietruszka's Del Carmen Medical Center across Vanowen Street from our present location. This is also the 25th Anniversary of his contribution as our Medical and Lab Director for the State of California.

This is also the 25th year anniversary of one of our most dedicated plasma donors, a lady with anti-Rh (D) antibodies that gives regularly (monthly) and still going strong. She is a heroic donor who suffered through Rh disease of her own multiple newborns and was a featured guest at the Grand Opening of our remodeled plasma center on June 10, 2011. Councilman Zine provided ABS with words to encourage our commitment to local community and a LA City Proclamation to recognize positive contributions.

Plasma is urgently needed to supply a number of patients with rare conditions. It provides the link to life for many thousands worldwide. September will be Plasma Therapies Awareness Month. Look for more details in next month's Newsletter and on our website.

JOIN IN THE ACTION TO IMPROVE OUR SIDEWALKS ANNIVERSARIES

Are the sidewalks in your area buckled by tree roots? Do they pose a hazard to the walking public?

Tree roots are a problem that is causing havoc to the more than 10,000 miles of sidewalks in Los Angeles.

Why do the tree roots seek the surface? By nature, tree roots seek the closest moisture. As the water level drops during drought conditions that we have been experiencing for

years the roots naturally go toward the surface to catch the irrigation of lawns. With the mandatory conservation of water, lawns are not being deeply watered and therefore the moisture is at the surface. The roots naturally seek that surface water and push up the sidewalks as they grow.

REPORT these problems to the City, call 311 and get it on record. The City Council is currently considering changing the charter, transferring the responsibility to the property owner.

Do you have an opinion on how the City should handle this challenge? Stop by our Facebook page and let us know what you think. Or even better, visit a Reseda Neighborhood Council Board Meeting and speak about your concerns directly to the Board during the Public Comment time. We want to know what you think..

YOUTH CORNER

LITTLE LEAGUE ALLSTARS

For the last two weeks the Los Angeles Department of Recreation and Parks sponsored through Van Nuys / Sherman Oaks Park, its annual Little League All Star Team Invitational Tournament. Parks from around the Valley gather their best players to form an All Star Team to represent their park in this annual tournament. Top All Star teams are then invited to compete.

We are pleased to report that out of the three divisions, Minors, Majors and Juniors, Reseda Park's Minor team and Junior team each won the Championship. The Major team came in second place, losing a heartbreaker by one run in the last inning. Congratulations to our home teams, we are proud of you!

IT'S TIME FOR ADVENTURE

The Boy Scouts of America is one of the nation's largest and most prominent values-based youth development organizations in the nation. Boy Scouts, Troop 10, invites you to check out our exciting and active boy led troop. We have an exciting program of outdoor activities that includes camping, team building, and lots of fun. Open to boys 11 to 17.

Drop in to the weekly 7pm Monday night meetings @ 18120 Saticoy Street, at Lindley,

Reseda. Questions: call Greg Stewart ASM, 818-345-3576 for more info or email greg_orybstewart@gmail.com

Come out and join a program that builds character, teaches responsibilities, develops personal fitness, and citizenship.

SUMMER FUN FOR KIDS SYNOPSIS

By Alexi Chidbachian

During hot lonesome days in the Summer, kids yearn for fun and safe activities to do with friends. During these Summer days, many kids join a camp, attend summer school or have fun with friends at the park and library; luckily Reseda is filled with all these options. On Victory Blvd and Reseda Blvd lays a green park that is filled with tons of basketball and tennis courts. Kids can enjoy a fun game of basketball or tennis with old friends or even make new friends. The Reseda library offers the youth with a safe friendly, learning environment where they can enjoy a cool air conditioned room and thousands of books. Reseda residents are blessed to have a great local gym, the YMCA, where children are able to attend a phenomenal summer camp. Working parents may leave their children at the YMCA knowing that they'll be supervised, completely safe, and

having a great time. Both places provide a safe fun community for kids in Reseda to unite and have fun, escaping boredom.

Read the extended version of Alexi's article at: <http://blog.resedacouncil.org/>.

FAMILY FAIR FRENZY

The West Valley Family YMCA is hosting a family FAIR! Join on August 13th for a Family Fair FRENZY. Bring your cooking and creative talents to the YMCA and see if you are the best in the Valley. There will be a pie eating contest, chili cook off, cup cake bake off, YMCA's Got Talent Show, and family games. You must register for the Cook Off, Bake off and talent show by August 1st. Call Diane at 818-774-2840 ext 3320 if you have any questions about the competitions. Come in and ask one of the front desk staff for a registration form and they will be happy to help! This event will be held on Saturday, August 13th from 5:00 PM to 8:00 PM at the West Valley YMCA, 18810 Vanowen St.



COMMUNITY

CLEAN RESEDA TEAM

Tired of graffiti, dead trees, overgrown plants/trees and street hazard Join the Clean Reseda Team in solving the problem. The Clean Reseda Team is a community volunteer program that partners to clean and beautify the Reseda neighborhoods. Volunteers.

Using real time mobile App, the Clean Reseda Team has been capturing and reporting civic issues (Graffiti, public safety, quality of life, & environmental issues, etc.) to city hall for quick resolution.

During the June/July trail phase, the team has reported to city hall and Councilman Zine Office over 75 civic issues around Reseda. The teams mission is to create a beautify Reseda by reducing graffiti, preventing illegal dumping, and removing blight.

How do I get involved? To join the Clean Reseda Team, tell us that you are interested by emailing Outreach@resedacouncil.org

SENIOR CORNER

SENIOR SYMPOSIUM QUESTION

The Reseda NC Senior Advocacy Committee and the West Valley Senior Symposium Committee have begun the planning for the 4th Annual Senior Symposium to be held in May of 2012.

If you are a Senior, Caregiver, Presenter or Vendor that attended any of the Senior Symposiums and would like to share your experience or recommendations with us please email us at senior@resedacouncil.org, or mail to

Senior Symposium/Reseda Neighborhood Council

7324 Reseda Blvd #118

Reseda, CA, 91335

Help us make the 2012 coming Senior Symposium a very informative and entertaining event email the symposium team at senior@resedacouncil.org

SENIOR FRIDAY MOVIES

Each Friday at 1:30PM, the ONEGeneration Center shows free movies for Seniors at 18255 Victory Blvd. Here are the selections for this month:

- ◆ 8/05 The Lincoln Lawyer (119 min) Matthew McConaughey, Marisa Tomei (2011)
- ◆ 8/12 Walk Don't Run (113 min) Cary Grant, Samantha Eggar (1966)
- ◆ 8/19 Arthur (110 min) Helen Mirren, Russell Brand (2011)
- ◆ 8/26 Rango (107 min) John Logan, Isla Fisher (2011)

senior@resedacouncil.org, to get involved, inquire about a booth at the event or volunteer at the event.

EMERGENCY DISASTER & COMMUNITY SAFETY

RESEDA NEIGHBORHOOD WATCH

There will be no Reseda Neighborhood Watch Meeting in August as all are encouraged to attend National Night Out on Aug 2. The next Neighborhood Watch Meeting is scheduled for Thursday, September 8.

PIONEER WOMAN OF THE YEAR: JEANETTE CAPALDI

Jeanette Capaldi was recognized as the Third Council District's Pioneer Woman of the Year. Jeanette, a Reseda resident, retired from the Southern California Gas Company after 20 years of dedicated service. The tragic shooting at Northridge Jewish Community Center was the impetus for her volunteering at the West Valley Community Police Station.

She volunteered at the Community Relations Office for more than 8 years, currently serves as Secretary for the West Valley LAPD Boosters, and was the past Chair of the Community Police Advisory Board. She has been on the Board of the West Valley Police Activities Board, an advisor to the West Valley Explorer Program and is a Reserve Police Officer where she has been Officer of the Year.

The list continues, but the bottom line is: **Thank You Jeanette for all you do!**

WEST VALLEY 4TH ANNUAL MEMORIAL RIDE

Motorcycle riders from all over will be joining the West Valley Community Police Officers in the 4th Annual Memorial Ride. It has been hailed as one of the best around and hundreds of riders participate.

This year's Memorial ride takes place on August 27. Proceeds will benefit the Randall D. Simmons Outreach Foundation, The Los Angeles

Police Memorial Foundation and The West Valley B.O.O.S.T.E.R.S.

If you ride, sign up early. Pre-Registration is \$45 per Rider and \$15 per passenger. Day of the event would be \$55 and \$20. Rider Registration includes rider pin, catered lunch and raffle ticket; Passenger: Lunch only

Event check-in from 8:00 AM to 10:00 AM at 19020 Vanowen St.

Contact Officer Lyle Michelson: 818374-7739 or email 24416@lapd.lacity.org Info at www.westvalleymemorialride.com.

RNC BOARD MEMBERS:

Cary Iaccino	Chair
DJ Frank	Vice-Chair
Vahan Chaparyan	Secretary
Lee Smith	Treasurer
Phil Merlin	Parliamentarian
Juan Guzman	Sergeant Arms
Brandon Balderas	Board Member
Armineh Chelebian	Board Member
Michael Cohen	Board Member

Noelle Guzman	Board Member
Timothy Mulholland	Board Member
Maury Pineda	Board Member
Adna (Nani) Shaked	Board Member
Kevin Taylor	Board Member

To contact Board Members, visit the Reseda NC website at: www.resedacouncil.org or email us at: RNC@resedacouncil.org.



CONTACTS, MEETING LOCATIONS, EVENT CALENDAR

Reseda NC email	RNC@resedacouncil.org
Reseda NC Mail Address	7324 Reseda Blvd. #118 Reseda, CA. 91335
Reseda NC Phone	818-832-7540
* Office & Meeting Location	18341 Sherman Way #102
** American Legion Hall Meeting Location	7338 Canby Ave
Economic Development Committee	nguzman@resedacouncil.org
Emergency Disaster and Community Safety Committee	tmulholland@resedacouncil.org
Finance Committee	ismith@resedacouncil.org
Graffiti Committee	tmulholland@resedacouncil.org
Liaison Committee	mchoen@resedacouncil.org
Outreach & Public Relations Committee	ashaked@resedacouncil.org
Planning and Zoning Committee	djfrank@resedacouncil.org
Senior Advocacy Committee	pmerlin@resedacouncil.org
Transportation Committee	achelebian@resedacouncil.org
Youth Advocacy Committee	jguzman@resedacouncil.org

RECOGNIZING RESEDA BUSINESSES

The following businesses are celebrating anniversaries in our community during the month of August:

Register your business with our Outreach Committee and have your yearly anniversary included here.

Contact RNC@resedacouncil.org and we will add you to our database.

- ◆ Central Valley Building Supply
7030 Canby Ave.
- ◆ 1970 Kaye's Music Scene, 19369 Victory Blvd
- ◆ Reseda One Hour Cleaner, 7119 Lindley Ave
- ◆ Center Valley Automotive, 18425 Vanowen St.
- ◆ Cash Z + Quick, 18503 Victory Blvd
- ◆ 1998 G & M Auto Body, 6723 D Reseda Blvd.
- ◆ Gabriel's Flowers, 18517 Victory Blvd

August 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 7:00 PM Reseda NC General Meeting *	2	3 2:30 PM RNC Senior Advocacy 7:00 PM Outreach/	4	5 1:30 PM Free Movie	6
7	8	9	10 7:00 PM CPAB 7:00 PM Emergency and Disaster	11 3:30 PM Senior Advocacy 7:00 PM Reseda NW	12 1:30 PM Free Movie	13
14	15 6:00 PM Finance, 7:00 PM General Meeting **	16	17 2:30 PM RNC Senior Advocacy 7:00 PM Economic	18	19 1:30 PM Free Movie	20
21	22	23	24	25 Shop Reseda \$25 on the 25th	26 1:30 PM Free Movie	27
28	29	30	31 2:30 PM RNC Senior Advocacy			

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

For events address and full details use the Reseda NC online calendar at www.Resedacouncil.org