



Reseda

Neighborhood Council Newsletter

COMMUNITY NEWS

SEPTEMBER 2011



SPEND \$25 ON 25th OF THE MONTH IN RESEDA

Month number two of what is sure to be a long lasting Reseda tradition is now in the books. Thanks to the participation of many proud residents and our fantastic business community, August's installment of Spend \$25 on the 25th was a complete success. With word-of-mouth growing, it wouldn't be surprising if over 100 businesses were offering coupons or other deals for next month's occasion.

The online business directory has already grown to more than 600 names and will continue to grow as more local companies participate. The 25th of September is a good day to get out and take your family to lunch or dinner, service, repair or refuel your car, shop for groceries, replenish emergency supplies and medications, redo your insurance policy, indulge yourself in that yogurt or ice cream, and/or take advantage of the many service opportunities that are available in our community.

ShopReseda is growing and YOU are the reason! Keep spreading the word.

CITY ATTORNEY TRUTANICH GUEST SPEAKER THIS MONTH

The Reseda Neighborhood Council will hold its Town Hall General Meeting on September 19th at the American Legion Hall at 7338 Canby Ave here in Reseda. The guest speaker will be Los Angeles City Attorney Carmen Trutanich.

The meeting starts at 7 PM. Please join us and hear what the City Attorney's Office is working on to improve the quality of life in Reseda and LA. There is usually time for Questions and Answers so feel free to attend and ask the City Attorney a question.

FREE MULCH GIVEAWAY!

On September 10, free organic mulch will be available to the public. The Mulch will be available from 7:00 AM to 4:00 PM or until all has been distributed. Mulch is used to retard growth of weeds and help retain moisture in the soil. Spreading it in your garden or flower beds is an environmentally positive action.

If you wish to pick up some of this FREE mulch, go to the parking lot behind Councilman Zine's office, 19040 Vanowen St. beginning at 7am and bring boxes, bags or some container to put the mulch in. It will be first come, first serve.

Thanks to Councilman Dennis Zine for making the parking lot available for this project. Thanks also to Reseda Neighborhood Council Board Member and L.A. Street Services veteran Brandon Balderas for creating and implementing this project. And, to be clear, this is the good stuff! All organic, no trash, perfect for your home garden! And did we mention it's FREE?

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.

Advanced Communications, 18359 Sherman Way 818-826-3354

American Pizza Plus, 6740 Reseda Blvd. 818-343-9200

Full Service Eye Center, 18353 Vanowen St. 818-342-4768

International Healthcare Products, Inc., 18625 Sherman Way #106 818-705-2200

S. Gyro & Kabob, 7321 Tampa Ave. 818-341-1946

Sue's Mini-Mart, 7008 Reseda Blvd. 818-235-4032

DOWNTOWN RESEDA SHERMAN WAY MEDIAN IMPROVEMENT PROJECT

On Thursday, August 18, a community meeting was held to discuss the reconstruction of the center median on Sherman Way between Lindley and Wilbur Aves. A capacity crowd filled the Ann Kinzie Community Room at the West Valley Police Station.

The CRA and L.A. Street Services presented the project and entertained suggestions on how the project should reflect the pulse of Reseda when completed.

The first part of the project is to refurbish the irrigation and electrical systems that have been dysfunctional for a long time. Additionally, an artist has been selected for some exciting public art prospects to be incorporated into the improvement project, which is already entirely funded with dollars earmarked in last year's CRA redevelopment budget for the area.

A second community meeting will be held to present artist depictions for the median and allow those attending to choose the most viable one for our community. The date, time and location for this next meeting will be announced soon and it is encouraged that anyone interested sign up for the Reseda Neighborhood Council e-blasts to keep up on the announcements.

RESEDA PARK POOL CONSTRUCTION

The Staff at Reseda Park is excited to inform the community that swimming pool construction is entering a more visible stage. Portions of Reseda Park, including the West parking lot in front of the pool will be fenced off.

Parking will be available in the front lot near the tennis courts and along Victory and Reseda Blvds,

It is suggested that in order to better your park experience, you should plan extra time for your visits. The staff at the park encourages neighbors to continue to come out and use all the amenities the park has to offer and to continue supporting the park as the construction of the new aquatic facility is completed.

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YOUTH CORNER

FOURTH ANNUAL CHILDREN'S DAY CELEBRATION

Hosted by Fritz Coleman, Free Admission!

On September 17th, Children's Day 2011 kicks off with an All-Valley Parade at 9:00 :AM featuring high school bands – and you! Enter the park on a red carpet and begin a magical day of kids activities and entertainment featuring a special appearance by Radio Disney AM 1110, ESPN X Games skateboard clinics, storytelling by Nancy Cartwright (voice of Bart Simpson) and celebrity friends, celebrity and sports icons' autographs for the whole family, arts & crafts, US Marine Corps armored Humvee, rock climbing, carnival rides, over forty gourmet food trucks and best of all — The Valley Opportunity Village featuring over 100 activities for kids!

Woodley Park, 6350 Woodley Ave. near Burbank and Victory Boulevards.

For more information:
www.childrensday2011.com

TEENS SIGN UP FOR CLEAN & GREEN

Clean & Green, a Los Angeles Conservation Corps Program, is accepting applications for the fall session which begins in September and concludes in late October. The program is being funded by Councilman Zine for residents in the Third Council District. During the work session, crews of young people will continue to help remove debris along parkways, cleanup alleys, and plant trees to beautify the community. The Clean & Green Program has been a great success in the Third Council District with 54 students participating and collecting 5,000 bags of trash and cleaning more than 64 worksites throughout the District. If you are interested in being part of this summer job program.

For more information:contact Ron M. Rubine at (818) 756-8848, or ron.rubine@lacity.org.

DEMOCRACY BY D-ZINE

Beginning in September, 2011, Los Angeles City Councilman Dennis P. Zine and Council District 3 will be inviting 12 middle and high school-age students to take part in a one-of-a-kind learning experience; the inaugural cadre of the much-anticipated Democracy by D-Zine Youth Leadership Program.

The motto of the program is, "Sowing the Seeds of Service through Action and Knowledge", and the program is built upon the premise that serving others not only gives substance and meaning to life, but also serves as the backbone of our wonderful democracy.

Participant selection will be based on traditional variables such as GPA's and leadership experience, as well as non-traditional factors like natural leadership ability and a commitment to making the lives of others better. Recruitment efforts will be directed through local middle and high schools. If you have any further questions about the Democracy by D-Zine Program, please contact Ron M. Rubine at (818) 756-8848, or ron.rubine@lacity.org.

FAMILY FRENZY and MONTHLY BOOK SALE

On August 13, the YMCA held its Family Frenzy event and over 200 participants attended and had a great time with a chili cook off, pie eating contest and many other family games. The YMCA continues to be one of Reseda's core bedrock assets providing positive experiences for our families.

Every month, the West Valley Family YMCA, at 18810 Vanowen Street, Reseda, CA, is home to a large, community "BOOK SALE". The days of the sale always start with the third Thursday of each month and continues on the following Friday and Saturday. The "BOOK SALE" goes from 10:00 am to 6:00 pm, all three days. On Saturday afternoons, a reading room is prepared for anyone to sit down relax, read, have a cup of coffee and make new friends.

The monthly "BOOK SALE" is organized, staffed and hosted by the West Valley Y Service Club.

The Club has accumulated, sorted and stored over 15,000 books. This large selection and variety of new and used, fiction and non-fiction books is available at unbelievable prices. There are also audio books, DVDs, CDs, and videos.

A diligent effort goes into providing a large selection of children's and young adult books. The books and items are donated by friends of the libraries, local book stores and, most importantly, members of the local and YMCA community.

All profits are used to support and assist the different programs at the West Valley Family YMCA. The need for YMCA support has become greater than ever before. Because of the current economic conditions, there has been an increase in requests for Financial Assistance.

The West Valley Y Service Club is especially interested in helping the children of our community by providing, for example, Camperships for those children in need. No child should be denied the experience of a Y Camp. The memories of Y camp stay with you the rest of your life.

Speaking of new friends, the West Valley Y Service Club is always looking for new member It's not just book sales they produce the annual Christmas Tree Lot, they cook/barbecue for many Y Programs and Events, they have work parties to help maintain the property and they have a great time working together.

There is a Fellowship meeting on the first Tuesday of each month at 7:30 pm. at 7:30; the third Tuesday there is a dinner meeting at 6:45. They take turns providing dinner each month.

The next Book Sale calendar dates are: Sept 15th, 16th and 17th.

LOKRANTZ CELEBRATES 50TH ANNIVERSARY

On Saturday, September 10, 2011, Lokrantz Special Ed Center invites anyone that has been affiliated with the school or faculty to join them in their special festivities, celebrating their 50th anniversary, from 3:00 PM. to 7:00 PM at 19451 Wyandotte St.

SENIOR CORNER

Senior Friday Movies

9/02 **Westside Story** Natalie Wood, Richard Beymer (1961) (152 min.)

9/09 **Adjustment Bureau** Matt Damon, Emily Blunt

(2010) (106 min.)

9/16 **Nowhere Boy** [Kristin Scott Thomas](#), [Thomas Sangster](#) (2009) (98 min)\

9/23 **The Consirator** [Robin Wright](#), [James McAvoy](#)

(2010) (122 min)

9/30 **Bridesmaids** [Kristin Wiig](#), [Maya Rudolph](#) (2011) (131 min)



RESEDA COMMUNITY NEWS

HAPPY ANNIVERSARY, RESEDA PLASMA CENTER

September, 2011 is the 25th anniversary of the Reseda Plasma Center. This center is noteworthy for its immunization programs including the use of frozen red blood cells to produce Rh antibodies related to hemolytic disease of the newborn (HDNB).

September is also National Patient Awareness Month for patient groups visiting plasma collection centers. These patients have rare autoimmune diseases which require immune globulin protein derivatives from human plasma. Certain plasma contains antibodies needed for specific immune globulins (IVIG) products. Clotting factors for patients with bleeding disorders are found in plasma also. Albumin is the protein in plasma that was made famous during WWII to treat trauma and burn victims for sudden and extreme blood or fluid loss. The plasma industry in the USA collects over 20,000,000 plasma donations per year. There are hundreds of centers licensed by both FDA and State Health agencies to collect plasma using safe automated procedures.

Reseda is fortunate to have a state-of-the-art nationwide leader in the field.

RESEDA

BY Alexi Chidbachian

Do you live in the 91335 zip code but want to live in 90210? Then your dreams might occur sooner than you know. For the past 20 years, due to the 1994 Northridge earthquake, the city of Reseda has declined in business, population, cleanliness, and overall appearance. It is sad to see the city we live in becoming shoddier, especially for those who have lived in Reseda for many years. With the help of community activists and volunteer groups the city has recently started to turn around. One of the volunteer groups responsible for changes is Reseda Neighborhood Council. They are motivated community volunteers who address quality of life issues in the community. They have removed graffiti, picking up illegally dumped trash and trimmed weeds and trees. Anyone of any age can help clean Reseda by simply throwing away their trash and doing their part

in their own neighborhood. Residents are encouraged to take pride in their property – clean up your yard and mow your lawn. Reseda is like a caterpillar hunched up in its cocoon just pushing and inching its way to beauty. With everyone’s help Reseda will be an inch closer to beauty and cleanliness. Read the extended version of Alexi’s article at: <http://blog.resedacouncil.org> .



On August 13, the YMCA held it’s Family Frenzy event and over 200 participants attende and has a great time with a chili cook off, pie eating contest and many other family games

EMERGENCY DISASTER & COMMUNITY SAFETY

RESEDA NEIGHBORHOOD WATCH

The September meeting of the Reseda Neighborhood Watch will be held on Thursday, September 9 at 7:00 PM in the Ann Kinzle Community Room of the West Valley Police Station, 19020 Vanowen St.

The guest speaker for this month is Lt. Smart from the West Valley Gang Enforcement Unit with an update on gang activity in our community.

These meetings are always a great way to meet you local LAPD Senior Lead Officers, find out what is going on with crime in Reseda, and meet your neighbors who have the same concerns as you. Join fellow Stakeholders in getting informed.

CONTACT INFORMATION NEEDED

The West Valley Division of LAPD is reaching out to the Reseda business community to get contact information in case of incidents happening in or near your business. This will make their policing of the community more efficient.

If you are interested in working with the LAPD in this fashion, please contact Senior Lead Officer Royal Barber at 818-374-7629 or email at 33790@lapd.lacity.org

SURVEILLANCE CAMERAS IN THE WEST VALLEY

The August Reseda Neighborhood Council meeting hosted a presentation by Kevin McNamee, who presented an update of West Valley surveillance camera project. Camera technology has been shown in other communities to reduce crime, improve quality of life, and increase home and business values.

Bringing surveillance cameras to the West Valley began in 2005 by local businesses but it has been halted due to a disagreement over the type of system, cost of implementation, maintenance questions and other concerns.

Kevin McNamee represents the West Valley LAPD Boosters, an organization of businesses that support local policing efforts. The meeting was also attended by Councilman Zine’s Chief of Staff Jimmy Blackman, and many concerned Stakeholders.

There were many opinions presented by all the attendees, and all agreed that Reseda can use all the help it can get in combating crime. Hopefully the camera issue will be resolved soon, we will be sure to post any updates as soon as possible.

RNC BOARD MEMBERS:			
Cary Iaccino	Chair	Armineh Chelebian	Board Member
DJ Frank	Vice-Chair	Michael Cohen	Board Member
Vahan Chaparyan	Secretary	Noelle Guzman	Board Member
Lee Smith	Treasurer	Timothy Mulholland	Board Member
Phil Merlin	Parliamentarian	Adna (Nani) Shaked	Board Member
Juan Guzman	Sergeant Arms	Kevin Taylor	Board Member
Maurly Pineda	Board Member	Hank Truxillo	Board Member
Brandon Balderas	Board Member	To contact Board Members, visit the RNC 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	lsmith@resedacouncil.org
Graffiti Committee	RNC@resedacouncil.org
Liaison Committee	RNC@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 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.

- 1916 Reseda Elementary 7265 Amigo Ave.
- 1968 Arby's Roast Beef 6850 Reseda Blvd.
- 1968 Garvin Insurance Agency
18645 #103 Sherman Way
- 1986 Advanced Bio Services 19265 Vanowen St.
- 1968 Reseda Medical Clinic 18355 Sherman Way
- 1978 West Wind Limousine 8020 Lindley Ave.
- 1988 Discount Mower & Chainsaw 18035 Saticoy St.
- 1988 Ultimate Sound & Lighting 18526 1/2 Sherman Way
- 1988 Vina Pharmacy 18541 #103 Sherman Way

SEPTEMBER 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2 1:30 PM Free Movie	3
4	5 Labor Day	6	7 6:30 PM Outreach/ Public Relations	8	9 1:30 PM Free Movie	10
11	12 7:00 PM General Meeting **	13 7:00 PM RNCmergency Disaster	14 2:30 PM WVSS/RNC Senior Advocacy	15 7:00 PM Reseda Neighborhood Watch	16 1:30 PM Free Movie	17 9:00 AM Children's Day
18	19 6:00 PM Finance, 7:00 PM General Meeting	20	21 7:00 PM RNC Economic Development	22 Shop Reseda \$25 on the 25th	23 1:30 PM Free Movie	24
25	26	27	28	29	30 1:30 PM Free Movie	

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