



Reseda

Neighborhood Council Newsletter

COMMUNITY NEWS

March 2011

COMMUNITY SPIRIT UP-SWING

The month of February had a couple of events that indicate that more of our community is becoming interested in the future of Reseda.

The Reseda NC Newsletter featured a front page story on the Reseda Theater property and many of the display racks were emptied and had to be refilled.

The CRA held a meeting to display possible scenarios for the property that they own on the South side of Sherman Way west of Lindley. Everyone was impressed by the turnout and there was a scramble to get more chairs. Even with the extra chairs, many still stood for the presentations.

Councilman Zine hosted a meeting for the L.A. River update and it was well attended.

Revitalize Reseda hosted a business Meet and Greet for Business Watch. In the past, only a few businesses attended one of these events, this time 66 signed in.

On March 6, a CPR/First Aid Training will be held and we expect an overflow crowd.

On March 10, the initial teams that are forming for the 2011 Relay for Life of Reseda will have a Kickoff Celebration.

In early April the YMCA will hold their Healthy Kids Day that includes a pancake breakfast.

On April 30, the L.A. River Clean Up will be featured as the Mayor's Day of Service. In Reseda, volunteers will be cleaning the area between the Aliso Creek wash and Crebbs Ave from Vanowen to Sherman Way..

May will bring a Senior Symposium and the Relay for Life of Reseda

Join your neighbors and get involved in your community!

YOUR RESEDA

By Alexi Chidbachian

The Reseda that everyone knows and loves might be getting a facelift in the coming years. The Reseda Neighborhood Council is working to improve the downtown Reseda area from Lindley to Etiwanda on Sherman Way, where there are many closed businesses and vacant lots.

In the past couple of years, small individual owned businesses on Sherman Way, the barber shop, furniture stores, restaurants and mom and pop stores have closed down due to the adverse business climate and a redevelopment plan. Unfortunately the planned revitalization coincided with the recession which halted most commercial development. Since the shut down of these businesses there has been no reconstruction or new construction. The street has been lined with empty spaces, and no announcement of what may be built there.

Many renovation ideas have been discussed by the CRA, members of the Reseda Neighborhood Council (RNC), Councilman Zine's Office and other community groups. Meetings were, and continue to be held to determine possible upcoming projects for the area. All Reseda residents are encouraged to attend these meetings.

Some in the community hope to bring in a large corporate businesses such as Best Buy, Target, Whole Foods, or other similar business to fill in the empty spaces on Sherman Way and Lindley. Having a new business like this could improve the appearance, economy, and wealth of downtown Reseda. Others hope for smaller businesses to come back and fill the empty retail district, possibly in new retail buildings.

Albert Tern, a 10 year owner of Miss. Donut on Sherman Way and Etiwanda, believes that if all the small businesses close there may be nothing that moves in to replace them.

Tern felt the other businesses closed down because their stores lacked customers. He also fears of losing his successful store due to the proposed renovation. Tern expressed that he would be happy with any redevelopment on Sherman Way as long as it brings customers and doesn't close his shop down.

The big question that many Stakeholders want to know is when will this redevelopment occur? In 2006 the process began and up to this day, five years later, many buildings are empty. Many Reseda NC Board Members would like to have this redevelopment occur in the next five to ten years.

Once a developer begins, it might take five or more years for the surrounding businesses to

benefit and flourish. Until new businesses come, there will be areas in the Reseda Business District that remain empty and quiet.

At the recent CRA community forum, 28 year resident Freada Greene brought up concerns about increased traffic and congestion with redevelopment.

Greene hopes to see more small individual owned business instead of large corporate businesses and she doesn't see how Reseda will move forward with the current difficult financial climate.

Greene also stated that Reseda residents need to take more charge of improving the local environment to reduce opportunities that criminals could take advantage of.

Hopefully, with redevelopment, Reseda's relatively low crime rate will decrease further and our local economy will increase. There are many factors that go into rebuilding a business district, get involved and make your voice heard. Seeing Reseda reinvigorated is what many Stakeholders are anxious about, are you?

NOTE FROM THE CHAIR

Cary Iaccino

Thank all you recent attendees to various community events in Reseda. There is strength in numbers, and the more you are involved, the better chance we all have of being heard and accomplishing goals.

There is a lot going on in the coming months, check out our website, follow us on Facebook, attend a community event, and together we will work to improve Reseda.

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COMMUNITY ANNOUNCEMENTS

SAVE THE DATE! L.A. RIVER CLEAN UP: CREBBS PROJECT 4/30/2011

The Reseda Neighborhood Council, Councilman Zine's office, and the Mayor's Office invite you to participate in a day of service to help the community's efforts to beautify the Los Angeles River.

We are seeking volunteers for Saturday April 30th, starting at 8am, to beautify a walking path along Crebbs Ave between Sherman Way and Vanowen.

To Join or for information, contact Juan Guzman, jguzman@resedacouncil.org, or Megan Murray, megan.murray@lacity.org or 818-756-8848, if you or your organization are interested in volunteering.

WELCOME NEW BUSINESSES

As we shake off the long recession, the Reseda Neighborhood Council would like to salute the following new Reseda businesses as they opened their doors in anticipation of the brighter future.

Asian Lanka, 17734 Sherman Way, 818-881-1602

Lopez Family Store #2, 7620 Tampa Ave. 818-578-2895

Paradise Foot Massage, 7636 Tampa Ave. 818-609-2535

Tijera Renee's Salon, 17722 Sherman Way 818-609-0868

And welcome to the new owner of:

Allens Flowers, 18500 Sherman Way 818-996-2603

In the spirit of SHOP LA, try to welcome them and avail yourselves of their goods and services.

STREETSCAPE IMPROVEMENTS

In February, the L.A. City Council approved streetscape improvements for Reseda, along Sherman Way between Lindley and Wilbur Avenues. The work will include improved medians and landscape and irrigation construction. Entry markers will be placed near Lindley and Wilbur Avenues at each of the entry points into

the Reseda commercial district. The Reseda Neighborhood Council has agreed, if needed, to fund the maintenance of the new median improvements for the first 4 years. The project will not only beautify Sherman Way, but also create a sense of place for the Reseda Central Business District thereby enhancing the visitor/shopper experience and increasing the likelihood of added private investment to continue to upgrade the area and its economy.

BUSINESS MEET & GREET WORKSHOP A GREAT SUCCESS

A Meet and Greet/Business Watch workshop was organized by Revitalize Reseda on February 15 at the West Valley Area Police Station. There were 66 attendees who had the opportunity to meet their Reseda Senior Lead Officers, Royal Barber and Isela Parra, West Valley Patrol Captain Nick Zingo, Councilman Dennis P. Zine and his Reseda Field Deputy, the Community Redevelopment Agency/LA' Sandra Gonzalez, the Deputy City Attorney Neighborhood Prosecutor Raffy Astvasadoorian, Reseda Neighborhood Council and Revitalize Reseda to find out how to cut through the red tape and get quality of life issues resolved that impact our business community.

There was significant interest from those in attendance and business owners were provided with tools to utilize to enhance the property surrounding their businesses. Lesson learned, we all control what goes on in our community. Be aware, get involved and help improve the quality of life for all! For more information on how you can participate with us in Reseda please visit <http://www.revitalizereseda.org/> and <http://www.resedacouncil.org/>.

PARTIES IN VACANT HOMES

There are a great many vacant homes in our community due to the economic chaos that has forced many home buyers to leave their homes and their mortgages became to large a burden.

One of the problems that our community faces as a result is groups of people that take over an empty house to throw a party. One recently reported had about 200 young attendees that were finally dispersed by a patrol car and as they were leaving gave the address of the next location verbally and via electronic messaging.

Inspection of the house the next day included such things as urine on the walls, as well as graffiti, hundred of balloons on the floor and part of a pressurized gas cylinder. In addition, since the water wasn't turned on the bathroom was all clogged up.

Because of the priority system that the L.A.P.D. dispatch uses, it required numerous calls to get a unit to respond and disperse the party, with none of the culprits being detained. At the initial call to the Police department only about 50 of the youngsters were at the party.

This is not the first nor will it be the last of these parties that destroy unoccupied properties. In addition many residents complain that empty beer bottles and trash are often found in front of their homes in the morning.

If you see a party starting in your neighborhood in a vacant home, please report it to the Police at 1-877-ASK-LAPD.

Also, if you have a vacant house near you, try to get contact info for the property owner to contact them should this occur in your neighborhood. Also, encourage your neighbors to call in such disturbances as well.

RESEDA NEIGHBORHOOD COUNCIL WEBSITE

Have you visited the new and improved Reseda NC Website, www.resedacouncil.org lately?

There are many new features that include contact information for many City Services and other resources for the community. Find current and past copies of the Newsletter, Weekly E-blast and much more.

RELAY FOR LIFE OF RESEDA

On March 10, 2011 the Relay for Life of Reseda will hold it's Kickoff Celebration at St. Catherine of Sienna Hall, 18115 Sherman Way.

The Relay for Life is to help the American Cancer Society in their fight against Cancer and to aid those that are afflicted with services such as transportation to Dr.'s appointments, free wigs and many other services.

The Relay for Life asked teams to raise funds by contacting relatives, friends and neighbors to make contributions. Start a team from your business, church, school or social organization that you may belong to. To participate, go to www.relayforlife.com/resedaca or contact Sonia Lopez at 818-447-7778 or sonia.lopez@cancer.org



COMMUNITY NEWS

BUSINESS SPOTLIGHT

Advanced BioServices

The renovation of Advanced BioServices at Tampa and Vanowen is nearing completion. They are an industry leader in the collection of high quality plasma that is processed into life-saving therapies. The center has been located in Reseda for 25 years.

Advanced BioServices commits itself to high quality service and safety and they comply with requirements of the Plasma Protein Therapeutics Association (PPTA), Food and Drug Administration (FDA), Occupational Safety and Health Administration (OSHA), Environmental Protection Agency (EPA), State (California and others) and local agency regulations.

Having successful businesses like Advanced BioServices in our community is beneficial in multiple ways. The donors not only contribute the source of life-saving therapeutics, but also

to the commercial vitality of their neighborhood. Many of the fees they receive are spent and re-spent locally, multiplying the impact and benefits to the donors, neighboring business, and community at large.

This center collects plasma using the latest devices to withdraw plasma from donors with one venipuncture and automated return of viable blood cells in less than an hour. Plasma is frozen at -30o C to further manufacture products that save and sustain the lives of people with hemophilia, immune disorders, infectious diseases, kidney disease, trauma and other chronic and acute medical conditions.

Potential donors receive medical exam and clinical testing for donations twice weekly. Grand Opening of their new addition at this ABS center will be announced in the next Issue of Reseda Newsletter.

***If you would like to see your Reseda business in the "Business Spotlight" in our Newsletter,**

SENIOR CORNER

Friday Movies

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

This Month's Movies listing was not available at press time.

When available they will be on the Reseda NC Website Calendar at www.resedacouncil.org.

Also for movie listing, check Reseda NC Facebook page on day of movie .

please send a short detailed description and we will see about including it in future issues. Contact Newsletter Chair Garth Carlson at GCARLSON@RESEDACOUNCIL.ORG or Outreach Chair Nani Shaked at ASHAKED@RESEDACOUNCIL.ORG

YOUTH CORNER

YMCA HAPPENINGS

This is your chance to spring back into shape. Join West Valley Family YMCA for some exciting events to bring in the new season! On March 26th we will be hosting a free event called Healthy Kids, Healthy Family.

During this event you and your family will be able to visit the YMCA and experience a sample of our exciting classes and activities. Raffle tickets will be given to those who participate.

During the month of April we will be hosting our annual Healthy Kids Day. Healthy Kids Day is our biggest family event of the year and is geared towards helping the community learn how to live a healthier lifestyles and have a good time! We will have a wall climb, healthy cooking demos, youth performances, free health screenings and more. There will be games and activities for the whole family. This is an event you don't want to miss!

For more information on both events please call 818-774-2840.

EMERGENCY DISASTER & COMMUNITY SAFETY

CALL 3-9-9 TO REPORT ROADSIDE PROBLEMS

If your car breaks down on the freeway and there is no Call Box in sight, you can use your cell phone to get non-emergency roadside assistance quickly and easily by calling 3-9-9. You can also use this to report obstacles or hazards in the road, (Please wait until you have stopped driving to call).

Calls to 3-9-9 are connected to Call Box operators who can direct Metro Freeway Service Patrol (FSP) tow trucks to your location. If you are covered by AAA, the dispatcher can patch your call straight through to AAA.

FSP help is free of charge, and is funded by an additional \$1 on every Vehicle Licenses Fee in the State of California. In emergencies, you should still always call 9-1-1.

RESEDA NEIGHBORHOOD WATCH

The Reseda Neighborhood Watch meets on March 10 and April 14 at the West Valley Police Station Community Room, 19020 Vanowen St.

Crime Stats for the community and West Valley are discussed and guest speakers address the group of various community subjects, including various LAPD Specialty units and other crime related subjects.

RNC BOARD MEMBERS:

| | |
|-------------------|-----------------|
| Cary Iaccino | Chair |
| DJ Frank | Vice-Chair |
| Vahan Chaparyan | Secretary |
| Lee Smith | Treasurer |
| Phil Merlin | Parliamentarian |
| Juan Guzman | Sergeant Arms |
| Magdy Abdalla | Board Member |
| Armineh Chelebian | Board Member |

| | |
|---|--------------|
| Michael Cohen | Board Member |
| Richard Dickerson | Board Member |
| Noelle Guzman | Board Member |
| Timothy Mulholland | Board Member |
| Alejandro Reyes | Board Member |
| Adna (Nani) Shaked | Board Member |
| Open Position | 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 March:

| | | |
|------|----------------------------------|----------------------|
| 1989 | Ramen Nippon | 6900D Reseda Blvd. |
| 1992 | Apple Transmission & Auto Repair | 6938 Reseda Blvd. |
| 1992 | Magic Beauty Supply | 7251 Reseda Blvd. |
| 1998 | Collision Course Auto Body | 6933 Reseda Blvd. |
| 1998 | Kids Make A Difference | 6716 Kurl Way |
| 1999 | Aqua Vitae Water | 18300 #6 Vanowen St. |
| 1999 | Speedy Cash | 6740 Reseda Blvd. |
| 1999 | Wells Fargo Home Mortgage | 18400 Sherman Way |

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.

View list of the Reseda NC Board at www.resedacouncil.org

March 2011

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----------|--|---|---|-----------|---------------------------------|-----------|
| | | 1 | 2 | 3 | 4 1:30 pm Free Movie | 5 |
| 6 | 7 7:00 PM Reseda NC General Meeting * | 8 3:00 PM Reseda NC Senior Advocacy | 9 7:00 PM Outreach/Public Relations * | 10 | 11 1:30 pm Free Movie | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 1:30 pm Free Movie | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 1:30 pm Free Movie | 26 |
| 27 | 28 6:00 PM Finance, 7:00 PM General Meeting ** | 29 | 30 | 31 | | |

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