

THE HEIGHTS

CALIFORNIA HEIGHTS NEIGHBORHOOD NEWS

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The Heights is a bimonthly publication of the California Heights Neighborhood Association. All residents are invited to contribute articles and opinions. We reserve the right to edit for clarity and brevity. Opinions expressed are not necessarily shared by all residents nor the editor. Our goal is to provide a voice to our community and keep residents informed of issues affecting California Heights.



Neighborhood of the Year?

California Heights has been selected one of four 2012 finalists in the 28th annual Neighborhoods USA (NUSA) National Neighborhood of the Year competition, held this year in Indianapolis, May 23rd through the 26th. NUSA recognizes the outstanding work of neighborhood organizations across the country, volunteering to improve the quality of life in their communities.

To qualify, neighborhood organizations had to complete a neighborhood improvement project or an activity that promotes community building in 2011. For CHNA, we had more than one event that qualified, so we decided to wrap everything into the package that makes all that we do possible, the Home and Garden Tour. That single, very involved, labor intensive volunteer extravaganza finances just about every project we undertake, especially those that involve physical revitalization, like the Cal Heights mural, ReLeaf tree planting and care events, weekly Clean Streets activities, and the single most expensive project, our signature lamppost restoration program. In fact, CHNA dedicated \$10,000 of the 2011 Home Tour Proceeds directly to lamppost restorations! So if you allowed us to open your home, volunteered, purchased a ticket or sponsored an advertisement in the tour booklet, you share in the camaraderie of this award nomination.

Three of our board members will travel to Indianapolis to present our neighborhood at the annual NUSA conference and participate in workshops and tours of local community projects in Indianapolis. The expenses for the trip will be covered by our traveling board members, CHNA funds and community donations. Jet Blue graciously granted two round trip fares, taking a big bite out of a fairly expensive journey. We have plans for some fundraising in the coming weeks, so if you'd like to pitch in, we'd appreciate that very much. Donate online at calheights.org/nusa.html or visit Roxanne's Lounge any Wednesday evening in June – they'll share a portion of their profits to help cover our trip expenses!

Of course we hope we win, but even if we don't, we're proud to be recognized as a finalist, proud of all we do and the community we know and love.

Stay tuned to local press, the California Heights Neighborhood Association Facebook page, and if you've signed up at CalHeights.org for our emails, look for the NUSA headline! ❁

president's message

A MESSAGE FROM JOHN ROYCE

If there's one thing we're just not used to at CHNA, it's asking for donations. CHNA continues to be a dues-free organization, fueled by volunteer energy. Sure, we have our projects that require cash to change hands, but typically participants get something in return; a tree (planted no less!), a lovely lamp-post top and shiny plaque with your name on it, a ticket to the tour, a new address on the curb or an ad in The Heights . . . You get the picture. But asking for donations just for the sake of donations? It's just never been a big part of what we do!

If you read the front page, you know three board members are heading to Indianapolis to represent Cal Heights and present our association as a finalist in the NUSA Neighborhood of the Year Awards. This trip is pricey. And unlike past organizations that have represented Long Beach, CHNA does not qualify for public funding. It's one of the reasons we figured out how to make and manage our own money! While our board members are committed no matter what the fundraising outcomes, we feel we should at least attempt to ease the financial burden on those willing to represent Cal Heights in Indiana, and ease the financial drain to a treasury the board, our homeowners and volunteers work so hard to fill each Home Tour season. With the 2013 tour a long way off and a very expensive lamppost project on the horizon, it seems the right time to request donations.

I want to personally thank Jet Blue for stepping in as a neighborhood partner to donate two round trip tickets, saving our board members and treasury over \$800 in travel expenses. Our request letter was delivered through Councilmember Johnson, who ensured it landed on the appropriate desk. Jet Blue responded swiftly and positively:

We are pleased to let you know that we are able to support your organization because we believe in your cause, and feel that it is an appropriate and meaningful use of our charitable resources.

Roxanne's Lounge also offered a month of "Pink Wednesdays" in June to help raise funds for our trip. Each Wednesday, Roxanne's donates ten percent of lunch and dinner proceeds to a local non-profit. So stop in for a sandwich or munchies while you catch a game, shoot some pool, or meet up with friends at a local spot where, if we play it right, everybody will know your name!

So if you don't have time to join us as a volunteer, maybe you could pitch in another way. If you're feeling generous, we've made it easy to donate to the cause. Even small contributions make a collective dent! Donate online at CalHeights.org/nusa.html. CHNA is a 501c(3) non-profit organization, so your donations are tax deductible.

Sorry we had to ask, but there it is! Thank you for your consideration. *



John Royce
CHNA President

Enjoy periodic updates on local happenings, resident alerts, and lost/found pets! Just sign up at calheights.org/contact.htm

Join us on facebook.com
(search on California Heights Neighborhood Association)



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Historic District Leaders Meeting

by Karen Highberger

On Saturday, April 21st a meeting was held with leaders of various Historic Districts and Long Beach Heritage in Cal Heights. The purpose of the meeting was to gather information from the districts regarding concerns in their neighborhoods, successes they've had with fundraising, community outreach, working with their Councilperson and preservation efforts in general in Long Beach. Work sheets were sent out to the heads of the Districts and they were returned at the meeting. Information from these work sheets will be compiled and forwarded to Development Services Staff at the City to be used for the city-wide Historic District Meeting sometime in June or July as well as Long Beach Heritage.

Districts in attendance included Bluff Park, Hellman-Craftsman Village, Bluff Heights, Belmont Heights-Eliot Lane, Linden Ave., Rose Park/Rose Park South, Drake Park-Willmore City and Cal Heights. The Advocacy Committee of Long Beach Heritage is working hard to support the various Districts in their preservation efforts. As there is strength in numbers, the joining of the Districts with Long Beach Heritage to form "one voice" will be helpful in working with City Staff on issues important to preservation in general and the Districts in particular.

Melinda Roney, President of Long Beach Heritage, stated that the various Districts should feel free to seek help from Long Beach Heritage and that LBH needs the support of the District residents as well. Various LBH Advocacy Committee members are working as liaisons with City Staff, the Planning Commission, City Council and the Cultural Heritage Commission to make sure vital information is relayed to concerned parties.

As it was stated at the meeting, Long Beach is a community of neighborhoods and we must work hard to maintain them. The Historic Districts in Long Beach are the older neighborhoods and they have even more challenges. The consensus at the meeting was very positive and everyone has a sense of accomplishment.

We all look forward to the City-wide meeting in early summer. Many issues will be addressed at that time: the status of the Mills Act program, the City-wide Historic District Ordinance, the updating of the various District ordinances and the Historic Preservation Element that was adopted by the City last year. It's been a few years since the last City-wide meeting. We will let you know the date as soon as it's scheduled. ✨

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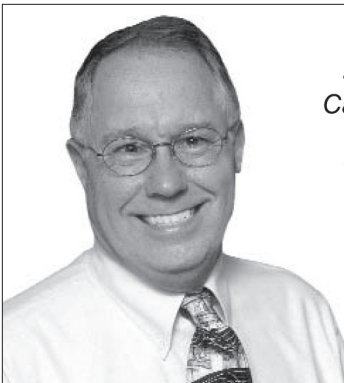


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CaliforniaHeightsLiving.com a Year of Support and Commitment

by Trina Rufo

Supporting our small businesses was taught to me by my parents at a very young age. Being a native of Cal Heights, and the fact that my family owned Mario's Pizza Deli 1200 E. Wardlow Road for over 25 years, I understand the struggles and joys of a family owned, small business. I personally have always made a concerted effort to shop local.

For the past year, my business partner, Shannon Daniele, a broker with Mark 1 Mortgage, and I have consistently partnered with many of our local "heroes". I call them heroes because they chose to settle here, open businesses, and stick it out in a very rough economy. Many of them contribute funds and time already to our non profits, schools and community projects and events in the 90807.

The community website and mailer that we created a year ago, now reaches 6000 homeowners every other month in the 90807 zip code. We are at First Fridays and many other community events to help promote and support even further, these small businesses.

Now, we have an incredible new feature recently added to our website that benefits these owners and our community. It is called MY LOCAL DEALS and is on our home page. Our participating businesses may now post "Deals" on the site and our residents may make purchases daily. 5% of the funds received will go directly back to our community! This opportunity for instant income, and a contribution to a worthy causes such as Cal Heights Relief, BKBLA, Longfellow Elementary School, etc. means our residents are making their hard earned dollars work double duty!

Please visit californiaheightsliving.com for MY LOCAL DEALS, and to download coupons from our fantastic businesses. Or contact us at 562-896-9716. ✨

Longfellow Elementary Wine Tasting Benefit at The Factory

Save the Date - June 10th 6-9pm for Spring Gala at The Factory. The benefit will include several wine and beer tasting stations, food pairings, and sommeliers, as well as a silent auction with items such as private golf lessons. Proceeds will support the music program at Longfellow Elementary, which is in danger of being cut next year.

Email Lisa with questions: lisamarielindsay@yahoo.com.

Lamppost Restoration Project "Two-fer" Program Kicks Off!

by Karen Highberger

Hopefully everyone is aware of the grant CHNA received from the Long Beach Navy Memorial Heritage Association in the amount of \$25,000. CHNA pledged \$10,000 from Home Tour receipts toward the project as well. We are using this opportunity to kick off a very ambitious fundraising drive for completion of the lamppost restoration project. For every lamppost sponsored (\$725), CHNA will restore an **additional lamppost** on the same block **at no charge**. Only the privately sponsored lamppost would have the plaque that can be engraved. Please remember that the plaques have four spaces for engraving, so it's a great opportunity to share the expense and the glory with friends or neighbors. It is also a wonderful way to commemorate a special family member or event. And it's tax deductible! Many streets are close to completion, so it's time to take advantage of the offer and finish your block.

Our goal is two-fold with this offer. We want to encourage more private sponsorships and reward those who participate and also we want the community to select the location of the new lamppost tops. Where to place the lamppost tops is a much more difficult decision this time around. Two years ago, we used the grant money and the CHNA funds to complete the major streets in Cal Heights: Wardlow Road, 36th Street, 37th Street and Bixby Road. Previously, CHNA funds paid for the lampposts on Orange Avenue. CHNA wants to be fair in the placement of these new lamppost tops.

Please help us and your historical neighborhood by sponsoring a lamppost and getting an additional one for free! Think how beautiful your block will look! The restored lamppost tops enhance our neighborhood and increase property values.

As with everything, prices keep increasing. CHNA would love to get enough private sponsors to complete the project. Please consider a sponsorship. Prices were guaranteed by our supplier for an order this year, but the price will most likely increase for the next time we order. This is a limited time offer. We need to place the order by **July 16, 2012**. Don't miss out on this great offer! Thank you for your consideration and we look forward to your sponsorships!

Forms for sponsoring a lamppost can be found online at calheights.org/lamppost.htm. For questions, please email Karen at khighberger@gmail.com. *

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Build Your House Green

by Nancy Cruz

We are all well aware of what is going on with the environment and how we need to make our resources go further. California has made energy efficiency a priority in creating programs, incentives and reimbursements for home owners, sellers and buyers. Build it Green along with Energy Upgrade California, have worked to protect the environment, improve your quality of life and increase the value of your home by creating a program called GreenPoint Rating.

The GreenPoint Rated label is a report card for homes that scores them in five categories, including energy and water conservation, indoor air quality, sustainable building materials and community benefits such as proximity to public transportation. The rating is verified by trained, independent green building experts and affirms that a home was remodeled to meet higher quality and environmental standards.

GreenPoint Rating works with Energy Upgrade California. Getting an energy upgrade through Energy Upgrade California helps you earn 20 out of the 25 points you need for the GreenPoint Rated label. In order to make the upgrades affordable Energy Upgrade offers up to \$8,000 in rebates. Homeowners in Los Angeles County are eligible to receive these rebates toward a GreenPoint Rated label.


While it's convenient to get the green label as part of a comprehensive energy upgrade, you do not need to participate in Energy Upgrade California to get the green label for your home. Any contractor (not just those participating in Energy Upgrade California) can partner with a GreenPoint Rater. Your contractor can get information at GreenPointRated.com

A home with a GreenPoint label has significantly better energy efficiency and reduced environmental impact compared to homes of a similar structure.

Rebates apply to small additions or large remodeling projects; visit energyupgradegreenlabel.org for details. *

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From the 7th District
 James Johnson Councilmember

Dear Neighbors,

First, some congratulations are in order: I want to congratulate the Board Members of the CHNA for their nomination for "Neighborhood of the Year" from Neighborhoods USA. The CHNA is one of the four finalists nationwide. With the many community enhancement CHNA provides, this is a well-

deserved honor. I also want to congratulate Stacey Morrison for being recognized by Senator Alan Lowenthal as a "Woman of Distinction" as part of National Women's History Month. Finally, Longfellow Elementary School was recently selected as one of only four California schools to be recognized nationally as a "Green Ribbon School."

With summer approaching, we have much news for our proposed regional park, California Gardens. First, we have our first Sunset Tour of California Gardens for 2012. The tour will be on **May 16th** at 6pm. The tour takes about an hour. For those who haven't yet seen this 47-acre future park, this is the perfect opportunity. We'll meet at 2745 Orange Ave. The terrain can be uneven, so please wear comfortable shoes.

On **June 16th**, instead of our regular monthly California Gardens Tour, we will be taking a field trip to Madrona Marsh in Torrance. The purpose of this tour is to show the community a site that is similar in size and past use to our California Gardens. We will tour the marsh and take input from the community on what they would like to see on our 47 acres. For this tour, we will be meeting at the new EDCO facility at 2755 California Ave. at 9:45 am. The bus will leave EDCO at 10 am sharp. RSVPs are required, so please contact my office at district7@longbeach.gov or (562) 570-7777.

On **July 4th**, we will be having a "Concert & Park Preview" at the 4-acre hilltop that will soon open as the first phase of California Gardens. Bring your picnic basket and your lawn chairs and enjoy the concert. From this vantage point, you should be able to see some of the Independence Day fireworks nearby. Details will be coming soon.

Lastly, it's time to start collecting name suggestions for what we've been calling California Gardens. This naming opportunity is two-fold: we need names for the whole 47-acre site, plus names for the components, in this case, the hilltop park. Please send your ideas to district7@longbeach.gov.

See you at FirstFridays! ✨



From the North Division
Commander Galen Carroll

Thank you for continuing to report suspicious activity in your neighborhood. In the last few months, residential and garage burglary suspects were arrested after alert community members reported witnessing suspicious and/or criminal activity.

Oftentimes, suspects are seen knocking on doors prior to entering the residence, which is a common tactic criminals use prior to burglarizing a home. It's important to always be aware of what is taking place around you and to call police if any suspicious activity is observed.

Felons were taken off our streets within a matter of minutes after we received 9-1-1 calls from concerned residents who were looking out for their neighborhood. Your awareness can make all the difference! ✨

Rancho Los Cerritos Celebrates Grand Opening

All month long, Rancho Los Cerritos has been celebrating the long awaited opening of the new visitor's center. If you missed the festivities, it's never too late to check out the lovely new additions to this local treasure.

Explore the new center's lessons in local history, new museum shop and restored arroyo complete with sights and scents of native California flora. The new center is affectionately called "Cota Adobe," since it was modeled on the two room adobe built there by Guillermo and Rafaela Cota in the 1830s.

Built into the side of a hill, the building is actually two floors, yet appears as only one when viewed from the Rancho level. Explore more of what's in store at the Rancho at RanchoLosCerritos.org, or call 570-1755. You'll be glad you did!

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At Your Long Beach Public Library

by Jennifer Songster -
Dana Branch Library

Summer is upon us again!
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Beach Public Library is
kicking off the Summer
Reading Club! Did you

know that the Summer Reading Club has been part of the public library culture for over 100 years? It's true, and nearly 95% of all public libraries in the United States have one. In Long Beach, though, we have clubs for children of all ages, teens, and adults. New this year you will be able to sign up and participate on line! We really want everyone reading!

Reading over the summer is especially important for children out of school. Children who read during school breaks often return to school with reading gains. However, children who do not read over breaks, return to school having lost valuable reading skills. It's called the "summer slide" and it's real! So keep the kids reading over the summer by signing the whole family up for the Summer Reading Club.

Need a suggestion for good summer reading? Try some of these recommendations from the Dana Library staff:

For Children:

Nancy Clancy, Super Sleuth by Jane O'Connor
Sassy: The Birthday Storm by Sharon M. Draper
Calvin Coconut: Hero of Hawaii by Graham Salisbury
The Hero Revealed by William Boniface
Bandit's Moon by Sid Fleischman
The Doll People by Ann M. Martin
Moon Over Manifest by Clare Vanderpool

For Teens (and adults):

13 Little Blue Envelopes by Maureen Johnson
She's So Money by Cherry Cheva
The Perfect Shot by Elaine Marie Alphin
Ship Breaker by Paolo Bacigalupi

For Adults:

Valley of the Dolls by Jacqueline Susann
Bet Me by Jennifer Cruise
Wesley the Owl: The Remarkable Story of an Owl and his Girl by Stacey O'Brien
Echo Burning by Lee Child ❁



Congratulations to Longfellow School!

They're one of only four California Schools awarded Green Ribbon status by the U.S. Department of Education, recognizing the environmental and sustainability efforts and lessons incorporated into their curriculum and daily activities. Some of them even raise needed cash for special projects.

Way to go Longfellow Green Team!

Monthly Alley Clean Ups

by Stacey Morrison

On Saturday, April 21st the Clean Streets team organized our first alley clean up. About 20 volunteers joined in as we cleaned the alley between Gardenia and Rose Avenues. Approximately 1200 pounds of trash was picked up in the alley and afterwards it looked beautiful! We also we dropped off a pickup load of ewaste to the Longfellow's fundraiser.

The morning began with a talk from Sgt. Scott Minikus, who reminded us of some basic but very important alley safety tips including keeping alleys free of weeds and debris, bringing garbage bins in after trash pick up, installing motion detector lights and keeping gates locked.

This will be a monthly event the 3rd Saturday of each month, beginning in June. Check calheights.org for more details. ✨



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MARK YOUR CALENDAR

What's Up Locally this Summer?

When the kids get restless or we all find the need for a little activity or adventure, we don't have to go far. Here's just a few ideas:

Aquarium of the Pacific, 590-3100, AquariumOfPacific.org - Ocean Adventure and Junior Biologist Day Camps, Sea Squirt Three Day Camps and Marine Science Sleepover Camps, as well as programs for families and adults. Schedules and pricing varies.

Averyboo Arts, 3908 Atlantic, averyboo.com – Summer Art Camp, Jun 25-29, Jul 16-20, Aug 6-10, 9am-12:30pm, kids 6.5-10 years.

Bixby Knolls Dragster Expo and Car Show, bixbyknollscarshow.com, July 14, 3-9pm – Free for guests. Pre-1975 autos welcome. \$25 Pre-registration fee, postmarked by June 22, \$40 day of show.

Gondola Getaway, 433-9595, GondolaGetawayInc.com – Romantic evening or family fun on the canals of Naples Island; prices vary.

Long Beach Parks and Recreation, longbeach.gov/park/default.asp - summer youth parks and aquatic day camps, recreations programs and sports leagues for youth and adults and more! Fees and dates vary.

Rancho Los Cerritos, 570-1755, RanchoLosCerritos.org

Free Sunday Summer Concerts on the Lawn, May 13, June 24, July 22, Aug 26. Picnics welcome!

Summer Adventures history themed day camps for 1st-5th grades – Three sessions Mon-Fri 10am-2pm: July 16-20, July 23-27, July 30-Aug 3. \$90 each session, reservations required.

Mud Mania, Sunday Aug 19, 12:30-4:30pm.

Free Garden Tours, every Sat and Sun at 2:30pm and regular Living History Tours

Wrigley River Run and Tadpole Trot, WrigleyRiverRun.com
Sat June 11, benefits the Long Beach Neighborhood Foundation.

IMPORTANT NUMBERS

7th District Council - James Johnson
570-7777 email: district7@longbeach.gov

8th District Council - Rae Gabelich
570-1326 email: district8@longbeach.gov

54th District Assembly member- Bonnie Lowenthal
495-2915 web: democrats.assembly.ca.gov/members/a54

Airport Noise
570-2665 / 570-2600

California Heights Neighborhood Association
424-6727

California Heights ReLeaf
997-9094

Community Watch North Division
570-9825 or 570-9827

Dana Branch Library
570-1042

Fire Department
570-2500

Graffiti Paint-Out
570-2773

Garage Sale Hotline
570-YARD (9273)

Long Beach Building Department
570-6651

Long Beach Animal Control
570-PETS (7387)

Neighborhood Preservation Information
570-6194

Parkway Tree Trimming
570-2700

Police Department Dispatch
435-6711 or Emergency **911**

Police North Substation Information
570-9800

Senior Check-In
570-7212

Special Garbage Pick Up (2 Free per Year)
570-2876

Street Potholes
570-3259

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