

VOLLINTINE EVERGREEN

N E W S

A Neighborhood Publication Sponsored by VECA, the Vollintine-Evergreen Community Association

Volume XXIV, Number 6

NOVEMBER 1998

OLD HOME EXPO

In the spring of 1999, Vollintine-Evergreen Historic District and Rhodes College will be the site of Memphis' first Old Home Expo. VECA and Memphis Heritage will be joining forces to produce a combination luncheon, trade show, and home tour, which will focus on the rehab and renovation of older homes. Please call the VECA office (276-1782) if you know of a renovation project (perhaps your own!) that showcases beauty and craftsmanship. The date and more details will be publicized soon.

YOUTH FROM ARKANSAS JOIN IN VECA PROJECT

In late July, part of the youth group from Good Shepherd United Methodist Church in Sherwood, Arkansas helped with a VECA cleanup in the Vollintine-Avalon area. Rhodes College student Rachel Bozynski was Youth Director, Brandi Anderson was chaperone, and Rev. Luke Conway is Minister. The owners of Corner Food Market #3 served refreshments to the workers. Thanks to all!



Good Shepherd United Methodist Church's youth group surrounding Jessie Rodgers at the VECA office after service project

UPCOMING MEETINGS & COMMITTEES

Unless otherwise marked, all of these meetings are at the VECA office at 1680 Jackson. To be certain, you can call first at 276-1782. Committee meetings and Board meetings are open to everyone.



VECA General Membership Meeting	January 25, TBA
VECA Board	first Monday monthly, 7:00pm
VECA CDC Board	third Saturday monthly, 9:00am
Historic Committee	second Monday monthly, 7:00pm
Block Club Committee	first Monday monthly, 7:00pm
Code Enforcement Committee	first Saturday of even months, 9:00am
V&E Greenline Committee	second Monday monthly, 7:00pm
Cypress Creek Committee	third Tuesday monthly, 7:00pm
Managing Committee	first Monday monthly, 5:30pm
Budget & Finance Committee	second Tuesday monthly, 7:30am
Housing Committee	second Tuesday monthly, 5:30pm
Commercial Redevelopment Committee	second Thursday monthly, 7:00pm
Vollintine-Evergreen News Committee	Article deadline: December 4
Potluck Supper & Pool Party	July 10, 6pm & 7pm (Rhodes College)
VECA Board	November 2, 7:00pm
VECA Board	December 7, 7:00pm
VECA Board	January 4, 7:00pm
CDC Board	November 21, 9:00am
CDC Board	December 19, 9:00am
CDC Board	January 16, 9:00am

THE MARGARET DICHTEL AWARD

Margaret Dichtel was one of the founding members of VECA and its first president. She strongly believed that neighbors working in a community organization could accomplish together what they as individuals or government could not. Her faith in the value of neighboring and the importance of grassroots community action remains the VECA philosophy.

The Margaret Dichtel Award is presented annually to a Vollintine-Evergreen resident and VECA member who embodies the principles of neighboring and community action. There is no specific length of membership required and the awardee need not be an officer. The awardee will be an individual who strengthens relationships between community members, tackles problems that threaten the integrity of the community, makes the neighborhood a better place to live, improves VECA's image city-wide, and demonstrates a commitment to the neighborhood and the concept of a neighborhood.

Each nomination must be by a current dues-paying member of VECA and should consist of a letter stating the candidate's contributions and achievements. Send nominations by December 31 to the Nominating Committee, care of the VECA office.

THE RICHARD BORYS AWARD

Richard Borys moved to the Vollintine-Evergreen community in 1975 and served as president of the Vollintine-Evergreen Community Association and on various committees in the early years of the organization. Despite dying young at the age of 44, Dick's life was an example of public service. Dick came to Memphis as a VISTA volunteer. He helped design and start the Memphis City and Shelby County Pre Trial Release Program. In 1976 he was awarded the outstanding service award from the Memphis and Shelby County Bar Association for his contributions to the Criminal Justice System. At the time of his death Dick was a vice president at the Regional Medical Center ("The Med").

Dick was active with his children in soccer, coaching up to three teams at a time. He was a member St. Therese Little Flower Church, located at the center of the Vollintine-Evergreen community. Clearly, Richard Borys served the community in his work, in the neighborhood, at church, and through his children, Claire, Alex and Pete. Dick's wife Julie M. Borys still resides in Vollintine-Evergreen and has herself served as VECA president and active volunteer over the years. She currently is on the VECA CDC Board of Directors.

The Richard S. Borys Award was created to recognize public officials who through their work contribute to the Vollintine-Evergreen community. The awardee need not be a Vollintine-Evergreen resident or a VECA member.

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DICHTEL AWARD

1988	Martha Heinemann
1990	Julie Borys
1991	Mike Kirby
1993	Mary Wilder
1995	Willette Gray & Gloria Singleton
1996	Rhodes College & The Terry Circle Block Club
1997	Linda Nichols
1998	Steve Gadbois
1999	???

BORYS AWARD

1991	Steve Shular
1992	Vernua Hanrahan
1995	Janis Foster
1996	William Stemmler
1997	Charles Cook
1998	Barbara Swearingen Holt
1999	???

VOLLINTINE ↔ EVERGREEN N E W S

1680 JACKSON AVE • MEMPHIS, TN 38107

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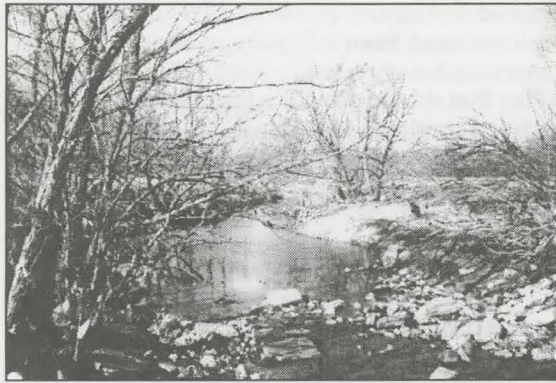
276-1782 VECA • 276-1783 VECA-CDC • 276-1784 fax

email: VECA@netten.net

MCLEAN BAPTIST CHURCH

McLean Baptist Church, at the corner of McLean and Jackson, is a Vollintine-Evergreen landmark — its steeple made the Memphis Flyer's recent list of "500 Good Things About Memphis" (see #368). Dr. Don Aycock and his congregation are dedicated to remaining in their building, but the roof on the main sanctuary must be replaced. The cost is nearly as high as the steeple — \$80,000! Members are asked to be faithful in attendance, stewardship, and doing their part in the re-roofing.

Friends of the Church may help in two ways. Contributions to the roof fund may be sent to McLean Baptist Church at 815 N. McLean, Memphis, TN 38107. Funds will also be raised at the huge yard sale at the Church on October 31 from 9am to noon. That same evening, from 5pm to 7pm, the Church will have a "Hallow Him" festival. All are welcome.



VECA AWARDED EDUCATIONAL GRANT FROM E.P.A.

On October 7, 1998 VECA received confirmation from Representative Harold Ford Jr.'s office that VECA has officially been awarded a \$20,000

Educational Grant from the Environmental Protection Agency (EPA) to beautify the Cypress Creek corridor. The grant was written and submitted by Rhodes College intern Emily Passini last spring. Congratulations and thank you Emily!

The grant has three specific purposes: to conduct a neighborhood survey to increase environmental knowledge, to do environmental sample testing of the Cypress Creek floodplain, and to support a committee of neighborhood residents to coordinate the project.

The first meeting of the Cypress Creek Beautification Committee was held on October 20, 1998 to inform committee members of the details of the grant. Residents in attendance at the meeting were recruited to become phone surveyors to conduct the survey during the month of November.

Meetings for this committee have been scheduled at 7pm on the third Tuesday of every month at the VECA office. Future meetings of the Cypress Creek Beautification Committee will focus on identifying goals and tasks for itself to improve the neighborhood usage of Cypress Creek.

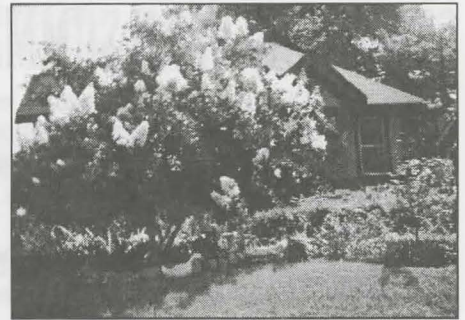
COMMUNITY GARDENERS

If you are a gardener and would like to get some neighborhood gardens started in the Vollintine-Evergreen neighborhood, plan to attend an organizational meeting at 2pm on Sunday, November 14 at the VECA office. Meeting discussion will include partnering with the VECA V&E Greenline Committee, neighborhood schools, and the Community Food Bank, as well as applying for a National Science Foundation grant.

CLEANING UP VOLLINTINE-EVERGREEN

The following is from a memo written by a dedicated Vollintine-Evergreen walker and trash collector. That memo and a letter from the VECA office were recently forwarded to Mark Barton of the *Commercial Appeal's* Circulation Department (495 Union Avenue, Memphis, TN 38103, phone 529-2666). Readers who share the same concern might consider contacting Mr. Barton as well, either now or at the time they pay for their subscription:

"The enclosed item can be found all over Vollintine-Evergreen, most notably near sewers or at street corners. The item is a handle from a cluster of orange plastic bags used by *Commercial Appeal* delivery people everyday. They tear off the bags, put the newspapers in them, and pitch the leftover handles in the street. There are dozens of these strewn across Vollintine-Evergreen every morning. Please bring this to the attention of the Circulation Department at the *Commercial Appeal*. Thank you." [Editor's note: The same goes for the stiff yellow plastic bands used to bundle newspapers and the free copies of the "Star News" that often lie unwanted in driveways.]

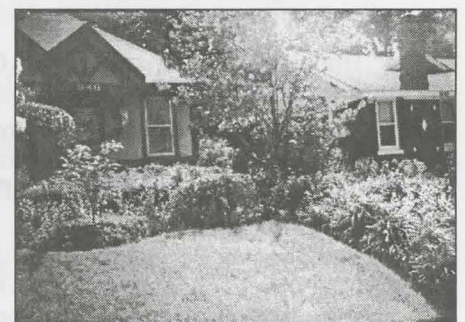


NATURE'S PALETTE

Gloria Singleton Fulton

Many people enjoy walking, jogging, or driving by the Stevens' house (on Stonewall between Henry and Jackson) because of the detail and artistry of their flower garden and their manicured and colorful yard. It reminds one of an impressionist painting by Van Gogh or Picasso because of the bold splashes of color on top of color. Mr. and Mrs. Stevens seem to arrange the flowers in their garden as an artist would pick up brushes and blend in reds, blues, violets, yellows, and greens. The Stevens are veterans of their profession. While observing their garden one immediately notices the texture and color of green, ranging from the palest of greens to dark forest green. The palette blends so naturally and fluently — there's no need for nature to study Art 101.

Mr. and Mrs. Stevens, your garden and lawn bring so much serenity and peace to all your neighbors. Thank you for all your time, effort, and sacrifice.



STRATEGIC PLAN SUMMARY

The VECA CDC Board recently wrote, rewrote, and finally approved a Strategic Plan that should provide a framework for VECA, VECA CDC, committees, staff, and volunteers as our Vollintine-Evergreen neighborhood continues in the post-NPI era (explained below). Following is an "executive summary" of the Strategic Plan; anyone interested in seeing a copy of the full version may call or stop by the VECA office (1680 Jackson).

- **Introduction**

VECA CDC must make difficult business decisions in order to support neighborhood goals.

- **The VECA Connection**

Vollintine-Evergreen is a demographically diverse community which has created various organizations that are linked to the Vollintine-Evergreen Community Association (VECA).

VECA received a National Preservation Initiative (NPI) grant of \$975,000 from the Pew Charitable Trusts for work done from 1995 through 1997. The NPI program was immensely successful and it resulted in at least 16 major positive outcomes.

- **Mission Statement, Goals and Programs**

VECA CDC is the business arm of the neighborhood association and it works to improve the overall quality of the neighborhood. VECA CDC administers programs that are comprehensive in nature and address the needs of neighborhood residents.

Specific goals include: 1. increasing home ownership and reducing dilapidated housing; 2. improving conditions of the neighborhood at the block level; 3. improving the neighborhood greenways and other environmental conditions; 4. revitalizing the commercial centers of the neighborhood; 5. preserving neighborhood diversity; 6. increasing the financial stability of VECA and VECA CDC; 7. building an effective organization which uses sound business principles; and 8. collaborating more closely with VECA and the family of VECA organizations.

- **Board Organization at VECA CDC**

VECA CDC Board committees include the Managing, Budget and Finance, Housing, and Commercial Redevelopment Committees.

- **Board Organization at VECA**

VECA Board committees include the Block Clubs, Code Enforcement, Historic, Youth, and Greenways Committees.

There will be increased efforts to coordinate the work of the VECA Board and the VECA CDC Board, especially through a process of board training and orientation. The process of evaluating the effectiveness of the two board structure, and assessing where the organization should move, will take place among the three constituencies of the VECA Board, the VECA CDC Board, and staff. Then, the VECA Executive Committee, the VECA CDC Managing Committee, and the Executive Director will meet in a joint session to evaluate the discussions and to make a recommendation.

- **Staff Organization at VECA CDC and VECA**

The organizational chart places staff management directly with the Executive Director. It proposes five additional staff positions: Fiscal Manager, Office Manager, Economic Developer, Volunteer Coordinator, and Neighborhood Preservationist. The authority to hire and fire is explicitly given to the Executive Director. A statement of organizational culture includes neighborliness, initiative and zealouslyness.

- **Productivity and Costs**

The products of VECA CDC must be of high quality. Cost overruns will be avoided. Neighborhood rehab standards will be adopted. All employees are compensated by grants and thus will not be continued on staff if grant funds are unavailable. There will be increased use of computers and all staff will be computer literate.

- **Financial Stability**

After tackling 44 houses in three years, VECA CDC is slowing the development for the remainder of 1998 in order to handle administrative matters. In addition, specific financial procedures are being put into place which require a balanced budget and a continuous income stream. Development fees will be increased and a new accounting system will be purchased. Financial operations will provide timely information.

- **Funding**

Under the direction of the VECA CDC Board, the Executive Director will develop a funding plan which will provide the organization with a predictable income stream. A

- **The Commercial Redevelopment Program**

With the completion of the commercial study by E.T.I., the commercial redevelopment program is ready for implementation, and greater involvement by staff, the VECA CDC Board, and other volunteers can begin.

- **Housing Strategies**

Both strategic development and dilapidation will continue to be selection criteria for house purchases. Housing funds have been spent on Watkins Village, Faxon, the Stonewall cluster, and the Brown/Edward cluster. Watkins Village and Faxon were undertaken for strategic development, while Stonewall and Brown/Edward came about because of dilapidation criteria.

Brown/Howell and Maury continue to be strategic development areas. In addition, there will be development of more moderate income housing that meet these two criteria. The housing program will continue to work in a comprehensive fashion and will utilize block clubs, code enforcement and beautification efforts.

- **Housing Programs**

The housing programs are well developed and will continue to be used as funding sources and opportunities to purchase become available. The programs include housing rehabilitation ("rehab"), new housing, the small loan program, land banking, home ownership training, and rental apartments.

- **Neighborhood Programs**

Although not highly funded and thus dependent on volunteers, the neighborhood programs are highly developed and are a priority. The block clubs have a high priority rating for funding and staff activities will be supported. The Youth program has helped develop and run a youth service and leadership "camp" in conjunction with Bridge Builders. The Greenways program has a viable V&E Greenline and a Jackson Avenue beautification effort. The Cypress Creek environmental program has quietly developed with staff and intern efforts and has received an EPA grant to do environmental testing and community outreach.

- **Implementation**

The Executive Director has provided six-month and twelve-month implementation strategies for the components of this plan.

SIX MONTH ACTION PLAN (JULY 1998 - DECEMBER 1998) - PROPOSED GOALS:

VECA and VECA CDC will be working on the Annual Work Plan for activities to be accomplished during the calendar year of 1999. It is imperative to use this planning time to celebrate what we have accomplished, how we were successful and where we could make improvements.

We should carefully look at the quality of what we are doing. In the past much of our effort has been in meeting the numbers or production deadlines to the detriment of such issues as keeping good records, developing policy and procedures for the different programs, and developing a long-term funding strategy. By implementing the needed record-keeping systems, policy and procedures, and long-term funding strategies, we will insure that VECA will be able to continue to be one of the most productive neighborhood organizations in Memphis.

In the short term we need to turn our efforts from high production to where we want to go from here and what is the best way to get there.

For the next few months we need to put our emphasis on finalizing our financial and program records reorganization, developing grant proposals that will improve our cash flow, developing and review the policies and procedures of all programs, and getting staffing and volunteer resources up to the desired and needed levels to meet the level of activity of the various Vollintine-Evergreen community programs.

SIX MONTH ACTION PLAN (JULY 1998 - DECEMBER 1998) PROPOSED OBJECTIVES:

Management:

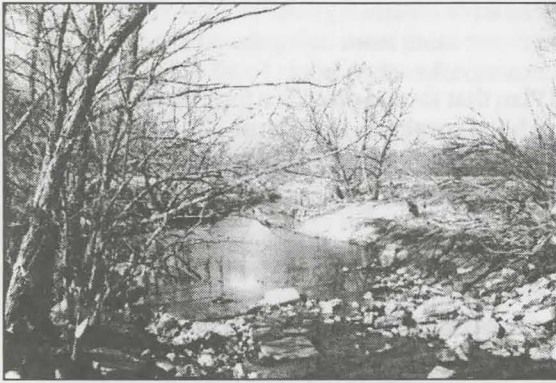
1. Expand and revise the personnel policies and procedures by September.
2. Finalize the apartment rental policies and procedures by September.
3. Review VECA's insurance coverage and propose changes by September.
4. Hire by contract the staff position of Fiscal Manager by September.
5. Prepare a balanced budget and submit it to the VECA Board by November.
6. Submit new policies and VECA CDC Board nominees to the VECA Board by December.
7. Devote one board meeting to making VECA CDC more business-like.
8. Expand staffing as funds are available and develop volunteer resources to support VECA programs as funds are available.

Budget and Finance:

1. Draw down neighborhood funds held at the Community Foundation by September.
2. Obtain signed contracts for the 1997 CHDO proposal and the 1998 FHO (Foundation for Home Ownership) Rehab Small Loan program by September.
3. Prepare a short term funding inventory of grant proposals (those already made, those to be made by January, and those to be made after January) by September.
4. Prepare a fund raising plan which includes a variety of funding sources by October.

Housing:

1. Rehab the vacant apartment at 795 Maury by August and rent it by September.
2. Incorporate Brown/Howell residents in the Housing committee by September.
3. Purchase Brown/Howell lot for Rhodes College chapter of Habitat of Humanity (in accordance with the VECA CDC commitment) by September.



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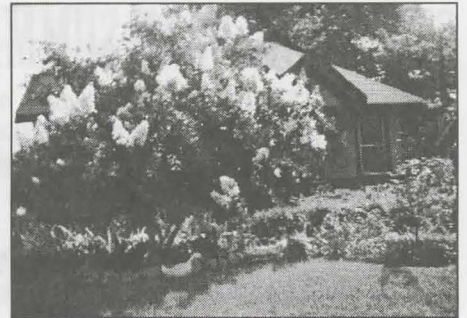
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4. Prepare contractor rehab standards by September.
5. Prepare and sell all currently renovated houses by October.
6. Get more quality contractors by October.
7. Purchase two houses for rehab which meet the requirements of being dilapidated or are part of a strategic development area by October.
8. Finalize a vacant lot plan for Brown/Howell by October.
9. Purchase six vacant lots or condemned houses on Brown, Howell, Springdale, and Maury using CHDO funds by December.
10. Prepare THDA proposal to get or buy and rehab the apartment building at 820 Maury by December.

Commercial Redevelopment:

1. Finalize commercial redevelopment work plan by September.
2. Develop proposal to the MCDP for the commercial work plan as a new program direction of VECA by October.

TWELVE MONTH ACTION PLAN (JANUARY 1999 DECEMBER 1999):

Management:

1. Devote the February 1999 VECA CDC Board meeting to celebrating 1998 accomplishments and Board development and orientation.

Budget and Finance:

1. Prepare proposals to HCD by January 1999.
2. Sell four rehabbed houses by May 1999.
3. Sell four more rehabbed houses by October 1999.
4. Carry out the long range funding plan.
5. Prepare a proposal to liquidate the debt and to improve the facilities at the VECA office to solidify it as the center of the Vollintine-Evergreen community.

Housing:

1. Prepare a proposal to HCD and other funders for a "model block" project at Brown/Howell by January 1999.
2. Start rehab of the 820 Maury apartment building during the summer of 1999.
3. Complete the rehab of eight houses by August 1999.
4. Start the "model block" project in Brown/Howell during August 1999.
5. Complete the FHO Rehab Small Loan program for 12 houses by August 1999.

Commercial Redevelopment:

1. Prepare proposals to HCD to support the Commercial Redevelopment program by January 1999.
2. Implement funded commercial programs during the summer of 1999.



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 Address _____ Zip _____

I'M INTERESTED IN:

- | | |
|--|--|
| <input type="checkbox"/> Block Club | <input type="checkbox"/> V&E Greenline |
| <input type="checkbox"/> Historic Home Tours | <input type="checkbox"/> Youth |
| <input type="checkbox"/> Housing | <input type="checkbox"/> Newsletter Delivery |
| <input type="checkbox"/> Code Enforcement | <input type="checkbox"/> Newsletter Writing |
| <input type="checkbox"/> Commercial Revitalization | <input type="checkbox"/> Volunteer (general) |
| <input type="checkbox"/> Greenways | |

**MEMBERSHIP
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705. N. BELVEDERE
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- \$35 dues, **Gold Star Heritage** members receive their choice of bumper sticker and the Historic Designation Plaque.
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- Bumper Sticker B 
- Historic Designation Plaque 

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VECA

VOLLINTINE-EVERGREEN COMMUNITY ASSOCIATION

VECA is a neighborhood organization made up of volunteers and paying members. The Vollintine-Evergreen News is the way in which VECA communicates with its residents. The Vollintine-Evergreen News contains information about VECA, neighborhood residents, and business and government policies. VECA is bounded by Watkins on the West, Cypress Creek on the North, Trezevant on the East and North Parkway on the South. Contact VECA by writing to 1680 Jackson Avenue, Memphis, TN 38107 or call (901) 276-1782.