

VOLLINTINE EVERGREEN

N E W S

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

JULY 2009

Cool to Go Green

An exciting event is coming to our neighborhood! Wolf River Day: It's Cool to Go Green will be a family-friendly exhibition and celebration held along the V&E Greenline at Tutwiler and Avalon, Saturday, September 12.

The Wolf River Conservancy, in collaboration with The Leadership Academy and the organizers of Forest Faire, and in conjunction with many other partnering river and greenway user groups and community organizations, will bring this day-long event promoting the benefits and value of conservation, trees, parks, greenways, and our region's unique Wolf River Greenway corridor.

The Cool to go Green exhibition and Forest Faire on the V&E Greenline will be focal points for this fun and educational day.

Recreational, educational and entertainment activities for kids and families will abound, with a wide variety of cool-n-green exhibits, booths, inter-



active talks, demonstrations, food and beverage vendors, and music. It's all coming to the area around the stationhouse!

At the same time, more than a dozen exciting, educational and eco-friendly activities will take place along the Wolf River including free canoe trips, a kids' stream stroll, and walks led by local experts on native plants and birds. A community river and tributary clean up will also be held the morning of the event.

So mark your calendars now for the fun you'll have this fall! Saturday, September 12: Wolf River Day: It's Cool to Go Green!" For more information on the event and how you can become involved, contact the Wolf River Conservancy at 452-6500 or go to www.wolfriver.org.

VECA Town Hall

Residents of the Northwest Quadrant of VECA will have a chance to discuss their concerns with government officials and VECA representatives.

The NW Quadrant is bounded by Jackson Ave, Watkins St, Evergreen St, and Cypress Creek. If the green and white VECA signs announcing the Town Hall are in your area, then please come to the event.

The Town Hall will allow residents to talk about their concerns, discuss what is great about their area, and things they would like done.

Colonel Calvin Mays of the Old Allen Station, formerly called the North Precinct, will be the feature speaker and will answer questions. Others will be present to respond to questions regarding problem houses, high weeds, graffiti, or other concerns.

The event will be on Saturday, July 25 at 3:00—at the Gift of Life Church (shared with Peace Lutheran Church) at 1542 Jackson.

You will have an opportunity to talk about the good, the bad, and the hopeful.

VECA

Northwest Quadrant

Town Hall Meeting

**Saturday July 25
3:00**

1542 Jackson Ave

Everyone Welcome

Talk about the Future for the Northwest Quadrant



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Glenmary Independent Living

The Glenmary Senior Apartments is a newly renovated apartment building, formerly known as Woodmont Apartments, located at 1550 North Parkway.

Since renovations, the apartments have a warm, familial feel with the convenience and safety of an apartment complex. Each apartment is now equipped with all new stainless steel appliances, granite countertops, and emergency alarm systems in order to contact the front office. The décor is stunning. The majority of the renovations have been completed and they have successfully moved in ten residents within this year and hope to continue growing as the facility becomes better known within the area.

The Glenmary is an independent living environment for adults age 55 and above. The last bit of construction work includes converting a couple of floors into assisted living housing to accommodate those who need a little more attention, all the while retaining the lively and domestic vibe.

Amenities such as a continental breakfast, bi-weekly housekeeping, and scheduled transportation are all in the monthly charges. With the option of studio and one, two, and three bedroom apartments,

this facility is accessible and practical to almost all independent living situations. Within the gated entryway, the structural amenities include a swimming pool with



a bar and grilling area, theater, exercise facility, and potentially a rooftop terrace. All of these make these new apartments quite a bargain.

If interested in more information, call Don Brock at (901) 726-4881 for lunch and a tour. Also, visit the website for a virtual tour at www.TheGlenmary.com.

VECA Sign is Artwork

Jeannie Tomlinson Saltmarsh created a sign frame for the VECA Welcome Center that is a work of art and lets the community know that VECA is located at 1680 Jackson. We all thank her for this wonderful gift to the neighborhood.

We asked Jeannie about her motivations and background. "I've used the VECA Welcome Center as a resource for many questions. Of course you get to talking and you find out about people, what their interest are, what they do for a living. I guess I told someone I knew how to weld. And I got a call from a person at VECA. I love this neighborhood and wanted to contribute, so I submitted a donation and VECA said yes."

"The National Ornamental Metal Museum donated the shop space and equipment. VECA paid for materials and I donated my time."

She notes that "I also think of and thank the Keelers every time I put a foot on the bridges on the Greenline and Bob Rogers when I see the plaques marking them, which he did at the metal museum as well."

Jeannie and her husband moved to Vollintine Evergreen in October 2002. She also serves as a distributor for the neighborhood newsletter, the *Vollintine-Evergreen News*.

Jeannie Tomlinson Saltmarsh is a Memphis native. As the daughter of an architect, her interest and love of the arts began at an early age. A University of Memphis graduate, she also attended the Penland School of Crafts in North Carolina, as well as taking courses in blacksmithing, welding and metal casting. She discovered the Metal Museum and desired to spend more time there. With hard work and determination, that desire is now a reality.

She spent February 2008 to February 2009 in the Artist in Residence Program and is now a part time employee of the Metal Museum. She has experience in both the smithy and the foundry and continues to grow, create, and play in these media.

Her website is www.jtsaltmarsh.com and the metal museum website is www.metalmuseum.org.

See a photo on page 3.


Yard Sale Thank You

Thanks to the many VECA Residents that donated the hundreds of items for the VECA yard sale. The funds will be used for the rehab of the VECA Welcome Center.

Erin Foster, pictured below, coordinated the yard sale. She is a Rhodes College student intern, funded by the City of Memphis, Division of Community Development. A special thanks to many who helped staff the yard sale—VECA board member Glenn Hales is pictured below helping set up the yard sale.



Jeannie Townsend Saltmarsh stands next to her creation—see article on page 2



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VECA Membership Form

Name _____ Address _____ Zip Code _____

Phone _____ Email _____

Dues enclosed _____ Additional Contribution to VECA Welcome Center _____

Dues: \$10 individual; \$20 household; \$35 Gold Star Heritage, choice of bumper sticker or Historic Designation Plaque. Please also donate to the Welcome Center. Only the Welcome Center donation is tax deductible.

Stonewall Block Club

The Stonewall Block Club has a history of community involvement with an emphasis on code enforcement. Although it has been inactive for about a year as it transitions leadership and reorganizes, we felt it noteworthy to acknowledge its efforts of such community development and progress.

Block Club member, Mary Haynes, states, "Our main goals are to enforce VECA codes, keep our block clean, safe and maintain a good relationship with all." Through its planning and communication the block club has succeeded in maintaining their street to support a pleasant neighborhood. VECA leader, Chris Floyd, said, "I think the street has continued to thrive because of the involvement of the residents."



Gift of Life Church Camp

Perhaps you have seen the activity and children at the church at 1542 Jackson Ave. It is a ten week summer camp sponsored by the Gift of Life Church. The camp runs for ten weeks between 7:30 AM and 5:30 PM Monday through Friday. It accepts children from three to twelve years old.

The theme of the camp is "I am somebody". It promotes a desire for learning.

The cost is \$40 per week. Call the church at 859-1748. VECA thanks the church for sponsoring such an important program for our youth.

City Services

Those of us that live in the VECA area enjoy many great city services. The recent storm tore down trees and shredded branches throughout the city.

Yet, that did not stop our solid waste collection by the Division of Public Works. Not only did it continue picking up the garbage cans and recyclables on time, but it was able to pick up yard waste, branches, and other items left at the curb. In the picture below, the crew is shown working at 6:00 PM to remove materials left at the curb by a homeowner.

Let's all give a special thanks to Public Works director Dwan Gilman, solid waste administrator Andy Ashford, and especially the garbage collectors that make our neighborhood so clean.



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The Welcome Center

The VECA Welcome Center at 1680 Jackson Ave is an exciting transformation of what was formerly an office. It will be a place for an increasing number of neighborhood activities. Many meetings will take place at the Welcome Center. Residents who want to work on issues will meet at the Center. It will be the "crossroads" and "hub" of VECA.

The Welcome Center Committee, that is working on this transformation, next meets on Thursday September 13 at 6:00. Everyone is welcomed and needed at these meetings.



Summer Fun

Over 170 neighbors came out to the Summer Jubilee/ Ice Cream Social Sunday, June 28 for a relaxing time under the shade of the V&E Greenline trees. State legislators Beverly Marrero and Jeannie Richardson joined the celebration.

The family-friendly event included the entire household – even the pet dogs were encouraged to come and be pampered in a refreshing cool bath. There were splash pools, sprinklers, games and face painting for the children, and everyone enjoyed the ice cream and fresh baked goodies.

A special event was the VECA Poster Contest. Residents were asked to judge 8 posters that were submitted for the poster contest. The posters were judged whether they were good art, reflected the VECA neighborhood, and residents would purchase the posters. Look for October and November events to display the winning poster.

Thanks to Schnucks and Baskin-Robbins for helping with the delicious ice cream and toppings and MLGW for cold and refreshing water. A special thanks to all of the neighbors and VECA committee members who helped make the event successful. Volunteers worked to set-up, tear down, serve and provide treats, work with the children, and wash dogs.

We look forward to fun events in the future where we can meet our neighbors, build community, and make Vollintine Evergreen an enjoyable neighborhood in which to live.

V&E Greenline Facts

The V&E Greenline is a neighborhood amenity that gives the Vollintine Evergreen neighborhood a premier walking trail. It is funded solely by user and resident contributions. It does not receive funds from the City or from VECA.

If you use the trail, do your part by mailing a contribution to the V&E Greenline at 1680 Jackson, Memphis TN 38107. Contribution flyers are available at the Greenline gardens and stationhouse.

Who is VECA? You are VECA.

VECA, the Vollintine-Evergreen Community Association, is your neighborhood organization, composed of volunteers and neighbors.



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Welcome Center Volunteers

Neighborhood residents Ann George and Ellis Rich are a neighborhood team working at the VECA Welcome Center on Monday and Wednesday mornings.

They are invaluable to VECA as it moves on using a volunteer base. Ann has been doing database work for the membership committee. This will allow VECA to have better contact with its members.

Ann and Ellis are involved in many field activities. They have been distributing the newsletter, putting up and taking down signs, purchasing items for the office, cleaning and organizing the Welcome Center, managing the mail, and answering the phone. They have also been handing out flyers for Wolf River Day which will be September 12.

Ann and Ellis are great role models for our neighborhood. Please also volunteer your time and skills. They are pictured below with the VECA poster candidates.



Rhodes Students

Three Rhodes Students are working at the VECA Welcome Center at 1680 Jackson Ave. Lacy Ward, Eric Dailey, and Dale Baker are working five days a week.

They are involved in a variety of tasks, including surveying problem properties and turning reports into the city, manning the phones and email, responding to requests for information, doing rehab on the welcome center, writing and delivering newsletter articles, helping install the new VECA sign, responding to city and state agencies that need information, working to address graffiti, organizing several clean ups, attending public meetings, and being involved in several VECA committees.

Lacy Ward and Dale Baker are being funded by the City of Memphis Division of Housing and Community Development, while Eric Dailey is a Summer Service Fellow funded by Rhodes College.



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Newsletter Advertising

Want to reach 3,500 VECA residents and other neighborhood supporters? Why not advertise in the *Vollintine-Evergreen News*? Local businesses can receive community support by appearing in our pages.

Just \$75 buys 3 prominent ads in our 2009 newsletters. Don't wait! Call our advertising manager at 276-1782. It will help you get customers and help the neighborhood at the same time.

VECA CDC Committee

VECA CDC is the nonprofit arm of VECA and until about one year ago, it had staff involved in building houses, managing the apartments and houses owned by VECA CDC, keeping the VECA office open, and administering programs.

For several reasons, including the crash of the housing market, VECA CDC could no longer build houses or keep its staff.

For the last year, volunteers who are VECA CDC board members, have taken over the management of VECA CDC. Their work has included managing apartment and house rental, managing considerable remodeling, dealing with a variety of governmental issues related to the previous grants, managing the Welcome Center—formerly the VECA office, managing the budget and organization, fundraising, and many other tasks.

Volunteers have completed remodeling of the VECA owned apartment at 795 Maury in the heart of VECA's NW quadrant. Their work spruced up an apartment to look like a crown jewel of the historic district. A new kitchen, refinished floors, repaired walls, installing a new laundry room, and many other features. The effort says a lot about the commitment of VECA CDC to the neighborhood. A special thanks is due to the following volunteers who worked on the rehab: Chuck Fox, Jim Doyle, and Gene Paccassasi. Over time, many volunteer groups helped, including MLK Day service groups, Rhodes College students, and Community Development Interns.

See photos of the building to the right.



Jared Powelson, OD
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Who is VECA? You are VECA.

VECA, the Vollintine-Evergreen Community Association, is your neighborhood organization, composed of volunteers and neighbors.

VECA: Vollintine-Evergreen Community Association

VECA is a neighborhood organization made up of volunteers and paying members. The *Vollintine-Evergreen News*, VECA email, the annual meeting, and committee activity are the ways in which VECA communicates with its residents, businesses, and other stakeholders. The VECA area is bounded by Watkins on the West, Cypress Creek on the North, Springdale on the East, and North Parkway on the South.

Contact VECA by writing to 1680 Jackson Ave, Memphis, TN 38107 or call (901) 276-1782. Website: www.veca-neighborhood.org; Email: VECA@veca-neighborhood.org

National Night Out

Tuesday August 4, 2009

1680 Jackson

6:30-7:30pm

Night Out for Prayer

And

Pot Luck dinner

National Night Out is the time to pray for our neighbors, friends, children, and community. Please come and bring a dish to share with your neighbors.



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Commercial Revitalization

VECA has long been interested in commercial revitalization and is once again starting to discuss strategies.

The strip commercial section at McLean Blvd and Tutwiler Ave has seen a vast improvement with the opening of Café Eclectic. This trendy restaurant and coffee house has sparked a large influx of customers into the area. And rehabilitation is taking place at some long vacant businesses to the south of the café.

Watkins Square at Watkins St and Brown Ave underwent a significant rehabilitation on the east side of Watkins about seven years ago. This was done under VECA CDC's efforts with federal and city funds. The rehab has resulted in a very busy and vibrant commercial center whose signature tenant is Melanie's a destination soul food restaurant that packs in customers.

However, some other commercial centers have not done as well. For example, residents have expressed increasing concern about the shopping center at Vollintine Ave and Avalon St. The buildings are owned by two different parties. It appears that one of the properties is for sale. Overall, the façade looks dilapidated, has graffiti, and some vacant shops. There appear to be vagrants in front of a business. However there are several viable businesses and at least one is very interested in seeing the commercial center upgraded.

A VECA representative recently attended a training session for a national program called Main Street, an approach that VECA could adopt and work on commercial centers such as Vollintine/Avalon.

Its website says: "Throughout the nation, communities are using the Main Street approach to revitalize their traditional commercial districts, whether they have officially designated Main Street programs or simply incorporate Main Street into existing economic development, historic preservation, city management, or urban and community planning programs. Whatever form a preservation-based revitalization initiative takes, the national network of coordinating and local Main Street programs provides action and support on all levels."

Going Somewhere?



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Eileen Castine

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VECA & VECA CDC Information

VECA Board: Nedra Bailey

VECA CDC: Paul Davis and Chuck Fox

Vollintine-Evergreen News Advertising: Barbara Gavalas

V&E Greenline: Renate Rosenthal & Len Cobb

Safety and Security Committee: Ben Beard

Neighborhood Preservation Committee: Chris Floyd

Neighbors for Trees: Marci Hendrix and André Glenn

VECA Welcome Center Committee: Mike Kirby

VECA Email and Communication Committee: Brad Heinz

Apartments and Houses: Mary Wilder, Chuck Fox, and Nedra Bailey

Rhodes Community Development Interns funded by City of Memphis, Division of Housing and Community Development, Dale Baker and Lacy Ward

Rhodes Summer Service Fellow: Eric Dailey

VECA Welcome Center 1680 Jackson Avenue Memphis, TN 38107

Phone: 901-276-1782 Fax: 901-276-1784

VECA Website: www.VECA-neighborhood.org

VECA and VECA CDC Email: VECA@VECA-neighborhood.org

VECA Email Announcements: news@VECA-neighborhood.org

Vollintine-Evergreen News: VECA@VECA-neighborhood.org

V&E Greenline: VEgreenline@gmail.com and www.VEgreenline.org