

VOLLINTINE EVERGREEN

N E W S

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

MARCH / APRIL 2012

The V&E Greenline: A Hidden Gem

By Megan Wilkins Reynolds and the V&E Greenline Committee

Those of you not new to this wonderful neighborhood are probably aware of the history of the V&E Greenline. For those who are not, it is worth mentioning that our own Greenline, a natural walking, jogging and biking path that stretches from near Watkins Street to Springdale Street, was the first Greenline and rails-to-trails park in the Memphis area.

The V&E Greenline was started by a group of motivated VECA neighbors and has since been maintained by many of these same neighbors. Over the years, the V&E Greenline has grown in beauty and scope. It has been recognized for excellence by Rails to Trails, the most prestigious organization in the field.

In the last year alone, the V&E Greenline Committee worked to advocate for a pedestrian crosswalk on McLean Boulevard, worked with Rhodes to add unique sculptures to the Greenline, collaborated to add pet waste bag stations (thanks to the work of Eagle Scout Duncan Bullard), increased its Woodland garden, and cleared debris from recent storms.

These activities and many others were supported solely by in-kind volunteerism and financial contributions from Vollintine Evergreen neighbors just like you. Our V&E Greenline does not receive *any* city, county, or federal funding. What an amazing feat!

Upkeep costs money. March is our annual month to solicit contributions for the V&E Greenline. Whether or not you are a regular user, I urge you to consider supporting this wonderful community resource through a tax-deductible donation.

Contributions can be made via mail (checks payable to V&E Greenline, sent to V&E Greenline, 1680 Jackson Ave., Memphis, TN 38107) or online through PayPal at veggreenline.org. Those interested in in-kind volunteerism can also contact the V&E Greenline at veggreenline@gmail.com.



Exciting Community Art Event Coming to the V&E Greenline

By Alex Smythe,
V&E Greenline Committee

Hi, everyone. Over the last few months the V&E Greenline Committee has been planning an art event that will take place in many of our backyards within the Vollintine Evergreen neighborhood.

The V&E Art Walk will take place along the V&E Greenline on Saturday, April 21. With a large number of artists and food vendors interested, the walk is planned to occur between McLean and Stonewall along the V&E Greenline itself.

Many artists from the Memphis Arts Collective and others have expressed interest in being involved in the event. These include Angi Cooper, Alisa Botto, and Colleen Couch-Smith, just to name a few. Work from students from the University of Memphis, Rhodes, and Memphis College of Art will also be included.

In addition to great works of art, there will be lots of food and music. Food trucks will be lining up on the streets that cross the V&E Greenline, so the people enjoying the stroll down the Greenline can stop and enjoy food from vendors like YoLo and Café Eclectic.

Being a lifelong Memphian and having spent time in my mother's art booth at events like the Cooper-Young Arts Festival, I felt that our beautiful neighborhood needed an event that highlighted what makes this a great area in which to live. With the creation of the Shelby Farms Greenline that runs from Tillman to Shelby Farms, our own V&E Greenline has lost some of its renown. This event will bring some much-needed use and notice to our beautiful V&E Greenline. With this event, and hopefully more to follow, I would love for people to associate the V&E Greenline with this Art Walk. With the help of the community, I feel that we truly can have an incredible event. Stay tuned via the Weekly ENews for more information.

If you know of an interested artist or would like to contribute in any way, please contact me at 901.461.4387 or via email at thealexsmythe@gmail.com.



V&E Art Walk
Saturday, April 21
10:30 am to 6:00 pm
(rain date April 22)

VECA's Annual Meeting Recap



VECA kicked off the New Year well with a celebration of neighborhood accomplishments as well as looking forward to plans

Cathy Marcinko, chair of the Historic Committee, has zealously worked on an innovative web mapping program for VECA. Additionally, she and the Historic Committee have provided much historical content for the VECA website. She has also

precincts, Midtown Security group and Operation Safe Community. She also brings flair to any VECA event and occasion. For last year's Summer Jubilee/Ice Cream Social, she arranged

for 2012. The VECA annual meeting was held Saturday, January 28 at St. Therese Little Flower Catholic Church with approximately 100 neighbors in attendance. The meeting offered a time for neighbors to socialize over a delicious potluck breakfast as well as to hear about important neighborhood projects.

Dr. Paul Herron was re-elected for his third term as president. New board members were elected, and the meeting recognized some of VECA's most dedicated volunteers with four service awards.

Given annually to a VECA neighbor who embodies the principles of neighboring and community action, the Margaret Dichtel Award was awarded to Andrée Glenn for her exceptional work at the VECA Welcome Center. Andrée spends three afternoons a week volunteering at the Welcome Center. Her resourcefulness has made the office run more efficiently in countless ways, from process improvements to the accounting system. Additionally, Andrée is a dedicated worker at the grassroots level. She works with the Neighborhood Networks Committee as the committee strives to promote communication with neighbors block by block as well as neighborhood-wide. She and the Neighborhood Networks group organized a very successful Fall Fest; the group plans to organize another one in 2012.

Bestowed on VECA board members who have rendered exceptional service to the board, the Martha Heinemann Award was presented to two VECA board members. For their outstanding work on behalf of the neighborhood association, Cathy Marcinko and Garnette Stephens received the Heinemann Award.

connected VECA with the Memphis Bioworks environmental job training program as well as with several AmeriCorp teams over the last few years. With the Wolf River Conservancy, in 2010 she organized the very successful Wolf River Day event held on the V&E Greenline. Cathy's extensive grant writing experience has also been a tremendous help to the VECA organization over the years.

In addition to her many contributions at VECA, Garnette Stephens is being honored for her work as chair of the Safety and Security Committee. Garnette has provided safety workshops and is working with institutions to develop a neighborhood emergency preparedness plan. She has worked with police

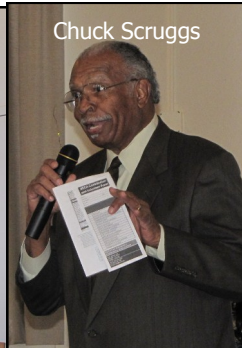
to have the Fire Department bring a fire engine for the children to explore. Several police officers attended the event as well. Garnette works diligently to keep the V&E Greenline clean by emptying trashcans, and she has also provided leadership by organizing neighbors to clean alleys in their area.

The Richard S. Borys Award was created to recognize public officials who through their work contribute to the Vollintine Evergreen community. For her outstanding work with VECA, Janet Boscarina of Clean Memphis received the Heinemann Award. As one of the founding members of the non-profit organization, Janet has worked with Memphis residents, churches, and

businesses to address litter, overgrown lots, and other eyesores in Memphis. Janet and Clean Memphis have been working with VECA by sponsoring monthly cleanups. This effort has made a huge difference in cleanliness on Watkins and Springdale Streets. Clean Memphis also helps VECA with supplies and refreshments for cleanups.



Chuck Fox , Jim Strickland



Chuck Scruggs



Myron Lowery



Modeane Thompson, Alma Warren

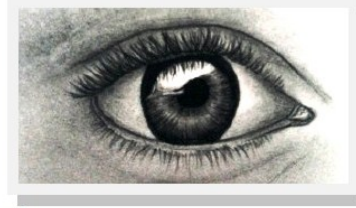


Chelsea Peters, Elizabeth Thomas, Michael Castellarin

Jared Powelson, O.D.

Mike Gerstner, O.D.

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A special thanks to Modeane Thompson, Chuck Scruggs and Father Hood of Little Flower for their gracious hospitality and for sharing their neighborhood history with the group.

Memphis City Councilmember Myron Lowery has been faithfully attending the VECA annual meetings for years now, and his presence is always a pleasure. Councilmember Lowery serves as a representative for Super District 8, which includes VECA north of Jackson. Lowery is currently working, along with newly elected Councilmember Lee Harris, to help VECA resident Alma Warren with her concerns about the crumbling walls of Cypress Creek.

Memphis City Councilmember Jim Strickland came to the meeting before his young son's basketball game. Strickland has been our City Council Representative for District 5 in VECA south of Jackson since 2007, and he has helped Vollintine Evergreen with issues regarding Lick Creek. Strickland has hosted two meetings at Snowden School regarding the flooding issues and is responsible for the detention basin for Overton Square, which will relieve the flooding in the Lick Creek Basin.

State Senator Beverly Marrero and State Representative Jeannie Richardson attended the annual meeting. Both our State assembly representatives attend our events and have been very supportive of issues in the neighborhood. Vollintine Evergreen has lost State House district 89 and will be represented by Frayser or South Memphis in the new redistricting.

Today is a great day to become a VECA member or renew your membership. Membership dues help fund projects and events in the neighborhood. If you have questions about getting more involved, please stop by the VECA Welcome Center at 1680 Jackson Avenue or email veca@veca.org.



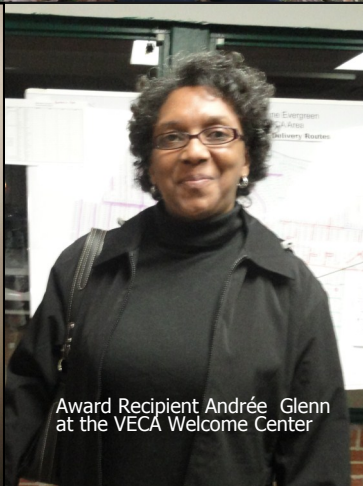
Award Recipients,
Cathy Marcinko and Janet Boscarina



Award Recipient Garnetta Stephens and Honey at the V&E Greenline Gardens



Sarah Beth Larson and Angie Powell



Award Recipient Andrée Glenn at the VECA Welcome Center

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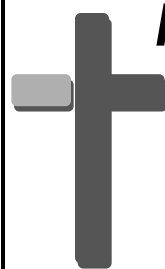
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Please Report All Criminal Activity

From the Memphis Police Department's Website (www.memphispolice.org):

You make the CALL! Be our EYES and Ears!

The most important thing you can do is call the police to report a crime or any suspicious activity. You have to be the eyes of your neighborhood. And remember, you can always remain a pair of anonymous eyes.

901-545-COPS (901-545-2677)



Spring is a Great Time to Order a Framed House History VECA Historic Committee Fundraiser



Celebrate your historic home with a unique gift idea! Featured will be the historic description of the home along with a photograph of the home. Please allow 30 days to process the order. Three sizes are available: \$15, \$20 and \$25.

The order form is online at veca.org. You may also call the Welcome Center, 901.276.1782 for an order form or email veca@veca.org to request an order form.

Spring is a Great Time for Neighbors to Apply for Plough Funding for Your Street

The Plough Grant began in August 2010 and will conclude in May 2013. Plough Grants usually range from \$250-\$1000. Here are some things neighbors can do together with Plough funding:

- ◆ **Have a block picnic or other social events on the block**
- ◆ **Plant visible trees and flower gardens**
- ◆ **Adopt a vacant house or lot (purchase a mower or weed eater)**
- ◆ **Plant a community garden on a lot**
- ◆ **Clean vacant houses and lots**
- ◆ **Trim and maintain over-grown trees and shrubs**

Proposal forms can be found on the VECA website (veca.org). Werner Viser manages the Plough grant and is ready to answer any questions or concerns you might have as you are planning your project! Call 901.276.1782 (VECA) or 901.843.3226 (Rhodes).

Randall Wilder



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10:30 A. M.

Art Connections

By Makenzie Martin

As an eight-year resident of the Vollintine Evergreen Community, Rachael Grant has made a name for herself within VECA's impressive group of resident artists. After realizing in middle school that she had a true passion for creativity, she went on to study art at the

University of Memphis. Since then, Rachael has founded a unique small business that she calls Red Thread: Creating Connections Through Art. She focuses on designing and facilitating collaborative art projects with groups of all ages and skill levels.

Rachael's goal with each project is to create a finished piece of art that expresses a lot of individual ideas but has an overall impact. Each of Rachael's projects is unique because she works hard to design projects based on the needs and abilities of each group, using different types of media and formats. She has created projects for a wide variety of events such as public festivals, private parties, and team-building exercises.

For community events, Rachael focuses on the themes the groups wish to communicate, while keeping the process as simple as possible to allow participation from a variety of people. Finished

pieces have been kept by the organizations, raffled off, or donated to a cause or organization. Although she has a hard time deciding what her favorite project has been thus far, a quilt she made at the Center for Southern Folklore ranks near the top of her list.

Recently, Rachael completed a team-building project with the Information Services Division at Rhodes. Using ancient cuneiforms as the design inspiration, Rachael led the division through the technique. Each person made a silk batik strip in a variety of colors. The 28 strips were then assembled into one piece which now hangs in the division office.

In April, Rachael will be traveling to George Washington University to help students create a series of collaborative projects to display throughout campus.

Rachael also hopes to participate in the V&E Art Walk this spring, which will allow the VECA neighborhood to participate in one of Rachael's fun and unique art projects.

For more information, contact Rachael at RedThreadArt.com.



Vollintine Evergreen Strategic Plan Update

At the VECA annual meeting, Shannon Dixon, our consultant, gave an update on the Strategic Planning Initiative. Resident meetings have been held in the four quadrants — the corners of the neighborhood — with over 100 people attending. Ideas such as cleanups, code enforcement, activities for youth, more block clubs and block parties were shared.

The VECA board will hold a board retreat to consider all the suggestions, resources and volunteers, and to develop a strategic plan for VECA. There will be a general membership meeting in June to roll out the strategic plan for VECA.

Thank you for all your hard work! Please stay tuned for updates in the May/June newsletter and via the VECA Weekly ENews!

**We are VECA
You are VECA
VECA is us together!**



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JOEY HAGAN, AIA

Biking in Memphis; Two-Wheeled Talking Tour Brings Cycling Education to VECA

By John Paul Shaffer

Two years ago Memphis, with only one dedicated bike lane, frequently showed up in polls and surveys as one of the most bike-unfriendly cities in America. Now Memphis can boast over 120 miles of bike facilities, including 34 miles of bike lanes and over 13 miles of greenways. In addition, Memphis City Government was certified as a Bicycle Friendly Business by the League of American Bicyclists for its efforts in promoting safer cycling.

In 2011 Memphis added nearly 36 miles of new bike facilities, according to Bicycle and Pedestrian Coordinator Kyle Wagenschutz. Many of these paths are a part of Mayor Wharton's 55-Mile Bike Program and were installed throughout the city, making safer connections between diverse neighborhoods and commercial areas. McLean Boulevard, Chelsea Avenue, North Parkway, and Madison Avenue were striped with bike lanes, connecting VECA residents to greater Midtown and other parts of the city.

With plans to complete the 55 miles and additional facilities, Memphis will continue to make safer connections for cyclists throughout the city in 2012, said Wagenschutz. In addition to routine repaving projects, Memphis was awarded \$1.4 million by the Tennessee Department of Transportation to continue building bicycle facilities in 2012. Streets designated for bike lanes in 2012 include Cooper Street and the completion of McLean Boulevard striping from Lamar Avenue to Chelsea Avenue.

Building on this cycling momentum, Wagenschutz has embarked on a Two-Wheeled Talking Tour to raise awareness of the new facilities and promote safer cycling. He will present an overview of the city's cycling facilities, laws regarding bicycling on city streets, and tips for safer and more convenient travel by bicycle.

The Two-Wheeled Talking Tour will make a stop in the VECA neighborhood on March 14 at 5:30 p.m. at the VECA Welcome Center, 1680 Jackson Avenue. The tour is presented as a partnership of the City of Memphis and Livable Memphis.

**Meet Kyle Wagenschutz,
Memphis's Bicycle and Pedestrian Coordinator
Wednesday, March 14, 5:30pm
VECA Welcome Center, 1680 Jackson Avenue**

Save the Date: Friday, May 18, 2012 National Bike to Work Day

National Bike to Work Day was started by the League of American Bicyclists, which also promotes Bike Week and Bike Month during May. In Memphis, National Bike to Work Day is sponsored by the Downtown Memphis Commission (downtownmemphis.com/biketowork)

In VECA, there will be three bike events to participate in.

There will be two practice bike rides for beginners. The route downtown and back to VECA will be under 10 miles at a leisurely pace that should take an hour. Tentative dates are Thursday, May 10, and Saturday, May 12. Watch for an update on dates and times in the VECA Weekly ENews.

On Friday, May 18, at 7:00 a.m., meet at the Station House to bike downtown to work.

Watch for an update on dates and times in the VECA Weekly ENews.



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Signs on V&E Greenline Pet Waste Bag Stations

By Jan Kirby

If you use the V&E Greenline, by now you have noticed the four waste stations with the cool dogs and "waste bags" noted on them. (The waste stations are an Eagle Scout project; see the November/December Newsletter for details.) These precious designer dogs were approved by the V&E Greenline Committee and are the inspiration and work of VECA resident and Neighborhood Network Chair Gloria Fulton-Singleton of gfscolordesigns (see ad below). Gloria is pictured by one of the stations with her dog, Sandy.

Each doggie differs in color so check out all four – Stonewall, Dickinson, McLean, and University – to find your favorite. If you have extra newspaper or store bags, consider donating them for this cause.



HERSHEY'S

We are pleased to announce that the V&E Greenline received a check for \$250 from the

Hershey Corporation. Through its Dollars for Doers Program, Hershey recognizes their employees who perform 50 hours or more of community service. In this case, the honor goes to **VECA neighbor Bill Rehberg** for his personal commitment and volunteer service to the V&E Greenline. Hershey has made several of these awards in the past and we thank our colleague Bill for his great work.

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Celebrate with the VECA Weekly ENews

The VECA Weekly ENews celebrates its first birthday in April! Created at the request of neighbors, the ENews provides a way for residents to advertise their yard sales, items for sale, and neighborhood rentals. Neighbors recommend events to attend and restaurants they enjoy. The VECA ENews has also been a very helpful tool



for wayward pets looking for home.

The VECA ENews is for you. Are you planning a yard sale this spring? Let us know.

If you have access to email, you have access to the VECA Weekly ENews. Call the Welcome Center at 901.276.1782 or sign up online at the VECA website (<http://veca.org>).

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VECA Monthly Cleanups



Discarded tires were the target for the VECA monthly cleanup held Saturday, February 11. Over 300 tires were picked up in areas of VECA along North Evergreen and Hollywood-Springdale. In addition to the tire pickup, there was a significant litter pickup. Thank you to everyone involved including nexAir for their help in rounding up tires. A special thanks to VECA partners Clean Memphis for arranging the community service workers and for Springdale Baptist for sending over community service workers. The next cleanup date is Saturday, March 10. Contact VECA at 901.276.1782 for more information on how you can join the effort.



Rhodes Fraternity members and Neighborhood Resident

VECA Annual Membership Form - Become a Member

Join your neighbors in helping Vollintine Evergreen be the great neighborhood it is! Dues are tax deductible.

Name _____ Address _____

Phone _____ Email _____

Be one of the following types of team members:

Member \$20 ▪ Neighbor \$30 ▪ Supporter \$50 ▪ Leader \$100 ▪ Champion \$500 ▪ Benefactor \$1000
 \$30 or more: Historic Plaque _____ or Poster _____ or Notecards _____ or Bumper Sticker _____



VECA: Vollintine Evergreen Community Association

VECA is a neighborhood organization made up of volunteers and paying members. The newsletter, VECA email, annual meeting, and committee activities are 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.

VECA Housing: Chuck Fox
 Lick Creek: Mary Wilder
 Historic: Cathy Marcinko
 Communications: Jeff Hulett
 Newsletter Editor: Marci Hendrix
 Neighborhood Network: Gloria Singleton
 Email: veca@veca.org
 901.276.1782

V&E Greenline: Megan Wilkins Reynolds
 VECA Businesses: Sarah Beth Larson
 Safety and Security: Jill Williams and Rick Maxwell
 Neighborhood Preservation: Chris Floyd
 VECA Board and Fundraising: Paul Herron
 Website/Calendar: veca.org
 1680 Jackson Ave

Newsletter Deadlines for the May/June Issue

The V&E News is printed bimonthly
 Article submissions needed by April 2
 Advertising copy needed by April 2
 Advertising: \$150 annually; \$50 one-time ads
 Please send submissions and questions to news@veca.org

CyberWatch, provides useful information about public safety and additional ways for the public to communicate with police. CyberWatch allows users to select a reporting radius based on either an address or an intersection, and receive a CyberWatch report via daily email.
<https://kiosk.memphispolice.org/cyberwatch/>

