

VOLLINTINE EVERGREEN

NEWS

A NEIGHBORHOOD PUBLICATION SPONSORED BY VECA, THE VOLLINTINE EVERGREEN COMMUNITY ASSOCIATION / VECA.ORG / VECA@VECA.ORG

JULY / AUGUST 2013



Photo courtesy of the Commercial Appeal



Rhodes College scoreboard. Photo courtesy of Rhodes.



Jackson Avenue the afternoon of July 22, 2003.



Cleaning crews following the Hurricane Elvis storm.

Hurricane Elvis: Ten Years Later

By Neighbors for Trees Committee

Where were you when that unruly reminder of the power of nature came through Memphis ten years ago? Violent straight-line winds, also known as a *derecho*, swept over the Mississippi River and across the city on July 22, 2003. The storm, nicknamed “Hurricane Elvis,” was particularly devastating to the Vollintine Evergreen neighborhood. Homes were damaged to varying degrees; for days on end people were without power in the height of the summer heat, and neighbors worked for months to recover from the damage wrought by the storm.

There were 233 MLGW circuits out and 338,000 Memphis customers without power. It took 16 days for power to be reconnected to everyone. Neighbors along Jackson Avenue got used to seeing long lines of equipment trucks from MLGW and crews from sister utility companies on their way to restoring power lines. They

raised hope as well as frustration about eventual relief.

In the aftermath of Hurricane Elvis, two conflicting concerns became evident. One was that people became afraid of large trees, and the other was that people realized that they had taken for granted the shady canopied street corridors of Memphis. Almost entirely shaded before the storm, the sidewalks along Jackson Avenue stood starkly bereft of any shade whatsoever.

The City of Memphis and MLGW published an assessment of the storm concluding that the reason so many trees were uprooted had little to do with proper or improper tree trimming. Essentially, the high winds – atypical for Memphis – were the culprit.

Even with assurance that this was an anomaly, many Memphians understandably became concerned about replanting trees that could become large and

COVER STORY CONTINUED ON PAGE 3

VECA TIMELINE

- 1980: L&N Railroad abandons the railway right-of-way
- 1990s: V&E Greenline established
- 2000: Memphis City Beautiful awards VECA funding for trees in medians along Jackson Avenue
- 2003: Hurricane Elvis
- 2004: Neighbors for Trees established
- 2005: Neighbors for Trees begins planting program for University Circle, Dlugach Park, Jackson Avenue, V&E Greenline stationhouse, Cypress Middle School, Tutwiler, University, and Overton Park

UPCOMING EVENTS

National Night Out – Tuesday, August 6, 6 p.m.

By Elise Hastings

VECA's annual National Night Out promises to be a great success this summer! The family friendly event is scheduled for Tuesday, August 6th, and this year it will be located at the newly renovated VECA Welcome Center at 1680 Jackson Avenue.

National Night Out is a chance for community members to connect and promote neighborhood camaraderie. The first National Night Out in 1984 began an effort to support involvement in crime prevention activities and encourage police-community partnerships. According to the National Association of Town Watch, National Night Out now involves over 37 million people and 15,000 communities from all 50 states! Even though just one night is not an answer to all of a neighborhood's problems, this event represents the kind of spirit, energy, and determination it takes to make neighborhoods safer all year around.

Last year VECA's National Night Out was very well attended with many neighbors pitching in to make it successful. Community members were able to relax and enjoy the end of summer with food and fun. Mercy Hill Church provided a large grill for hot dogs, as well as a sound system for karaoke. The Memphis Fire Department also made an appearance; kids were allowed to explore the trucks.

This August, VECA's Neighborhood Networks committee has more fun plans for National Night Out. Street games for kids and musical entertainment are on the agenda. Come enjoy a night of fun and fellowship; National Night Out will take place August 6th at 6pm, and will be located at the VECA Welcome Center at 1680 Jackson.

Ice Cream Sunday – Sunday, September 1, 2013, 4:00-6:00 p.m.

The VECA Ice Cream social will return to the V&E Greenline gardens area this year between McLean and Auburndale. There will be splash pools and water games for the kids, a shampoo area for the dogs, and ice cream and fixings for \$1 a scoop. Come out and visit your neighbors in what has become a neighborhood favorite tradition. (The event was rescheduled from a previously announced date.)

2013 Citizen's Police Academy Begins September 4th

Take advantage of a fascinating opportunity to become a valued partner with the Memphis Police Department and enroll now to participate in the 2013 Citizen's Police Academy. The popular law enforcement educational program begins on September 4th and runs for nine consecutive weeks. Enrollment is open to all citizens and class size is limited. To receive an application contact: Crump Station Neighborhood Watch Coordinators Officer R. Wilkins (901-636-4625) or Melanie Dorsey (901-636-4630).

311 Support Center Streamlines Access to Code Enforcement Services

To report high weeds, accumulation of debris or other code enforcement violations, please call 311. Or, if you have internet access you may submit a report using the Online Support Center at: cityofmemphis.org. The online system allows you to track the service request and view your service history.

Please report these common code violations:

- Accumulation of junk, trash, and debris
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- Special use/recreational vehicles and equipment
- Commercial vehicles and equipment
- Abandoned and derelict structures
- General service and repair shops



VOLLINTINE EVERGREEN NEWS

MAY / JUNE 2013

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VECA is a neighborhood organization made up of volunteers and paying members. The newsletter, VECA mail, 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
1680 Jackson Avenue
901.276.1782
Website / Calendar: veca.org
Email: veca@veca.org



someday fall and damage their property. Many in the community stressed the importance of trees, including VECA resident Don Richardson. In a *Commercial Appeal* article following the storm, he wrote (and echoes today), "We have a collective responsibility to take care of our tree heritage."

In September 2003, neighbors Marci Hendrix, Mike Kirby and Mary Wilder organized an "expo" to brainstorm ways to facilitate the restoration of trees to VECA. After setting the date, they saw in *The Commercial Appeal* that Memphis City Beautiful was to receive a large donation of 300 trees from Hale and Hines Nursery Co. in McMinnville, Tennessee. Memphis City Beautiful, VECA, Rhodes and the Sierra Club joined forces to organize the event. People from all areas of Memphis came to the expo to attend tree seminars and sign up for tree donations. Memphis City Beautiful designated many of the trees for homes along Jackson Avenue as well as the V&E Greenline.

In 2004 VECA's Neighbors for Trees was established. Committee chair, Andrée Glenn explains that the mission of this committee is to increase awareness of the environmental value of trees in our Midtown urban neighborhood. Since then, the committee has used funding awarded from city and state grants, as well as private donations, to purchase and plant trees. The committee has been involved in tree plantings on University Circle. There, in Dlugach Park, five magnolia trees are happily growing thanks to the help of Rhodes. Several trees were planted along Jackson Avenue's median. Others were planted at the V&E Greenline stationhouse, Cypress Middle School, and in Overton Park. Fifty or more trees have been sold to neighbors through Forest Faire neighborhood events held from 2005 through 2009.

In 2007, Neighbors for Trees coordinated the planting of young trees along the Tutwiler median, from University to Dickinson. In 2008, the team also provided oversight to the Valley Forge American Elm trees planted on University Street from North Parkway to Jackson Avenue. Most recently, in December 2012, 60 trees were planted on the front yards of many VECA neighbors with funding provided by the Rhodes Plough Transforming Neighborhoods grant.

Routinely over the years, the V&E Greenline committee has planted trees along the Greenline as well in other areas of the neighborhood. The



FACING PAGE FROM TOP: Dlugach Park on Jackson Avenue is home to five Magnolia Trees; Planting trees on Jackson Avenue following Hurricane Elvis. THIS PAGE CLOCKWISE FROM TOP LEFT: Elm trees being planted along University Avenue; Platos Touliatos and granddaughter selling trees to neighbors at the 2006 Forest Faire event; The V&E Gardens section at full maturity. In the 1990s, the area was tree free; Fruit trees at Belvedere and Tutwiler; Neighbors planting trees along the Tutwiler medians.

section between McLean and Auburndale has become a shady grove thanks to the committee's hard work. In recent years, Henry Turley has donated trees for the neighborhood as well.

We have come a long way since 2003. People are learning the best places to plant trees to help provide shade, reduce energy costs, and increase traffic safety and real estate values. Additionally, trees and nature provide a psychological boost to all of us.

Memphis is fortunate to have policy makers and city planners working hard to provide us with a healthy environment, including green spaces and trees. Memphis City Beautiful, partnering with the Parks Commission, works tirelessly to keep our city streets and corridors blooming, green and treed. Likewise, our neighborhood volunteers work diligently to keep our neighborhood and the V&E Greenline beautiful and treed.

Trees are a legacy, and VECA realizes their value, both esthetic and environmental. There are myriad ways we can help our residents enjoy a better life in Memphis, and isn't it great that planting trees is one of them!

Neighbor Highlight: Lula and Michael Johnson

By Travis Lux



Like a lot of us Memphians, Lula and Michael Johnson are excited about the new Crosstown redevelopment project. They're excited about the future tenants, the potential for increased property values, and simply because, according to Lula, "it's a lovely building" that deserves a little life. But for these two, the Crosstown redevelopment isn't just about amenities or economics – it's also, in a way, about memory.

Lula started working for Sears at the Crosstown location in 1970, commuting, initially, from Rossville, the small town in Fayette County where she grew up. Lula started out as an order clerk.

"Our floor had draperies, material, and all that," said Lula. "We'd fill orders, and every twenty minutes we'd put them in a bin. Somebody would inspect it and it would go to the shipping department to be shipped out."

Two years later Michael joined the staff, and they both found themselves working on the seventh floor.

"I actually started out working in the warehouse," Michael said. He would help pool various pieces of merchandise, preparing it for the "pickers."

The Crosstown work environment was known for being fun, hardworking and team-oriented (and according to Michael, the workplace of "some of the most beautiful women in the city"), so it is no surprise that the two quickly became friends. They later married and moved into the VECA neighborhood – first to Maury, then to McLean where they still live.

Even though Sears left the neighborhood, the Johnsons decided to stay put. Residents since 1982, Michael and Lula felt attached to the neighborhood – its location and racial history. "We have a biracial neighborhood that's got good harmony together. We've got good neighbors – we watch out for them and they watch out for us."

Sears announced the Crosstown building would close in 1987, and the doors were finally shut in 1991. By that time, both Michael and Lula had had long and successful careers with the company. Lula had been assigned to work at Sears' Meyers Road annex, where they had set up a sort of job

readiness program and resource center to help their current employees transition into jobs with other companies.

"Most people had been on the job twenty-plus years. So Meyers was set up for you to go back through and do the basics on math and typing and show you how to fill out your résumé and all of that."

Michael had become a lead employee in the shipping department. In fact, he was actually one of the last people out because he helped liquidate the inventory.

Collectively, the Johnsons worked 39 years for Sears. When reflecting on all that time, what they say stands out the most is the sense of camaraderie.

"When they hired people," he said, "we'd blend together. Blend together like a family.... It actually got into your head and your heart. It was that kind of environment."

Many of the friendships were so strong that some of their traditions carry on more than two decades later. Every year, for example, several families travel to Sardis Lake in Mississippi for an afternoon of boating and hanging out. To this day several families still meet at Sardis Lake on the first Saturday of August.

Even though it's often people and events that make up our memories, I think the places that create them can be just as important. Perhaps this is why the Johnsons are so excited about the upcoming redevelopment.

"Every time I would ride by and see the building deteriorating," Lula says, "I was hoping that something would develop in that building, because we were there so long." Michael agrees: "I'm thankful for the fact that you can still have a memory.... I'm glad they actually found life in it."



Sears employee newsletters collected by the Johnsons.

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Cycling in Memphis: The Next Ten Years

By John Paul Shaffer

In just a few short years, Memphis has seen an explosion in “active transportation” and has joined the likes of Austin and Portland on the list of cities making innovative investments in safe streets for bicycling. In just the past two years, the city has experienced a 400 percent increase in commuting to work by bicycle.

As more and more Memphians hit the road pedaling, we asked a few folks how they envision the future of cycling in Memphis, and how we get there over the next ten years.

Sarah Beth Larson, VECA resident and the VECA Wednesday Night Bike Ride Coordinator. What now looks like an impossible dream is not; in 2003 I never thought I’d feel safe biking a few dozen miles around the city, but that’s exactly what I’m planning to do this weekend. We are at the beginning of many possibilities — for a healthier, wealthier city — thanks to bicycles. As we increase the number of bikes on the road, we will become healthier by getting regular exercise. Our air will be cleaner and road maintenance cheaper with fewer cars on the road.

There will also be a more personal and immediate financial impact since bikes are cheaper to purchase and maintain than any car or truck. On top of all that, you see your city in a new way when you bike around it and discover hidden beauty in unexpected places. You can’t put a dollar value on that, but cycling is something that helps a city retain residents who are contributors to the financial health and tax base of a city.

What we need to do to maintain our momentum and reach this healthier, wealthier version of Memphis is simple.

1. Make a commitment to putting Memphis at the top of best cities for cyclists today.
2. Put funding behind making bikes safe on our streets every year, no matter what.
3. Educate people — especially drivers (!) about bicycle safety.

Anthony Siracusa, Bike Walk Tennessee. I am confident that in the coming years Memphis will emerge as a national leader in building protected bike lanes, encouraging more women and children to ride bikes, and diversifying our ridership to reflect the multicultural tapestry of our population.

It is the responsibility of our elected officials to build the city for not just themselves, but for generations to come. We know that people under 45 are driving less. They value automobiles less than their smartphones and tablets, and they often make choices about where they want to go based on their ability to walk or bike to their destination.

Bob Rogers, VECA resident since 1985. I have been cycling for transportation and recreation in the Memphis area since 1963, and I rarely



Come ride with us on Wednesdays. Meet at Café Eclectic around 6:15 and depart at 6:30 for a 10-13 mile easy ride. Follow us on the [Vollintine Evergreen Community Facebook page](#).

considered how cycling amenities affected the public. Traveling to other places more friendly to cycling opened my eyes a little bit to what could be. For Memphis, one benefit from coming a little later to the game is that we can avoid many mistakes other places have made and create quality bike lanes that make a connected network.

Ten years from now, when the bike lanes on McLean make many more connections to other lanes and greenlines, I predict we will see an even greater increase in biking for both transportation and recreation. In VECA, that means improvements in the success of small commercial establishments, and more slow-motion eyes on the street — all leading to a more cohesive, vibrant and successful community.

Kyle Wagenschutz, Bicycle & Pedestrian Coordinator for the City of Memphis. Bicycling will continue to grow as we continue to build safe and convenient infrastructure that allows Memphians to make a decision to leave their cars at home. To date, we’ve really only tapped in to about 8% of residents interested in cycling. A greater percentage of new cyclists —

CONTINUED ON PAGE 11



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Neighbor Highlight: Judy Wimmer

By Karen Hess and Elise Hastings

Judy Wimmer opened the door and immediately the cool air from the house and her welcoming presence were a refreshing change from the summer heat and humidity outside. She and her husband are in the process of downsizing – moving from their large family home in Vollintine Evergreen and unfortunately out of the neighborhood. They moved into the house in 1971 with their three small children. Judy has spent the last 42 years making a lasting impact on Vollintine Evergreen and the city of Memphis.



Judy Wimmer was recently honored at the 29th Annual Women of Achievement awards ceremony.

The Wimmers were drawn to the Vollintine Evergreen neighborhood by the variety of people who lived there as well as the beautiful houses. It was a center of religious diversity, with the Baron Hirsch synagogue close to Catholic and Protestant churches. There was also racial diversity which was a positive for Judy but a negative as far as her mother was concerned. Judy remembers that her mother “was so mad at us for moving into the neighborhood. She wouldn’t visit for two months.” Nonetheless, diversity is crucial to a neighborhood and Judy notes that “diversity is a fundamental part of what makes this neighborhood special.”

While living in Whitehaven before moving to Vollintine Evergreen, Judy became involved with the Panel of American Women, a movement started in Kansas City that formed a group to speak to audiences about the injustice of discrimination. At each event, there were four speakers: one Jewish woman, one white Protestant woman, one Catholic woman of any race, and one African American woman. They would go to churches and community centers wearing white gloves and heels to speak. Appearing calm and proper was key to getting their message across. Each speaker told a personal story of how prejudice had affected her life. Self-defined as “very spiritual,” Judy was raised a devout Catholic (she has since become a Unitarian). Of course, prejudice against Catholics in the South was not as malicious as that against African Americans, but the stories helped the audience relate to the problem. One incident that Judy related was passed down from her grandparents:

“On Sunday afternoons Grandpa would gather his family into a Model T Ford and go on a drive through the countryside. One Sunday, they drove past a KKK rally. There was a fire going and all the members had hoods on. Grandpa panicked and drove away quickly. They were shaken up because they knew that the Klan did not like Catholics.”

This story stayed with Judy and was one reason she became

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involved in civil rights. "I knew I didn't want my children exposed to racism." This awareness led to taking her children out of private schools and sending them to public schools, just when the trend was the reverse.

Judy also joined the group IMPACT: Involved Memphis Parents Assisting Children and Teachers. It was a small group of 10 parents, black and white, with children affected by busing. They worked to facilitate the process and prevent any violence, especially after seeing what had happened in other cities. Judy appeared on television and radio to reassure people that the transition would be smooth: "It was a sophisticated program." Over 2,000 volunteers showed up on the day busing started to stand at street corners and to make sure the kids got on the right bus and were not harassed by protestors.

Now, Judy is proud of the changes that have happened in Memphis: "There's a more level playing field but it still isn't great. There's also a strong African American middle class. I'm terribly happy about that."

A 50th reunion party is planned this summer for all the women from the Panel of American Women. Many deep friendships were formed through the Panel. "We depended on each other. Those women have enriched my life."

Nextdoor.com

Do you ever have information you would like to share with your neighbors but not the whole world? There's an app for that. Nextdoor.com is the free and private community forum for you to share with your neighbors, and VECA residents have already been using it.

VECA resident Sam Powers got rid of some junk that had been filling up his shed and he found a recommendation for roof repair. VECA has over 100 residents signed up so far. It is accessible via iPhone app or the internet.

Nextdoor.com worked with VECA to set up a network on the web-site where access is limited to area residents.

The Commercial Appeal recently featured an article about the East Buntyn neighborhood using Nextdoor.com, noting that the site "verifies users by address and uses real names." Privacy is key, unlike other social network sites.

Check it out: <https://nextdoor.com>



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Snowden Detention

By Mary Wilder



This is about the detention not of students but of rainwater. Over the last seven years Midtown Memphis and especially Vollintine Evergreen have been the victims of storm water flooding. The purpose of the construction project on the Snowden School football field is to build a detention basin to hold the storm water during heavy rains.

Detaining water means to temporarily hold it during a storm for two to six hours, letting it slowly soak into the ground and flow into the creeks and streams. Water flowing from the detention basin will end up in Lick Creek.

Lick Creek runs underneath the football field, Tutwiler Street and McLean Avenue before going aboveground at Idlewild Street. The creek then flows through the neighborhood crossing under Watkins and then turning north at Claybrook. Lick Creek goes back into an underground culvert at Jackson Avenue before it joins Cypress Creek and later the Wolf and the Mississippi rivers.

There were three reasons for the flash flooding residents experienced in 2008, 2009 and 2010. First, the city is largely paved over; there is less greenspace for water to be absorbed into the ground, meaning the runoff has nowhere to go. Second, the 1930s Lick Creek drainage basin was not designed to handle such a volume of water. Finally, there has been an increase of heavy rains due to the change in weather patterns. These three factors have resulted in flash floods and wet basements.

A City of Memphis Public Works and Engineering study in 2006 of the Lick Creek drainage basin and a subsequent 2010 technical review, both available on the veca.org web site, recommended detention areas in the Lick Creek basin to make up for the lack of greenspace. Currently there are four detention areas in the basin: Christian Brothers University's soccer field, Peabody School's playground, and two sights under construction, including under the Overton Square parking garage and Snowden's football field. The Overton Square basin will hold 1.5 million cubic feet of rainwater. The Snowden 3.5-acre detention field will hold 784,000 cubic feet of water. Detention basins slow down the amount of water flowing into areas downstream from them.

This project is paid for by you through the storm water fee on your utility bill. Storm water basins are administered by the City of Memphis Public Works Division and the Storm Water Program. City of Memphis



Flooding along Lick Creek will be greatly reduced with the completion of the Snowden detention project.

Engineering contracts and supervises the storm water projects. Encsor, LLC, a construction company in Arlington, is building the Snowden project. The Tennessee Department of Environment and Conservation (TDEC) issues the environmental construction permits and oversees the environmental aspects of the construction.

Residents will not see water rushing onto the football field. You will see a slow rise of the water level, then a slow release. Debris and trash will wash onto the detention area only if there is debris and trash in the immediate area that moves across the ground. The detained water will seep through a series of drains down to Lick Creek.

This is a long-awaited project for the relief of flooding in Vollintine Evergreen. Area residents thank the City of Memphis Public Works and Engineering for coming to the rescue.

School of Fish

By Bianca Phillips



Artist's rendering of Saltmarsh's "School of Fish" sculpture to be installed on the Greenline.

Are there fish in Lick Creek?

That was the question on artist Jeannie Tomlinson Saltmarsh's mind when she was inspired to design a school of fish for the V&E Greenline, a converted "rails to trails" path that runs from Watkins to Rhodes College in Midtown.

Saltmarsh's fish sculptures won the popular vote at MemFEAST, a Crosstown Arts-sponsored dinner on May 18th at which patrons vote on public art project proposals. She was awarded \$5,000, collected from patrons' MemFEAST ticket fees and corporate sponsorships, to install five to seven fish near the Lick Creek bridge.

"I was walking down the greenline and over the bridge one day. I looked into the creek and wondered if there are actually fish in there," said Saltmarsh, who works in the metal foundry at the National Ornamental Metal Museum.

Saltmarsh did some research and learned that Lick Creek is home to all sorts of wildlife, but gambusia fish, also known as mosquito fish, are extremely prevalent. The mosquito-eating fish have been handed out by the county health department and other organizations over the years as a way to combat the West Nile virus.

She drew some renderings for a school of fish positioned on metal poles that stick 12 to 15 feet in the air. Saltmarsh's idea was chosen as a finalist for MemFEAST, which stands for "Funding Emerging Artists with Sustainable Tactics," and she presented her idea to patrons at the annual event, which was held on the V&E Greenline this year.

Her project beat out proposals by four other artists, including plans for a rainbow arch at the west entrance to the greenline, a plan for metal arches throughout the greenline, nature-themed wraps for MLGW's well houses along the trail, and an interactive musical sculpture.

The fish will be made from a 14-gauge steel sheet sliced with a plasma cutter. The fins and tail will be textured, and the fish will be painted a natural color.

"They will be positioned on weather-vane mechanisms, similar to skateboard wheel bearings. The tails are big, and they'll catch the wind. If the wind hits them all at the same time and with the same force, they will move together like a school of fish," Saltmarsh said.

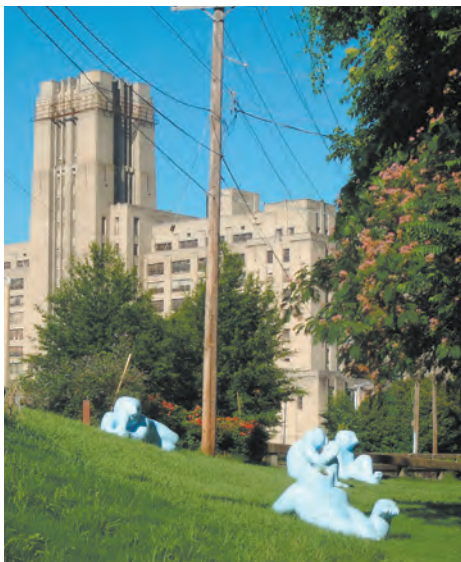
She's hoping the sculptures will inspire people to take better care of Lick Creek. And Crosstown Arts co-founder Chris Miner said the project has already caused him to take a second look at the creek.

"Her project concept inspired me and my 3-and-a-half-year-old son to walk to the bridge and look for fish in Lick Creek, which we did not realize were there until we heard her pitch. There were tons of them under the bridge. I was as surprised and excited as my kid," Miner said.

There's no timeline yet for when the sculptures will be installed. Additionally, Saltmarsh has taken over repairs to the "Big Kids" sculptures on the western end of the V&E Greenline. The large, cartoon-like, blue sculptures were installed there by a Rhodes College public art class a couple of years ago, but they've suffered some weathering and vandalism. Saltmarsh expects to have that project complete by the end of June.

Reprinted with Permission from The Memphis Flyer

"MemFEAST winner will install sculptures on the V&E Greenline"



Thanks to a wonderful group of neighborhood volunteers led by Jeannie Saltmarsh, the "Big Kids" sculptures on the western end of the V&E Greenline have been repaired and now have a fresh coat of blue paint.

Neighbor Highlight: Jill Williams

The Communications Team



It didn't take Jill Williams long to pine for VECA when she moved away the first time. Jill had lived on North Barksdale Street for over eight years before moving to east Memphis to be closer to her son's high school. In 2010, she decided it was time to return to the area she now calls home. The huge trees, the diversity, the architecture—all speak

to the flavor of Midtown and Vollintine Evergreen. Jill says the area helps her feel more creative: "It's the energy of place. It's just better in Midtown."

Having more creative energy is essential for this graphic designer. Jill credits Charles Chandler, the Memphis fashion illustrator and art director, for getting her interested in becoming a graphic designer. It was while working with Chandler in advertising that she discovered her passion for the design side of the industry. To prepare for the career change, Jill went back to college at Memphis State and earned her B.A. in Graphic Design.

Over the years, Jill worked for several advertising agencies in

Memphis, but eventually decided to strike out on her own as a freelancer—and she hasn't looked back. As a designer, she designs anything that will be printed, from ads to brochures and newsletters to books and magazines.

VECA has benefited greatly from Jill's talents. In recent months, she has worked with the V&E Greenline committee to develop a new logo and brochure, as well as various other pieces of marketing collateral.

When the VECA Communications committee wanted to move to a new format, of course they went straight to Jill for help. She designed the new template for the Vollintine Evergreen News, which was launched with the May/June 2013 issue. The updated format allows the newsletter to provide more articles, different formats for ads, and the flexibility to use color as well as black and white photographs. The new look has been well-received and the Communications team is grateful for her expertise.

There's more to Jill than just work: She loves to explore Memphis on her bicycle. She enjoys gardening, cooking, reading, and when she has time, she likes to get out on the water in her kayak. Jill can often be seen walking her black standard poodle, Buddy, around the neighborhood, or while on squirrel patrol on the Rhodes Campus—buddy's favorite activity.

In 2011, Jill was inspired to attend the Citizen's Police Academy. She highly recommends the program, saying, "It was one of the most fascinating things I have ever done." The nine-week course gives citizens an opportunity to see what goes on inside the M.P.D. "You get to do things that ordinary citizens would never get the opportunity to do." Highlights of the course were a ride-along with

an officer in a squad car on his regular shift while responding to actual calls, and visiting the Real Time Crime Center and the dispatch center.

To find out more about the upcoming session of the Citizen's Police Academy, contact Officer R. Wilkins (901-636-4625) or Melanie Dorsey (901-636-4630).

Thank you, Jill, for a job well done. The V&E News looks terrific!

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The academy will kick off its year this coming September. For the fall semester we will be accepting applications for 9th grade students living in the VE area. Evening classes are once a week with an additional study day. Find out more about the academy and its enrollment process; Email: visualartsacademy@att.net or find us on Facebook/Visual Arts Academy Vollintine Evergreen. Scholarships are available.

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about 60% of the population – is interested but concerned about safety. Overcoming perceptions that cycling is unsafe, particularly for children, women, and older people, becomes our biggest challenge over the next couple of years.

How do we do that? First, we utilize the same space in roadways to provide physical separation between bicycles and automobiles, increasing both actual safety and the perception of safety.

Second, we get real about biking as an everyday activity, not just a recreation. There is nothing wrong with using the bike to shed unwanted pounds, work out, or participate in competitive sports, but the new cyclists we need to attract in order to maintain momentum aren't necessarily into wearing spandex, purchasing \$3,000 bikes, or eating energy gel out of a foil packet. We focus on simple things like providing bike racks at schools, libraries, parks, and grocery stores, and encouraging people to choose a bike rather than a car for daily trips.

Marci Hendrix, VECA resident and recreational cyclist. My hope is that in ten years the cycling environment is safer for everyone – drivers, pedestrians, and cyclists alike. While technology will surely make strides in reducing distracted drivers, hopefully, in time, people will move more toward turning off the devices while driving. Likewise, with all the new two-wheeled traffic, cyclists will need to show more consideration and responsibility in sharing the road with each other, as well as with motorists. It's everyone's responsibility to know and follow the rules of the road, and I'm hoping for a growing mutual respect!

Caley Forman, VECA resident and daily commuter. I think we will see more bicycles on the road, which should make car drivers more aware of and more careful when approaching bicyclists. With an increase in bicycles, more businesses will install bicycle racks. Or maybe installing bicycle racks will attract more bicyclists! In ten years, more people taking a bike on a quick trip to the store or work will be as typical as hopping in the car.



Neighborhood Hospitality



In late June, Peace Lutheran Church on Jackson had the unique experience of hosting a group of cyclists for two nights. The group of 26 college students is riding from Baltimore to San Diego to raise money for cancer. They plan on arriving in San Diego on August 10.

To follow the cyclists on their journey check out their website at:

4kforcancer.org/follow-us/2013-baltimore-to-san-diego/.

Many thanks to Paul Cope and Peace Lutheran Church for hosting the students as they traveled through our neighborhood.

ABOVE: Cyclists enjoy a rest stop at Victory Bicycle Studio on Broad Avenue en route to Peace Lutheran Church on Jackson Avenue.

The Right Tree in the Right Place

A healthy community forest begins with careful planning. With a little research and a simple layout, you can produce a landscape that will cool your home in summer and tame the winter winds. Your well-planned yard will contain trees that grow well in the soil and moisture of your neighborhood. Your trees will be properly placed to avoid collisions with power lines and buildings, and the aesthetics will increase your property value.

Available space is probably the consideration most overlooked or misunderstood when deciding what tree to plant. Before you plant, it is important to know what the tree will look like as it nears maturity. Consider its height, crown spread, and root space.

Excerpt from <http://www.arborday.org>

Basic Spacing Guide for Trees

	Spacing of massed plantings	Minimum spacing from wall of 1-story building	Minimum spacing from corner of 1-story building
Small trees (30' or less)	6'-15'	8'-10'	6'-8'
Medium trees (30'-70')	30'-40'	15'	12'
Large trees (70' or more)	40'-50'	20'	15'



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VECA Annual Membership Form – Become a Member

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\$50 or more: Historic Plaque _____ or Poster _____

