

VOLLINTINE EVERGREEN

N E W S

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

NOVEMBER / DECEMBER 2011

Thank you VECA Businesses!

By the VECA Business Committee

Christmas came early for the VECA neighborhood this year. During the spring and summer, two neighborhood businesses located at the corner of Jackson Avenue and North Watkins reinvested in their properties with significant renovations.

Mr. George Messick, the owner of Top's Bar-B-Q located at 1383 Jackson Avenue, demolished the restaurant's old structure and rebuilt a brand new beautiful brick building with soft and hard landscaping adding much needed curb appeal to the intersection.

We are so grateful for his involvement with the VECA Business Committee and his continued commitment to the VECA neighborhood.

The owners of B P Beauty at 1397 Jackson Avenue have also invested in a property makeover. They renovated their building's exterior, removed graffiti, added a fresh new coat of paint, in addition to new signage.

By investing in their properties' physical appearance, the owners have improved the neighborhood's appeal.

We appreciate those who are members of the VECA Business Committee and encourage more neighborhood merchants to join!

The purpose of the VECA Business Districts Committee is to help develop a commercial revitalization program in VECA that improves the conditions and services in its business districts by working directly with property owners and merchants.

If you would like to volunteer with the VECA Business Committee, please contact us at veca@veca.org or call 901.276.1782.

VECA Strategic Plan Initiative

The VECA Strategic Plan initiative is progressing well. Commenced in August, Consultant Shannon Dixon is currently conducting four quadrant meetings to give neighbors an opportunity to discuss their ideas for Vollintine Evergreen and VECA. Two meetings have been held so far, and neighbors have been enthusiastically sharing lots of great ideas.

Two more meetings are scheduled:

- ◆ The NorthWest quad meeting will be **Saturday, November 12** (10-noon) at Peace Lutheran Church; and
- ◆ The SouthEast quad meeting will be **Saturday, November 19** (10-noon) at Evergreen Presbyterian Church.

We need your help and your voice. Please come to one of the two remaining meetings.

The Strategic Plan initiative is funded by the Rhodes College Plough Transforming Communities Grant.

Springdale Street Business District

By Werner Viser

Over the past year, several businesses on Springdale Street have been working tirelessly with Rhodes to improve not only the facade of their businesses, but also the morale of the community. With help from the Plough Transforming Communities Grant at Rhodes, Lynn's Got It Going on Beauty Salon #2, Chu's Grocery, Bryant Brother's Barber Shop, AKA Food Mart, R&S Bar and Grill, The Word Church, King's Hot Wings, and King's Grocery have been repainted, trimmed, cleaned, and new awnings and signs have been installed at each site. Litter has been drastically reduced, and bonds have been formed between community members and business owners as this business strip continues to grow and thrive on a level few imagined would be possible a few months ago.



Lynn's Got it Going on Beauty Salon

The St. Jude Marathon is Saturday, December 3. Starting downtown at 8 am, runners will head east on North Parkway before turning into Overton

Park across from Rhodes. Runners going the full distance will eventually wind back west running the length of North Parkway toward downtown and their finish line. Avoid traffic delays by using Jackson Avenue.

Homes along North Parkway are encouraged to participate in a decorating contest for prizes to be judged on race day. More information will be provided in the VECA ENews as it is made available.

Everyone is welcome to join in on the festivities along North Parkway.



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Riders on the Storm

By Marian Hill and Marci Hendrix

Neighbors move for reasons such as jobs, family, and downsizing. Moving in the best of circumstances is difficult enough, but sometimes families move for unplanned and stressful reasons. After Hurricane Katrina hit New Orleans in August, 2005 many New Orleanians headed to Memphis to rebuild. As a result, the Vollintine Evergreen neighborhood became home for several new residents. Here are the stories of two such families.

Robert and Candace Maché

Having lived in New Orleans for over a decade, a city they dearly loved, the Machés were not unaccustomed to sizing up threatening weather. Over the years, they had hunkered down through storm threats as well as packing up and evacuating until storms had passed. As they watched Katrina developing though, they knew evacuating would be their only option. The Maché family got in the car and headed to family in Tupelo two days before Mayor Nagin ordered the mandatory evacuation.

Located on high ground at the edge of the Garden District, their home survived the storm, but there was no going back. No pediatrician for their young daughter; little working infrastructure; no schools; construction chaos, debris and garbage all around; one had to have somewhat of a pioneer mindset to survive in the city.

Still in shock from their ordeal, they settled in Memphis with friends before landing in a rental house in the UofM area. Having been raised in Memphis and a UofM alum, Candace helped the family become acquainted with Memphis. The Machés will always be grateful to two churches in particular for the help they gave their daughter. Early on, Shady Grove Presbyterian Church led them to Evergreen Presbyterian's preschool for their daughter. There she was able to meet and play with children who were not experiencing the same trauma and stress as her parents.

Candace took a job at Otherlands, the quasi headquarters for many of the New Orleans transplants, and Robert, a guitarist, found work with local bands while doing carpentry work in his free time. A long-time musician, Robert has played with bands since the late 70s, notably long-term with the Continental Drifters.

The housing inventory in New Orleans was so low that it soon became apparent to the Machés that selling their home was the most helpful thing they could do for their beloved city. The first day on the market the house sold to hospital executives.

It was time for them to establish a permanent home for themselves in Memphis. Their house hunt took them to a variety of neighborhoods,



including Midtown and Vollintine Evergreen. They kept their options open but kept gravitating toward Midtown for the diversity as well as for being the nerve center for artists. They found their home on Hallwood by persistent driving around and looking for for-sale signs. They refer to their realtor and friend, Stephanie Evans-Taylor, as "St. Stephanie" for her patience in dealing with them during this stressful period.

Their daughter is now at Snowden and the family is enjoying the charm of their home and street. Neighbors get together often and everyone is very friendly. Robert has found a musical comrade with singer and neighbor Barbara Blue.

Locally, Robert plays guitar with the Dan Montgomery band, Barbara Blue, and Nancy Apple. The Machés also perform together in their own Candace and Robert Maché ensemble.

There's always the possibility of their moving back to the Big Easy, but for now, they are pleased to call Vollintine Evergreen home and look forward to making many Memphis memories.

Darrell and Leslie Harden


The week leading up to Katrina was particularly busy for the Harden family and they kept missing reports on the developing storm. Leslie started her day as usual at Xavier University where she worked. It was a student who got Leslie's attention to the approaching storm when she explained she was late due to long lines at the gas station. Meanwhile Darrell had taken their son to the park to feed the ducks when he started noticing that the heavy outbound traffic included lots of RV's. He contacted his uncle, an ER doctor at Tulane who always had access to reliable information by nature of working in an ER. His uncle confirmed that it was time to go.

They made their evacuation plans over lunch. Reports said that traffic to Houston was backed up but that traffic toward Memphis was open. The police were monitoring the highways to Memphis and using contra flow (all lanes on both sides open for travel). They chose Memphis. After packing lightly, the Harden family, including the family pet dog headed out.

Before departing, they mowed the lawn and straightened up the house so they'd be ready for work upon return – a custom of many New Orleanians when preparing for storm evacuations. As they left though, something was different this time and they felt like they were in an eerie dream with people moving slowly.

They arrived in Memphis and stayed with family. After the storm, they saw the water damage around their home online via Google Earth. Their Slidell, LA home was two miles away from Lake Pontchartrain. The lake's tidal surge was 22 feet and subsided to 12 feet at their home. The house took in about 8-9 feet of water.

They were restricted from returning to the area for about a month and



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by then mold was growing like fur on everything. Very little was saved and looters had gotten salvageable items from upstairs. Often asked, of everything you lost what was the most important, the answer is easy. Everything is just stuff, but losing family photographs is sad. They were able to salvage a few photos of their son and some of their wedding photos, albeit damaged.

The double whammy of the disaster was the bureaucratic turmoil. The Hardens quickly learned that dealing with FEMA and State Farm was best done face to face. They felt like they were among the privileged and exception because they figured out how the 'machine' worked and they also had the means to travel back and forth. Many in the same situation were unable to negotiate the paperwork required and did not have the capacity to fight. They made approximately 30 trips to New Orleans for legal mediation. They eventually were awarded about 20% of what their home was worth even with having flood insurance.

Meanwhile, they needed to find a place to call their own, but they couldn't find what they wanted. They knew they didn't want what they had – a cookie cutter house like they had in Slidell.

When Darrell saw the VECA house online he had a gut feeling. The Hardens researched the neighborhood and were encouraged after reading online about the diversity of the neighborhood. They toured the house and were thrilled. From the front porch to the thick doors, wood floors and arched entryways, and the architecture, they found the house and Hawthorne Street delightful. Vollintine Evergreen also reminded them of Mid-City, a New Orleans neighborhood where schools, restaurants, and college atmosphere play an important role in the neighborhood's feel.

The Hardens are making Memphis home. Darrell's job with a pharmaceutical company allowed for a transfer. Leslie is the principal at St. Therese the Little Flower Elementary School on Jackson Avenue with an enrollment of 75 Pre-K-3 through 2nd graders. St. Therese is one of six jubilee schools in Memphis with an emphasis on helping economically disadvantaged children who otherwise might not be able to afford a private Catholic school education. Their son is in 3rd grade at Immaculate Conception where he has been since he was three. IC was their first choice as it reminded them of schools from home.

The family has faced a variety of challenges these last few years, but they have made it through and have a better outlook on life as a result. They now resolve to take things easy – they laugh a lot. "We're close; we hold each other up." They talk about going back to New Orleans and their family but "our roots are beginning to run deep here making it difficult to leave." For now, the Hardens are happy here and calling Memphis home.



Neighbor Highlight

By Elise Hastings

Artist and VECA neighbor Angela Goza specializes in fun, animated portraits of pets. Goza has painted professionally for many years, having received both her BFA and her Masters from Memphis College of Art. She has an international reputation, and has lectured and shown her art around the world. Lately, her most popular work has been bright, vivid paintings of pets, with a twist; the paintings convey the fun, quirky personalities of the individual animals.

"I'm interested in depicting the quiddity of them, the essence of who they are" Goza said. The result may illustrate the pet with slobber, missing teeth, or in the process of ripping up the client's favorite

couch, but the image is conveyed so affectionately you can't help but love the pet. "All I need is a snapshot really," Goza describes of her process, "and a description of what the pet likes or what it likes to do." Also, the pets are not confined to the canvas. Goza can depict the animals on different mediums, including ceramics, fabrics, plush, and posters.

Goza has been a Memphis resident for more than half her life, and says that of her clients, "a lot are local." She loves living in VECA because of the "historic homes and the terrific people who live in them." She notes that it is one of the few neighborhoods in Memphis where you actually know your neighbors.

Goza describes her work as "bringing in a little joy" into her client's homes. Also, her paintings have been shown in exhibits at a variety of galleries around Memphis and have achieved fame for their amusing and enjoyable nature. Goza's main passion, however, is to give mementos to her clients who simply love their pets.



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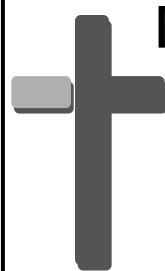
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Alley Clean-Up

By the Safety and Security Committee

Many thanks to the 23 VECA residents who participated in the Saturday, September 3rd clean-up of alleys in the southeast quadrant, bounded by North Parkway, McLean, Crump and University, to clear the alleys of vegetation and trash. The project was coordinated by VECA Board member Garnette Stephens and Central High student Jordaan Butler and was funded by a Plough Leadership Development Block Grant from Rhodes.

Thanks also to our project partners: VECA provided tools and Memphis City Beautiful loaned gloves and tools and donated water and trash bags. With the support of Johnie McKay, Director of Public Works and Michael Todd, Renrick Britton, and the staff of City of Memphis Division of Community Enhancement, the very high weeds and extreme overgrowth were cut prior to the event.

The clean-up is the first step in encouraging residents to maintain alleys behind their houses. Alleys that are overgrown create a safe haven for burglars to come and go as well as an environment for snakes and rats. Also, overgrown alleys give a negative impression of our neighborhood. Together we can make a difference!



For information on how your block can apply for Block Grants, visit the VECA website (<http://veca.org/rhodes-plough-grant-partnership>) or call VECA at 901.276.1782 or Rhodes at 901.843.3226.

Eleven of the 23 volunteers: Front row, left to right: Steve Auterman, S.D. Brandon, Jordaan Butler, Matthew Montgomery, Chris Tague, Lawrence George, and Judith Sohngen. Back row, left to right: Bryan Montgomery, Madeleine Edwards, Garnette Stephens, and Mark Clark.

Know it When it Happens!

The VECA Weekly ENews is where neighbors can advertise yard sales, list items for sale or giveaway, or plug upcoming events. Sign-up to receive emails via the website (veca.org). Receiving VECA emails is the best way to stay up-to-date on neighborhood events, meetings and alerts.

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Ready Neighbors Emergency Preparedness Summit Holiday Inn at University of Memphis, October 8

By the Safety and Security Committee

Neighborhood associations city wide recently had an opportunity to learn how to make our communities safer and better prepared when a disaster strikes, be it a severe weather event or a natural disaster. The event was partnered with the City of Memphis Neighborhood Relations Office, ReadyShelby and The Assisi Foundation of Memphis, Inc., and 18 exhibitors provided helpful information.

We have experienced numerous severe thunderstorm and tornado warnings and watches, from the Ice Storm of '94, Hurricane Elvis of '03, and most recently the Mississippi River flooding. Living on the New Madrid fault, the reality of an earthquake is not "if" but "when." Often first responders are not medical and city emergency teams – it is you and your neighbors who are on the scene within minutes offering help. How

can you be better prepared and be able to survive for a minimum of 72 hours?

- ◆ Create a family communication plan – where to meet, whom to call, who's picking up the kids, etc.
- ◆ Determine your safe place at home, work, church, etc.
- ◆ Pack an emergency kit: clothes, food for people and pets, water, sanitary products and first aid supplies.
- ◆ Learn compression-only CPR.
- ◆ Participate in Community Emergency Response Team (CERT) training.

For information on how to prepare, visit the Shelby County Emergency Preparedness website (<http://readysbelby.org>).

VECA Board Volunteers

By Sarah Beth Larson

It's the time of year when we are putting weather stripping on the doors, decorations on the lawn, and a big pot of chili on the stove. Here at the VECA Welcome Center, we are also thinking of putting new members on our Board roster for 2012!

Our board members process the bills and raise the money to cover them; we listen to the needs of the neighborhood and work towards solutions; and we all work together to make VECA the best it can be. Board members are at-large, meaning they can come from any part of the neighborhood and represent VECA as a whole on the issues. Most importantly, all our board members are volunteers who want to make a difference in the community.

VECA welcomes board members of all abilities and talents who are willing to take a seat at the table... again, literally, when we meet every month. But that's not all that's involved – all board members choose a committee on which to serve and there are many from which to choose. Part of the fun of VECA is the variety that comes from everything that goes on in such a vibrant neighborhood.

There are a number of VECA committees facilitated by board members who serve alongside neighbors, such as Block Clubs, Business Districts, Lick Creek, Historic Preservation, Membership, and others. These are the groups who seek direct input from residents, business owners and other property owners. VECA committees take the information, requests and decisions back to the Board to help committees make the best possible decisions and take action on behalf of the whole community.

We all volunteer with VECA for different reasons, and I will admit part of my reason for joining last year was a concern for falling home prices

and hopes that I could help reverse the trend through the Board. Here are some other reasons to consider:

- ◆ Working as a VECA board member, you can become part of a team and be an agent of change for your neighborhood.
- ◆ We share immeasurable satisfaction from our accomplishments while we work to ensure the stability and progress of the area.
- ◆ Where else can you gain leadership skills and experience while making new friends and getting to know people in your community?
- ◆ Most importantly we need you to volunteer with VECA because if you don't, who else is going to do it?


To get involved, contact VECA today at 901.276.1782 or veca@veca.org.



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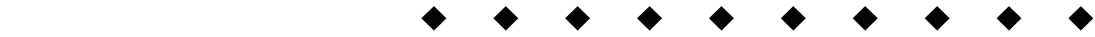
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JOEY HAGAN, AIA

Second Generation Residents Part Two

By the VECA Communications Committee

The September/October issue featured a collection of memories from neighbors who lived in Vollintine Evergreen as youngsters and as adults. Here's two more stories. Stories of the neighborhood's history are always engaging. Do you have historical recollections from the neighborhood to share? Do you know someone who might? Please submit your ideas to news@veca.org or call the Welcome Center at 901.276.1782.



Jim Black was 6 when his family moved to Maury Street near Tutwiler. He delighted in living near the L&N railroad and hearing the train whistle as it rambled down the tracks. Jim recalls the L&N line being relatively slow compared to the long trains that sped along the tracks near his grandmother's house in Mississippi.

Jim and other neighborhood children often played on the open field near Avalon and Tutwiler near Maury. Before the electric pumps, there were artesian well houses on the field where one could hear the water splashing through the filters as it was being pumped out of the ground.

Living near Lick Creek made for an adventure, too, not with flooding, but with frogs to catch. The kids would also look for large "goldfish" that occasionally escaped from the zoo during tank cleanings. The fish would make their home under the bridges where the water was deep and cool.

Everyone knew everyone back then. With his paper route Jim got to know lots of neighbors. He threw papers until he was 16 when he started working at Borg's Pharmacy part time. After high school (Snowden and Northside) he stayed on full time at Borg's. The pharmacy was at the corner of Jackson and Evergreen (now King's) and shared the building

with Bosi and Son's Grocery. Borg's Pharmacy had a corner designated as a post office substation that drew lots of customers. After Anna Katherine Goldschmidt retired, Jim took over the job at the substation. Customers could buy stamps, money orders and mail letters and packages from the substation.

Jim remembers two customers in particular. One was a German Jewish gentlemen who had been imprisoned in a concentration camp during World War II. He recalls him being good natured with a keen sense of humor. Another gentleman, Mr. Gibson, was elderly with limited eyesight. His daily routine would include a walk to the pharmacy to join Jim and Mr. Borg for a bite to eat at lunch. Mr. Gibson would also walk to Dino's for dinner each afternoon (then known as Southwestern Grill).

After working for Borg's Pharmacy for many years, Jim was hired by Mr. Bosi to be the new butcher at Bosi and Son's Grocery where he worked for years.

Jim loves Midtown and he has lived in the Vollintine Evergreen his entire life and plans to keep the tradition going.




Marcus Tate was 5 when his family moved to Hawthorne, becoming only the second African American family on the block. The Tate's were also the second family to live in the home they purchased. The original home

owners lived there for about 40 years before moving to east Memphis to be near the new synagogue. Marcus remembers neighbors on Hawthorne being very friendly and taking an interest in him and his brother. Marcus attended Snowden and then Northside for the school's accounting program. Carl's Bakery and the 7/Eleven store still hold fond memories for Marcus as do trips to the Sears Tower where his mom worked after the boys were older. Before heading off to college, Marcus mowed lawns in the neighborhood for \$10 a pop. He also sacked groceries at the Piggy Wiggly where he was an



enthusiastic worker making good tips. After college (Tennessee State University and Webster University for graduate school), Marcus lived in east Memphis for a time. When his parents decided to move closer to their church, it took no time for Marcus to realize he wanted to move back to the family home, where he's been ever since. Marcus loves the beauty of the neighborhood and Hawthorne Street especially. He loves sitting on his porch at night and enjoying the peace and quiet of the street. His friends from the suburbs marvel at the charm of the homes and the unexpected tranquility of the area. Marcus and Tavia Tate are the proud parents of a 9-month old son. For this third generation, Marcus hopes the neighborhood will continue to stay strong and that the area brings back the family as the center core, as that's how great people evolve.

Holiday Lights will be featured again this year on three streets in VECA between Jackson and Vollintine. Themes are: Sheridan Lollipops; Barksdale Candy Canes; and Kensington Bells. Best viewing times are between 7-10 nightly starting in late November. Let us know if your street will be festive and we'll include it in the ENews. (news@veca.org)



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VECA Volunteers

If you have ever thought of volunteering for your neighborhood, now is the perfect time to get involved. We are starting a Strategic Planning initiative that will help us choose the best direction for the next 3-5 years, so there are plenty of new opportunities to volunteer where you will really be needed.

What do volunteers do for VECA? The answer is literally everything. We are a volunteer-run organization, meaning there are no paid employees in the organization. We do neighborhood clean-ups, lobby local governments for things the residents need, and host events to get to know everyone better.

Who are our volunteers? Just as our community is, VECA volunteers are a diverse group, in age, religion, ethnicity, and background. We have a variety of talents and degrees of involvement, from volunteers who work in the office as needed, to those who faithfully garden and do upkeep on the V&E Greenline and community gardens

seasonally. One thing we have in common: all our talents are needed and valued by VECA.

How do I get involved? The simplest way is through Membership, which starts at \$20 per year for an individual and \$40 for household. Whether you can or can't do that, we would love to have you help by delivering this newsletter, helping out at our regular clean-ups, organizing a block club, helping with our rental homes, or submitting a Leadership Grant proposal to improve VECA. The important thing is that you are doing something to give back to this wonderful neighborhood, whether you've lived here less than a year or all your life. Come to a committee meeting or call us today (901.276.1782) to find out more about how you can help!

VECA Fall Fest

On Sunday, October 16, approximately 300 neighbors gathered at fifteen block parties held simultaneously in the neighborhood.



Neighbors had a chance to meet fellow neighbors and enjoy each other's company on a beautiful afternoon. Food was shared, children played, and connections were made. Thank you to all who helped organize the event. We hope getting together inspires more neighborhood gatherings on your block in the coming days.

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Eagle Scout Project

Frequent walkers and runners on the Greenline may have noticed a recent addition to the trail — four pet waste collection stations. These stations were designed, built and installed as an Eagle Scout project by the grandson of Dick and Nickie Mochow, Duncan Bullard. He approached the Greenline committee a few months ago, in need of a project he could develop and bring to completion for his Eagle award.

The Eagle project has to meet some requirements, one of which is to benefit a church or community in some way. The need to provide pet waste bags for dog walkers along the Greenline had been identified by the committee who felt this would be a good project for Duncan to undertake.

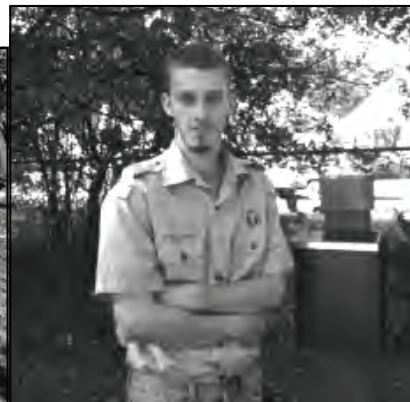
For three consecutive Saturdays, Duncan and a group of his fellow scouts and adult volunteers sanded, painted, drilled holes, screwed screws and dug holes to prepare to

install the posts in the ground. The four stations are located at Stonewall, Dickinson, McLean and University.

If you walk your dog and forget to bring a bag to scoop, walk by one of these stations, pull out a bag and help keep our Greenline free of "oops." If you have extra plastic bags from the grocery store or newspaper bags and want to recycle them, consider donating them to the pet waste station boxes.

Duncan is a member of Troop 13 which meets at Trinity Methodist Church. Duncan and his family have lived in the Vollintine Evergreen community since the late 90's. He

attended Snowden and is currently a senior at Central High School. Eagle Scout projects help scouts gain leadership experience while providing a valuable service to their communities as a result.



VECA Annual Membership Form - Become a Member

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

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\$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, the 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 Committee: Cathy Marcinko
Communications: Marci Hendrix

Neighborhood Network: Gloria Singleton

Email: veca@veca.org Website and Calendar: veca.org
901.276.1782 Fax: 901.276.1784 1680 Jackson Ave

V&E Greenline: Megan Wilkins Reynolds

VECA Businesses: Sarah Beth Larson

Safety and Security: Garnette Stephens

Neighborhood Preservation: Chris Floyd

VECA Board and Fundraising: Paul Herron

Newsletter Deadlines for the Jan/Feb Issue

The V&E News is printed bimonthly

Article submissions needed by Dec 6

Advertising copy needed by Dec 6

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/>

