January is VECA’s Annual Membership Drive

Why should I be a member of the Vollintine Evergreen Community Association?
- To be a neighbor
- To know my neighbors
- To help my neighbors
- To help myself
- To have a safe, beautiful and pleasant place to call home

By joining VECA I will:
- Be an active VECA neighbor.
- Develop a spirit of cooperation and neighborliness with my neighbors.
  ~ VECA members actively make an impact on the community.
- Improve the physical and social conditions of my community.
  ~ Neighborhood Networks committee and block clubs promote streets that are beautiful and friendly.
- Strive for a well-maintained living environment.
  ~ VECA committees and members volunteer and work to prevent and clean up problem properties.
- Enrich the image of my community by improving safety and security.
  ~ VECA members provide valuable resources to neighbors about how to safeguard our neighborhood and work with government leaders to discuss problems.
- Create partnerships with neighborhood institutions and government.
  ~ VECA members develop and promote relationships and mutual goals with Rhodes College, Cypress Middle School, Snowden and Vollentine Elementary Schools, and work with local businesses.
- Act as a primary agent for change in my neighborhood.
  ~ VECA members engage neighbors and youth to work with their passions to become active community members and leaders.

VECA Annual Membership Meeting
Saturday, January 26, 2013
Evergreen Presbyterian Church
613 University Avenue
Fellowship Hall downstairs off the University side of the building
9:00 to 10:00 Potluck Breakfast
10:00 to 11:00 Annual Meeting
Bring your favorite breakfast food – VECA will have coffee and juice

You are VECA ▪ We are VECA ▪ VECA is us together
Sears Crosstown Development Group

By Todd Richardson

Since early 2010, a development group has been quietly meeting in the basement of a Crosstown office space to create a vision for the adaptive reuse of the historic Sears Crosstown retail and distribution center. Built in 1927 as one of ten distribution centers in the United States, and one of seven that survive, Sears Crosstown is a monolithic relic of America’s early twentieth-century industrial economy.

For decades, Sears Crosstown was the centerpiece of a vibrant middle-class urban neighborhood. Abandoned now for twenty years, it has become one of the city’s most notorious blight nuisances. Yet even today, almost everyone in Memphis knows someone who once worked or shopped there.

After years of hard work and planning, the development team recently announced that nine notable arts, education, and healthcare organizations have committed to help create a unique “vertical urban village” within the building that will bring it and the Crosstown area back to life.

Rather than taking a standard anchor-tenant approach to create an office park that is active only during the daytime, the development team sought from the beginning to develop a more mixed-use environment where people are coming and going 24 hours a day, seven days a week, 365 days a year.

Additionally, the idea was to recruit neighborhood-scale uses that would go far beyond simply co-locating; rather, residents would share mission and vision and so be excited about sharing space and resources.

The Crosstown Development project will be anchored by a collective of Memphis’s most well-respected organizations and institutions: ALSAC, St. Jude Children’s Research Hospital, the Church Health Center, Crosstown Arts, Gestalt Community Schools, Memphis Teacher Residency, Methodist Healthcare, Rhodes College, and The West Clinic.

In addition to these nine “founding partners,” plans include first-floor retail, restaurant and production space, a diverse range of residential opportunities, a public plaza, and a community garden.

As the project progresses, the Crosstown development team looks forward to talking more with neighbors in the area through community planning and information meetings. More to come soon!


Jared Powelson, O.D. Mike Gerstner, O.D.

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Sears Crosstown MemFIX Event

By John Paul Shaffer

Here came the neighborhood, indeed. Saturday, November 10, the Crosstown neighborhood revisited its past as a bustling commercial district, with a taste of what the future may hold in store for the community in the shadow of the long-vacant Sears building. Some 10,000 Memphians and visitors were treated to pop-up shops, food trucks, music (on stages both stationary and mobile), and new art galleries setup shop on Cleveland Street for the day.

The goal of the event, according to organizers, was to change perceptions about the space and the neighborhood, and to help people see the vision for the neighborhood.

MemFIX: Cleveland Street built on the foundation laid in 2010 with the Broad Avenue Arts District’s “A New Face for an Old Broad” event. An automobile-centric stretch of road was temporarily reconfigured with bike lanes, fresh crosswalks, and drastically slowed-down traffic. A street with too many vacant store fronts was transformed by a group of neighbors and businesses willing to demonstrate the potential to rebuild a community with arts, retail, food, and entertainment. Frank Johnson, long-time property manager, led tours through the Sears building, which has served as a backdrop for a conversation about how a Memphis landmark can provide a “new” space for the arts, health, and community.

Thanks to Mayor A C Wharton’s Innovation Delivery Team, a group of employees representing seven divisions of the city worked alongside many volunteers to ensure the event was a success. According to Tommy Pacello, who leads neighborhood-oriented strategic projects such as MemFIX for the team, city workers went above and beyond in delivering services for the event. “It really showed creative thinking on the part of city staff and demonstrated results to city leaders,” said Pacello.

MemFIX: Cleveland Street added to the revitalization momentum begun by Crosstown Arts with its plan for the area surrounding the 1927 Art Deco Sears Crosstown building. “This event put Crosstown back on the map for a lot of Memphians and showed people that another neighborhood is possible there,” said Pacello.
Artists Needed for the V&E Artwalk
Booth Spaces Available
Event Date: Saturday, April 20, 2013, 11:30 am - 6:00 pm
Rain Date: Sunday, April 21, 2013, noon - 6:00 pm
Event site: 1625 Tutwiler Ave. on the V&E Greenline

The second annual V&E Artwalk will raise money and awareness for the V&E Greenline community-owned trail, which travels through the heart of the Vollintine Evergreen Community. The event will feature the work of artists from all over the Greater Memphis area as well as from local academic institutions. Artists who wish to participate will be asked to pay a small fee for booth space in addition to contributing one piece to a silent auction. All proceeds from the silent auction will go to the V&E Greenline to keep it attractive and useful for all to enjoy. Memphis area nonprofits will also be advertising their organizations and causes. Food and beverage vendors will be present throughout the day.

This annual occurrence will be a large event in the Midtown area. It will not only raise awareness about sustaining the V&E Greenline as an important Memphis and neighborhood asset, but will also provide an outlet for artists to gain exposure and highlight the thriving art community in our beloved Memphis area.

We expect over 50 booths and many people from surrounding neighborhoods and throughout the metropolitan area. A variety of food vendors will be offering their goodies.

**Artist Fee:** $35.00 with the donation of one piece to the silent auction; $65.00 with no donation.

**Booth space,** along the V&E Greenline, will be 10x10. Artists will be responsible for providing their own materials for set-up (such as tables and tents).

Applications and information are available at 1680 Jackson Avenue, Memphis, TN 38107, on VEGreenline.org, or by calling 276-1782.

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**Evergreen Presbyterian Church**
To All People, All Questions, and To God’s Grace in our lives.

Sundays at 11:00
613 University Street, Memphis
evergreenmemphis.org
McLean Baptist Church
815 N. McLean Avenue
Memphis, TN 38107
901-274-3766
Pastor: Glenn Hales, Jr.
mcleanbaptistchurch.org

Rummage Sale
September 29
8:30 am

Sunday Gathering, 5PM, Café Eclectic
603 N McLean Blvd

2959 Walnut Grove Road
Memphis, TN 38111
901.323.1177
www.mymemphisvet.com

The Church of the Good Shepherd
1971 Jackson Avenue
Memphis, Tennessee, 38107
901-725-9768

Father William N. Fry, III
Sunday Services - Holy Eucharist
7:30 & 10:30 A.M.
Wednesday - Holy Eucharist
10:30 A.M.
Memphis Police Update

Beginning January 1, 2013, Vollintine Evergreen will be in one police precinct instead of two because of the MPD boundaries realignment. The area north of Jackson Avenue, formerly in the North Precinct, will join neighbors south of Jackson and become part of the West Precinct. Also, Memphis police officers formerly assigned to Union Station of the West Precinct recently relocated to a new station — Crump Station of the West Precinct. The articles below explain the musical chairs.

Memphis Police Precinct Lines to Change Next Year
Reprinted from The Commercial Appeal
By Amos Maki,
Originally published December 4, 2012

The Memphis Police Department plans to change precinct boundaries beginning Jan. 1 to equalize its resources and keep up with shifting population and crime patterns.

"This will allow us to evenly distribute the workload," said MPD director Toney Armstrong. "We've looked at it from every angle we could look at it. We feel that with the redrawing of the ward and precinct boundaries, it gives our officers the ability to turn back into proactive officers and patrol more."

All nine precinct boundaries will be changed during the process, which was described to City Council members Tuesday. Under the new system each precinct will have six wards. Currently, some precincts have as few as four and as many as nine wards.

"When the changes are complete, some residents will find they're assigned to different precinct stations. For instance, the workload at the North Precinct's Old Allen Station will decrease when the boundaries of the West Precinct's University Station are extended north. The Old Allen Station received 152,157 in 2011, according to its website, and the Union Station recorded 109,444 calls in 2011. "You're going to get a better officer-to-citizen ratio," Armstrong said of the boundary changes.

Councilman Joe Brown said the shifts reflect a police department "trying to do more with less."

"What the Memphis Police Department needs is more officers," Brown said.

Councilman Kemp Conrad, chairman of the public safety and homeland security committee, said changing precinct boundaries appeared to make sense but wanted assurances that the police department would keep analyzing crime data.

"As the lines of wards and precincts move, we want to make sure we maintain consistent tracking of crime data," Conrad said.

George Little, city chief administrative officer, said the plans shown to council members Tuesday were preliminary.

"We know that making changes to precinct lines requires the use of data-driven decision-making tools as well as broad-based community input," Little said.

Memphis Police at Union Station move to new Crump Station
Reprinted from The Commercial Appeal
By Sherri Drake Silence,
Originally published December 17, 2012

After months of delay due to a dispute over furniture bids, Memphis police officers who were assigned to the cramped Union Station have officially relocated to a new multimillion-dollar station on Crump Boulevard.

After roll call Monday afternoon, officers were still getting acquainted with the layout of their new work home, where there is now furniture but still mostly-bare walls. They are settled in enough to have a Christmas tree up in the lobby and "Officer of the Year" plaques in the roll-call room.

The first roll call for officers at the new $4.2 million station at 949 Crump was the night of Dec. 11. The 15,539-square-foot facility includes a 4,580-square-foot mechanical garage and fueling station and more parking space than the station at 1925 Union, where the precinct officers shared space with the Traffic Bureau.

About 150 officers plus supervisors are assigned to Crump Station.

"We love it," said Col. Russell Houston, head of the Crump precinct, who on Monday was unloading papers, files, plaques and trinkets from his car to take to his new office. "We're happy to have a really nice, modern facility."

Houston said the departure from the old station was bittersweet. It was originally a car dealership and had a giant steel beam in the middle of the roll-call room. "It's got a lot of history there and a lot of sentimental value because it served a lot of years to a lot of officers."

The Traffic Bureau is still housed in Union Station, but there are plans to relocate that division to a former Schnucks grocery store site at 3545 Austin Peay in Raleigh.

The new Crump station, west of the University Place Hope VI Complex, was completed in May, but a dispute over the furniture bidding process delayed the opening and left the building mostly empty. However, in late August, the city signed a $248,354 contract with Memphis Chemical and Janitorial Supply to furnish the station.

The Memphis Police Department is making changes to its precinct boundaries which will take effect Jan. 1. Houston said the new Crump Station will keep the Union Station boundaries until the new year, when its boundaries will be moderately affected. Union Station used to cover the medical center, but after Dec. 31, Crump Station's boundaries will only include Methodist University Hospital.

Currently, the City Court Clerk's office has a clerk at Union Station to collect payments for traffic violations. However, the clerk will relocate to Crump Station on Dec. 28, according to Linda Gales-Evans, chief deputy with the clerk's office.

Houston hopes community members who stopped by Union Station to visit will do the same at Crump Station. "At least we've got some parking for them now," he said.
By Marci Hendrix

Thanks to a Rhodes-Plough grant, almost 60 trees were planted in the front yards of neighbors in Vollintine Evergreen. Under the leadership of Andrée Glenn, VECA’s Neighbors for Trees committee organized a successful tree campaign despite challenges along the way.

The first hurdle Glenn faced was replacing the AmeriCorps team after it was unexpectedly dispatched to Mississippi and New Jersey to help with post-hurricane relief; the team was initially scheduled to plant all the trees. Thanks to great neighbors and West Tennessee Urban Foresters, plenty of help became available. So many neighbors coming out to help on a drizzly Saturday morning was encouraging to everyone.

Hurdle number two: What do you do when your tree vendor calls to report that things have not gone as planned and there aren’t going to be any trees? With her years of urban forestry involvement, Glenn began making calls to her connections. Ladd Roberts with Mid-South Tree Farm out of Ripley, TN saved the day and was able to supply most of the needed trees.

With a project this big, there’s always a team to thank. Richard Beckwith, horticulturist for the City of Memphis, was instrumental in selecting the right tree for the right place. He helped with logistics and also gave guidance throughout the planning and implementation of the project. Thanks to Woodland Tree Service for donating labor and digging the holes. Lifeline to Success workers also helped with the digging. Their effort greatly eased the workload for the volunteers and made the planting go quickly. Mary Wilder provided breakfast and lunch for everyone. Rich Beckwith, Ladd Roberts, Mike Kirby and Chuck Fox volunteered to be team captains. Rhodes students Mark Lainoff and Matthew Burnick of ATO fraternity and Taylor Sieben and Jazlyn Phelps, from the Rhodes Kinney program (a community service program), helped prep the sites the weekend before.

A big thanks also to Adam Alsamadisi, Travis Lux, and Rhodes intern Danielle Jones, who gave their time and talents throughout the project. From providing technical expertise in mapping the properties to helping with logistics to digging, their help was greatly appreciated. Special thanks to Rhodes for funding the project through the Plough Foundation grant.

Glenn hopes to coordinate another event in February before tree planting season ends. Look for information on the VECA Facebook page and the VECA ENews. Neighbors can still request trees. Contact the VECA Welcome Center for more information (276.1784).
VECA Holiday Party

VECA hosted a holiday party for neighbors at the Welcome Center on December 9. The idea for the event came out of a conversation during a VECA grant writing workshop in November. The group was looking for ways to connect with the community that would involve the neighborhood youth. The party idea emerged and VECA’s Neighborhood Network committee took the lead on organizing.

The event was a great success, drawing in more than 45 children and adults. The VECA Welcome Center came alive with holiday lighting, potluck, arts and crafts, and cookie decorating. A highlight was marshmallow roasting on an open fire and photos with Santa.

Many thanks to everyone for helping. Neighbor Pat Austin played Santa and Tiffany McClung took photos. Nicholas Bradshaw, Tristan Smith, Elise Hastings, Andrew Tait, Andrée Glenn and Gloria Singleton helped set up, decorate and clean up. Jan Kirby baked cookies. Lilly Gilkey supplied punch and other goodies. Mary Wilder’s chili – left over from the previous day’s tree planting party – was delicious and even better than Saturday. Thank you, Mary.

The event concluded with Steve Gabois, Lilly Gilkey and Santa singing “O Holy Night.”

Welcome to VECA

By Elise Hastings

Vollintine Evergreen neighborhood volunteers are starting an initiative to welcome new neighbors. Along with other volunteers, Natasha Strong, Garnette Stephens and Mary Frances Pitts have been working on a VECA welcome packet, which will be mailed to new homeowners in the area. “Neighbors can also pick up the packet from the Welcome Center to give to new residents,” Natasha says. The welcome packet will include a “New Neighbor Welcome Letter,” communications leaflet, volunteer brochure, membership form, and other items to encourage participation in the community.

The goals of the welcome packet are to help new neighbors feel a part of the area, provide information about the historic significance of the Vollintine neighborhood and inform them about amenities. For instance there will be information about the advantages of being a VECA member, such as developing a spirit of cooperation with neighbors and promoting a well-maintained living environment. With this initiative VECA can encourage new membership and engage more community members in its vision for the neighborhood.

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Sunday School, 9:30 am
Sunday Worship, 11:00 am
Rev. C.L. Booker, Sr., Pastor
2212 Jackson
901.327.1616

A Community Church—in The Community—for The Community
Zumba, Monday 5:30-6:30 and Thursday 5-5:30
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
Safety and Security: Rick Maxwell
Communications: Jeff Hulett
Newsletter Co-Editors: Marci Hendrix, Chris Tague
Website/Calendar: veca.org
Email: veca@veca.org

V&EE Greenline: Megan Wilkins Reynolds
VECA Businesses: Sarah Beth Larson
VECA Board and Fundraising: Paul Herron
Neighborhood Networks: Gloria Singleton

VECA Welcome Center

The VECA Welcome Center is undergoing renovations, thanks to a Rhodes Plough grant. Renovations to the office will contribute to the overall revitalization of the business district on the Jackson Avenue/Evergreen Street corridor. Work outside the building includes new sidewalks, parking lot paving and landscaping. On the inside, new flooring and ceiling tiles are being installed; new lighting and painting are in progress.

Vollintine Evergreen Teen Leadership

If you need your leaves raked and want to help some of our neighborhood youth make a little money, or if you want to give back and mentor a youth, call Justin Smith at 826.6739 or by email: justinsmith0519@gmail.com.

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
$50 or more: Historic Plaque____ or Poster____

In the Heart of Memphis
James Elliott, D.D.S.
Dentistry with a Gentle touch
10 S. Belvedere
901.276.7042

Belvedere Blvd at Madison Ave

Cycle into Spring

Last summer, a group of neighbors started meeting on Wednesdays for bike rides to downtown and back. You are invited to join the fun when the group starts back up in the spring. Rides are about 10-15 miles at a pace of about 14 mph average. Helmets are required. Front and back bike lights are strongly encouraged. Wednesday, March 6, 6:30 p.m., please join the team for a social event at the VECA Welcome Center to meet other riders and learn more about routes. Rides begin Wednesday, March 13, 6:30 p.m.; meet at Café Eclectic. Updates are posted on the VECA Facebook page and the VECA ENews.

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/

VECA Newsletter Deadlines for the March/April Issue

The V&E News is printed bimonthly
Article submissions needed by February 1
Advertising copy needed by February 1
Advertising: $150 annually; $50 one-time ads
Please send submissions and questions to news@veca.org

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