



GENERAL MEETING: LOCAL POLITICS

When: Thursday, February 9, 6:45–9:00 P.M.

Where: Manhattan Day School Library, 310 West 75th Street

- **New Commander, 20th Precinct**
- **Project FIND, Senior Services**
- **Meet Contenders for Gale Brewer's Position**

If you followed the (interminable) TV coverage of the national political debates, it's time to shift your focus. Our February 9 meeting reminds us that "All politics is local," a phrase coined by former U.S. Speaker of the House Tip O'Neill which encapsulates the principle that a politician's success is directly tied to his ability to understand and influence the issues of his constituents. It is those personal issues, rather than big and intangible ideas, that are often what voters care most about.

This is your chance to discuss the issues that matter most to you in our slice of the apple. Politicos and leaders (or their reps) will join us for what promises to be a lively meeting—

- Tom Duane, NYS Senator
- Linda Rosenthal, NYS Assembly-member
- Rebecca Godlewicz, Manhattan Borough President Scott Stringer's community liaison
- Debra Escort, Project FIND
- Brian McGinn, new commanding officer of the 20th Precinct

Deputy Inspector Brian McGinn

When he came to the 20th Precinct in September 2011, new commanding officer Deputy Inspector Brian McGinn had big shoes to fill. The former commander, Captain Christopher McCormack, had brought the 2-0 to #2 in crime reduction citywide. D.I. McGinn did not disappoint: as of the last quarter of 2011, the 2-0 is now the #1 precinct in crime reduction citywide.

But D.I. McGinn was not content to rest on that particular laurel. He had most recently served as C.O. of Brooklyn's dangerous PSA2, where he successfully halved the number of murders from nearly 50 a year to about two dozen. He began tackling quality-of-life issues in the 2-0 with the same focus and intensity he had shown tackling violence in PSA2. He stepped up summoning for vendor, bike, and traffic offenses, and focused his Conditions Unit on the new issues related to food trucks, food carts, and fruit stands. Having been a lieutenant in the 2-0 for a few months in 2003, he was familiar with the issues in the precinct.



Commanding Officer Brian McGinn of the 20th Precinct

D.I. McGinn also thought outside the box with respect to the homeless. Rather than continuing to "re-arrange the deck chairs on the Titanic," he dedicated one of the Conditions Unit officers to full-time homeless outreach, with the goal of assisting local outreach groups in actually finding housing and services for the homeless.

This tough police officer is at the same time supportive and approachable. And he has shown a deep commitment to working with the 20th Precinct Community Council, which is your advocate at the precinct. We invite you to attend the next Council meeting (Monday, February 27, at 7 P.M. at the precinct, 120 West 82nd Street), and say hello to our new commanding officer!

—Jan Alterman, President
20th Precinct Community Council

Why Not 20 MPH?

Although the Upper West Side (UWS) is a residential neighborhood, it is plagued with traffic. From tour buses to trucks to people using our neighborhood as a convenient and quick pass-through, we residents have to contend with all of the negative aspects of traffic. **Each year**, there are hundreds of injuries and a handful of deaths on our UWS streets. Between 1995 and 2009, 3,109 motor vehicles collided with pedestrians on our UWS streets (NYS Department of Transportation (DOT) Crash Data).

We need to reclaim our neighborhood and create a street environment that prioritizes safety and protects all of the residents

and visitors to the UWS. We need to have a vision for zero deaths and zero serious injuries. And we need your help to make this vision a reality through a 20 mph speed limit for the Upper West Side.

Give us your thoughts on an UWS speed reduction to 20mph. At our April 19 general meeting we will be discussing this further. That meeting will focus solely on transportation issues with a representative from DOT on hand to address questions.

—Dee Rieber
and the UWS Streets Renaissance

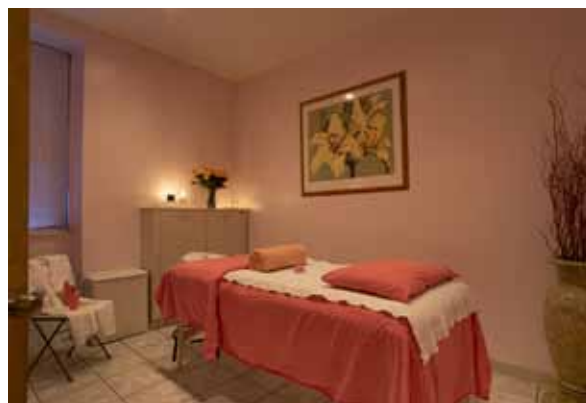
Merchant Spotlight: Féline Day Spa

One of the most eagerly awaited raffle drawings at our annual Block Blast is for the gift card from Féline Day Spa. While there is something alchemical about the transformation of a two-dollar raffle ticket into an afternoon of deluxe spa services, for most of us, a visit to Féline happens more than once a year. This enduring neighborhood business is as much a part of our lives as Fairway or Citarella, thanks to the savvy of owner Ingvor Wurnbrand.

Like many day spas, Féline started as a successful salon offering manicures and pedicures. The original shop opened on 72nd Street near Central Park West in 1983. Four years later, Féline moved to 75th Street and Columbus Avenue, where the menu expanded to include more "spa-like" services such as facials, massages, and body wraps.

In 1991, Ingvor bought the business and continued to expand, transforming Féline into a true day

(continued overleaf)



Treatment room at Féline Day Spa

Celebrating the Holidays on W75



PHOTO: DEE RIEBER

Holiday treebed at 125 W75

Treasurer's Report

W75BA ended 2011 with just over \$1,000 in our treasury after annual expenses for block beautification, the September Block Blast, website management, and marketing. As in past years, about half of these funds were earmarked for charitable contributions, and donations of \$250 were made to the **West Side Campaign Against Hunger**, a national model for its customer-choice food pantry and social service counseling, and the **West End Preservation Society**, which strives to ensure that the architecture and ambience of West End Avenue will endure for generations to come. The balance of funds were retained as a base for 2012 operations

Membership dues and contributions represented 70 percent of the Block Association's funds in 2011. Aggregate member dues paid in 2011 were \$1,440, down 6 percent from 2010. However, contributions from members and other supporters surged over 100 percent to \$790 in 2011, thanks to a \$500 contribution from the production company Get Yours, Inc. made in appreciation for filming a segment of the HBO series "How to Make It in America" on our block.

Funds generated by the annual Block Blast increased 15 percent to \$994 in 2011, and while we succeeded in reducing expenses associated with running the Block Blast by seven percent, we hope to achieve greater savings this year.

Lastly, we have transferred the Block Association's bank account this year

from Chase to TD Bank on 74th Street and Broadway. This move alone will save over \$200 annually in bank service fees, a not insignificant number for an organization running on a very tight budget. We thank James Gomez of TD Bank for looking after our interests with such care and professionalism.

If you would like a copy of the W75BA Treasurer's report, please contact Liz DeVito at info@w75ba.org.

—Liz DeVito

Merchant Spotlight: Féline Day Spa (continued from page 1)

spa. Soon, the business had outgrown its space. In 1999, Ingvor moved Féline to its present location, more than doubling its space. Today, Féline is one of the busiest day spas in the city with twelve treatment rooms and a staff of 30, including six massage therapists, eight aestheticians, eight nail technicians, a hair dresser, and a licensed electrologist with over 30 years' experience. It is also one of only 30 day spas in Manhattan to be accredited by the Day Spa Association.



PHOTO: AGATA DOMANSKA

Ingvor Wurmbrand

Yes, you will hear relaxing music in the treatment rooms, but there are no whales or coyotes on the soundtrack aiming to transport you to a higher plane of spiritual awareness. Féline is where you go for high quality treatments delivered by no-nonsense professionals with many years of experience. It is also where you go to pick up your favorite products from Dermalogica, MD Formulation, Phytomer, and Skin Ceuticals. Féline also carries the complete line of Bare Essentials mineral make-up and consults on how to use them.

Ingvor, a native of Sweden, brings a European approach to spa services that focuses on maintenance and well-being.

Féline Day Spa has been a merchant member of the Block Association for many years, but Ingvor's commitment to supporting our neighborhood extends beyond W75BA. She also provides local schools with gift cards for their yearly raffles to raise money for student activities. Whether you are male or female, teenager or baby boomer, Féline Day Spa is a good neighbor to all.

—Liz DeVito

Féline Day Spa
235 West 75, (866) 508-7816
www.felinedayspa.com

Sliver Building Opposition

Residents of West 75th Street turned out in force for a Board of Standards and Appeals (BSA) meeting in lower Manhattan on January 24. Overwhelmingly, the neighborhood expressed its opposition to the proposed 14-story "sliver" building proposed for 207 West 75th.

Local elected officials were unanimous in their opposition to the developer's request to be exempted from the zoning on the block, which limits a new building to just seven stories. City council member Gale Brewer made a passionate speech against the project, and the chair of Community Board 7, Mark Diller, attended in person to deliver the message that the community board voted strongly against the proposal. Representatives for State Assembly Member Linda Rosenthal, State Senator Tom Duane and Manhattan Borough President Scott Stringer delivered similar messages.

The developer is trying to make a case that he'll lose money on his property investment unless he's given relief from the zoning restrictions. The BSA challenged several of the developer's arguments, noting that the features of the lot he claims put him in a unique hardship are, in fact, very common in New York City.

The residents of 215 West 75th, who would be most immediately affected by the construction, are grateful for the support of the W75BA. An out-of-scale condo at 207 would be an unwelcome addition to our neighborhood.

—Anjula Garg

WEST 75TH STREET BLOCK ASSOCIATION
CENTRAL PARK WEST TO RIVERSIDE DRIVE
www.w75ba.org / info@w75ba.org
MEMBERSHIP APPLICATION

Name _____
Address _____
Telephone _____
E-mail _____
Date _____

Dues: Individual \$15/yr, Family, \$25/yr, Merchant/\$50/yr, Building, \$100/yr

Mail application with check to

W75BA, 33 Riverside Drive, #2A, New York, NY 10023

For more information: info@w75ba.org

W75BA NEWSLETTER

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Design & Layout: Mary Ratcliffe

Color Printing: Halstead Property LLC

We welcome contributions from members.