



BLOCK PARTY! GREEN LIVING ONW75

**Buffet ❖ Entertainment ❖ Games ❖ Raffle
Rummage Sales ❖ Bake Sale ❖ Special Guests**

When: Saturday, September 13, 10 A.M. – 5 P.M.

Where: West 75th Street, Broadway to West End Avenue

Reduce, Reuse, Restore, Reclaim, Recycle...RETHINK

LAST YEAR AT this time, the loss of our beloved block association president, Joan Franklin, was heavy on our hearts. On Saturday, September 13, our efforts to carry on her commitment and dedication to West 75th Street, will be celebrated at our annual **Block Party**. Come out to honor our rich past and celebrate our bright future!

Green Living on the Block is our theme for the party. Besides getting together for a neighborly afternoon, we will be fostering eco-awareness and education through eco-educational materials and no-tech activities for kids and adults. We will be creating as low a carbon footprint as we can, using biodegradable utensils, plates, cups, and trash bags.

Manhattan Borough President Scott Stringer and Councilperson Gale Brewer, will join us to talk about green initiatives that are being implemented at the city level.

In our **No Tech** zone, the Project Find Belly Dancers will wow us with their talent, and Jeff Philips and the Tru Blu Trio will entertain us with their unique sound!

Even without a beach, the volley ball net will be set up for all our local Olympians who want to play.

The Sierra Club, Division of Housing and Community Renewal (DHCR), NYS Energy Research and Development Authority (NYSERDA), and other agencies committed to energy conservation and the development of alternative energy sources will be on hand!

Transportation Alternatives (see story on second page) is supporting the party with a mini-grant, and local merchants are stepping up to the (recyclable) plate with food donations and raffle prizes. So far we have commitments from Viand Café, Manhattan Diner, West Side Market, New Pizza Town, and Crumbs.

Our rummage table is in need of your cast offs. Please, bring them the day of the event. Also, plan to bring a

crowd-pleasing dish for the food table or a goodie to be sold at our Bake Sale!

But most important: **we need you!!** Your positive energy is needed for the day to help at the raffle booth and at the food, rummage, and W75BA tables! So don your W75BA caps and plan to help out on September 13. You won't want to miss the fun!

Volunteering in 2- to 3-hour increments is the most helpful! Please, e-mail us at info@W75ba.org to volunteer.

We look forward to seeing all of you there! This one is for Joan and all those that have worked hard this year to carry on her most important work!

—*Dee Rieber, W75BA President,
Chris Greeno, Green Living Chairperson*

Going Green in Washington Heights

It was a bright sunny day that helped kick off the Washington Heights and Inwood **Go Green** initiative led by Manhattan Borough President Scott Stringer.

Dan Rieber, Weatherization Director for Northern Manhattan Improvement Corporation (NMIC), proudly wore his W75BA cap at the **Go Green** Washington Heights event on Saturday, August 16 on Ft. Washington Ave between 174th and 173rd Streets. The NMIC Table promoted the widely acclaimed Weatherization Program, led by Dan, a West 75th Street Block Association leader and a 36-year resident of 33 Riverside Drive.

Scott Stringer, Assembly members Espaillat and Farrell, and Council member Martinez were present. The day featured live music from teenagers on stage and a DJ from Hot 97 FM, activities for the kids, recycling awareness, and a green market table. The Northern Manhattan Organization for the Arts and the NYC Fire Department were on hand, as were a



Dan Rieber with Deputy Borough President Rosemonde Pierre-Louis, an organizer of the Washington Heights event.

PHOTO: DEE RIEBER

neighborhood historian and the Sierra Club and Con Edison, which gave away compact fluorescent bulbs.

—*Dan Rieber*

Small Businesses Under Fire

Many of you have expressed dismay at popular neighborhood merchants being pushed out of business. The good news: Manhattan Borough President Scott Stringer formed the Small Business Task Force (SBTF), to examine the threats facing family-owned businesses and develop policies to strengthen our mom-and-pop stores. At the inaugural meeting on August 7, representatives from the Municipal Arts Society spoke on the need for community-based planning and bringing residents and small businesses together. From their study of other cities across America, they used the example of San Francisco, which holds public hearings to decide whether or not a community wants to allow "formula" or "Big Box" retailers to set up shop in the neighborhood.

It is this kind of community empowerment that the Task Force is looking at. Solutions being discussed are possible size caps for storefronts, not allowing "formula" stores to coexist right next to each other or even on the same block, capping the number of "formula" stores allowed to exist in a single neighborhood, rent stabilization for small businesses (again), tax abatement programs for owners

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PHOTO: MARY RATCLIFFE



An attentive crowd turned up for the June 19 meeting at Cusi's to hear Peter Goldwasseer from Transportation Alternatives.

Changing How We Use Our Streets and Avenues

Peter Goldwasser, our guest speaker from Transportation Alternatives at the June 19 general meeting, reported the city's plans for summer in NYC. Closing long stretches of Park Avenue to automobiles, for example, to create weekend pedestrian and bicycle malls—very much in line with TA's strong advocacy for bicycling, walking, and public transit.

The city, he said, has also proved receptive to the creation on residential streets of oases with benches and greenery where pedestrians can relax.

TA has helped win numerous improvements for cyclists and pedestrians and has been the leading voice for reducing car use in New York City.

Also at this meeting, Dee Rieber announced the winners of W75BA beautification awards:

- Luigi Arlia and Maria Arlia
- Christine Dhimos
- SuEllen Estey
- Josef Langel
- Michael Mahoney, 33 Riverside Drive Superintendent
- The Mughlai Restaurant 320 Columbus
- Pappardella Restaurant 316 Columbus

Thanks and congratulations to all!

National Night Out Against Crime

On the evening of August 5, the 20th Precinct Community Council sponsored a National Night Out Against Crime. The event drew a celebratory crowd to Verdi Square at 73rd Street and Broadway to meet and greet the officers of our local police precinct, and to learn about crime prevention and what we can do

to help improve the quality of life in our neighborhood.



W75BA member Cathy Tsitsires, Councilwoman Gale Brewer, and Dee Rieber, W75BA president at Night Out Against Crime

PHOTO: HELEN LIM

Attorney General Sponsors Community Forum

Attorney General Andrew Cuomo sponsored a public forum on August 20 at the Lincoln Square Neighborhood Center to explain how his office can help the Upper West Side community on issues that affect us daily: health care, consumer protection, the environment, civil and housing rights. Gale Brewer was there, as were Assemblyperson Linda Rosenthal, Manhattan Borough President Scott Stringer, Representative Jerry Nadler and State Senator Tom Duane.

Cuomo is a charismatic speaker and he pretty much wowed the standing-room only crowd, which looked to be in the hundreds.

Cuomo's deputy attorney generals from each major division were also on hand. After his speech, instead of an open mike, the crowd split into "break out groups" that met separately in rooms designated for the different topics—civil rights, housing, environment, consumer protection, etc.—with the corresponding deputy AGs. The concept, although somewhat chaotic due to the large number of people, served the community well.

—Joseph Bolanos

Small Business Task Force

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who rent to small businesses, penalties for owners that allow retail space to remain vacant past a certain time.

Studies from around the country indicate that independently owned businesses are better for economic growth than larger "formula" or chain stores! The best solution: Buy from your local merchants and support our wonderful neighborhood restaurants and cafés!

The value of this process will only be seen when timetables for workable resolutions are adopted. In the hearts and minds of Upper West Siders, the time for discussion is past. Our demoral-

ized independent merchants deserve to know when the relief will come.

It's now up to us to hold Scott Stringer and this Task Force accountable for meeting the challenge ahead, lest it be reduced to a useless "think tank," and actions for implementation that might actually have an impact on small business become illusory.

—Dee Rieber

Plan Ahead

Currently scheduled W75BA events:

September

Saturday, September 13
Annual Block Party
10 A.M.—5 P.M., 200 block

October

Thursday, October 30
General Meeting
Time and place TBD

December

Thursday, December 11
Annual Holiday Celebration
Time and Place TBD

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

Mail application with check to
W75BA, 33 Riverside Drive, #2A, New York, NY 10023
For more information: info@w75ba.org

W75BA NEWS

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