

THE BUZZ

The Highland Park Neighborhood News

April 2009

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LILAC FEST

Join your Highland Park Neighborhood Association in Highland Park during the Lilac Festival as we celebrate Rochester's 175th Anniversary.

We will be presenting another exhibit that builds on last year's display with content entitled "*Blossoms, Business and The City of Flowers*". Even before



Kodak or Xerox, Rochester was a center of printing of colorful botanical lithography. And it was also the seed and nursery capital of the 19th and early 20th centuries. Come see how those industries combined to create what is considered a golden era of publishing.

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Highland Park Neighborhood General Meetings



Highland Park
Neighborhood Association

Fourth Tues of every other month at 7PM at the Parks Dept., 171 Reservoir Ave. across from the conservatory in Highland Park. The meetings include time for information sharing, open discussion and invited guests speak on a variety of issues. A calendar of meetings is posted on www.highlandparkrochester.org.

Next Meeting:
05/26/09 "Keeping Your Business Local" (See Article on Page 8)

LILAC FEST

by Michael Tomb
and Marcia Zach

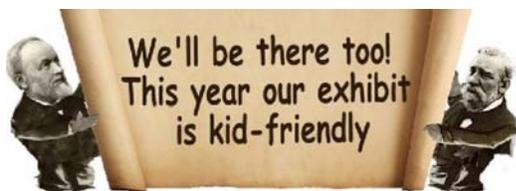
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In addition to the historical aspect, we will be featuring submissions to our ongoing project: *“Reflections of a Neighborhood: A Virtual Scrapbook”*. This will be a living display. You can contribute to it now, during the exhibit and also afterward... for at least the next year! If you attended our February meeting, then you know we already have collected some interesting stories. And we would like to add yours to this growing collection! See our website for complete details on the Virtual Scrapbook and how you can be a part of it.



The exhibit and members of your neighborhood association will be located at the Lower Reservoir Gatehouse on Reservoir Ave near Lamberton Conservatory.

The exhibit will be open on Fridays and Weekends from May 8th- May 17th. We also plan to have some weekday and early evening hours. Days and times will be subject to the number of volunteers and their availability. Check our website. And we are planning some special events during the weekend hours. A major one, in cooperation with and under the guidance of the City Historian, will be the collection of oral histories on-site in the park. These histories will focus on our neighborhood past and present and begin “our” contribution to her citywide Neighborhood History Project . You will find more on our festival event inside including our planned schedule and a call for volunteers! (That’s a hint!) And, oh yes, if you were following last year’s Nominate a Tree project, please stayed tuned to our web site and e-mail blasts for news on the conclusion which will be at the festival.



Support School No. 12 during the Lilac Festival!

Tell your friends, family, and co-workers to park at School No. 12 across from Highland Hospital on the weekends and evenings during the festival. The Parent Teacher Association (PTA) will be parking cars for a suggested donation of \$4. (Please note: there is no festival parking available during the school day!!) All proceeds collected will be used for our community garden, field trips, Mighty Ducks basketball team, library books etc.

ELLWANGER AND BARRY PARK, COMING SOON?

By Marcia Zach

Your Highland Park Neighborhood Association has submitted an application to Mayor Duffy and to Commissioner of Parks, Charles Reaves, to have the Linden and Meigs Playground officially renamed: “Ellwanger and Barry Park”. All the attendees of our February meeting supported the proposal of the new name.

This year, the 175th anniversary of the City of Rochester, is a time to reflect and remember how this special place in the center of our neighborhood came to be. The land where the playground is located was owned by Ellwanger and Barry until the original Ellwanger and Barry School 24 was built in 1877. Later they donated more land to the city for the second Ellwanger and Barry School 24 which was built in 1913 and remained a school until 1979 and then in 1980 it became condominiums. The second school was built as a one story building to insure the safety of the children and may have been the first of its type built in this country. By 1935, the original school building was torn down and the site converted to a playground.

The children of our city were important to Ellwanger and Barry. Not only did they donate land for schools, but they built a Memorial Pavilion in Highland

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A TON OF BUZZ

Taste of the Neighborhood Needs Your Ideas by Matt Carnevale

Well, here it is the first of April; spring is in the air (finally!!). We are all turning our thoughts to sprucing up our yards, sealing our decks and painting our porches, and (of course) volunteering for the third annual Highland Park Neighborhood's Taste of the Neighborhood! I know, it's September the 20th this year, and judging from the sound of rolling eyeballs I am hearing right now, I'm 'a thinkin' you're a thinkin' "this is way too early to be planning fall stuff". And I might agree with you if not for the simple fact that I chaired this event last year.

The event has become our neighborhood's signature celebration which brings us all together, both local businesses and neighbors, at the end of the Rochester summer, a prelude to our fast arriving hibernation. Sometimes we can't emerge from the cave until the Lilac Festival!

An event like this depends on the hard work and generosity of all of our neighbor volunteers and neighborhood businesses. This is a very labor and idea intensive effort. I have been involved with this event since our first one in 2007, where I worked primarily in engaging our neighborhood businesses to donate some delicious food, and day of event logistics. In 2008, Roger Ramsay and I chaired the event.

The Taste of the Neighborhood has grown as we count up to this year's third event. In 2008, we really focused on our generous neighborhood businesses, and as a result, were rewarded not only with delicious food donations, but several items that were used in our very successful merchandise raffle. More importantly, it established goodwill with these businesses that continues to this day. Our major sponsors last year were Georgie's Bakery, Highland Hospital, and Urban Village Scooters – we kicked off the 2009 Great Scooter Raffle ticket sales at the event. (The drawing is on May 17th and \$10 tickets are available at my email below, at Urban Village Scooters 700 S. Clinton Ave, and at www.highlandparkrochester.org.)

I have agreed to chair the event again this year and I need your help! We need to meet soon with our volunteers to discuss what we will do to grow the TON experience this year. We have some ideas, but we need more! Namely, we need yours! In 2008, we organized our volunteers under Team Leaders assigned to all the various tasks, namely: Music, Membership/Merchandise Sales, Cooking/Food, Business Sponsor Recruitment, Raffles, Children's Events, Set Up/Logistics/Tear Down, Printed Material/Media, and Permits/

Paperwork. Depending on the task, the leader then works with an appropriate number of volunteers on their team's task before and during the event. We will add a photographer this year, as well as any others suggested and agreed upon as we build this year's team. We have already begun talks on some ideas to make this a very memorable celebration. If you would like to contribute your time and creativity to this year's event, please email me at mcarneva@rochester.rr.com and let me know your area(s) of expertise.

I would like to conclude with my sincere thanks once again to all who helped make TON 2008 a smash... This year's event looks forward to welcoming you back, as well as welcoming many new volunteers.

Ellwanger and Barry Park, Coming Soon?

Continued from Page 3

Park and dedicated it to the children of Rochester. The dedication held such importance to the people of our city that the pavilion became known as "The Children's Pavilion". Since that no longer stands in Highland Park, it seems especially appropriate to honor George Ellwanger and Patrick Barry by renaming our playground, a place where children still enjoy land that Ellwanger and Barry gave to the city and where the Highland Park Neighborhood Association holds events such as our annual, Taste of the Neighborhood, to bring together all our residents, to "Ellwanger and Barry Park".

If our application is approved, we hope to have the dedication of the new name at Taste of the Neighborhood on Sunday, September 20, 2009.

School Meeting Strikes a Chord

by
Mary Staropoli

On March 24, over 100 parents from the Highland Park neighborhood and beyond crowded into the Monroe County Parks Building for a conversation about schools. The unexpected turnout served as confirmation that this topic is foremost on the minds of families in our neighborhood.

Thanks to all those involved in making this a successful event including:

Hillary Appelman, Pat Braus, Ruth Danis, Meghan Delehanty-Reddington, Alisa Hall, Mary Staropoli

The Parent Panel:

Nancy Gombert (#12, SOTA, Wilson), Cynthia Childs (Cobblestone), Rob Levy (The Children's School #15), Sara Casseta (Francis Parker School #23), Jamine Wilson (Genesee Community Charter School), Jen Topa (Seton Catholic), Dan Delehanty (World of Inquiry School #58) & Lori Bryce (James Duffy School #12)

James Duffy School #12
Principal Michele Alampi &
The Children's School #15
Principal Patricia Townsend



Rochester City School District (RCSD) board members Malik Evans, Willa Powell and Tom Brennan, as well as City Council representatives Elaine Spaul and Adam McFadden, were present to hear what's on the minds of city parents when it comes to their school options. School principals and representatives were also there to promote their programs and gain a better understanding of what they can do to respond to the needs of city families.

A "parent panel" representing schools within the RCSD as well as some private schools and charter schools, spoke about the positive experiences they've had and how their choices are working for their

families. By giving prospective parents an opportunity to hear directly from current parents, organizers hoped to dispel some of the myths and misperceptions about city schools that are often promoted by the media.

The common message from organizers and speakers to prospective parents: Fully explore the unique school options available to you before deciding to leave a neighborhood that you love! Hopefully, those parents walked away with more confidence that they too will find a great school that fits their family, as well as a sense that they are not alone in grappling with this issue.

There is no doubt that keeping young families is vital to the lifeblood of our own neighborhood and neighborhoods across the whole city. We hope this was a first, community-building step that will serve as a basis for ongoing conversations among neighbors.

10 Places to Take Tots



I don't know about anyone else out there, but I go a little crazy if I and my nearly two year old have to spend the entire day in the house. I am always picking people's brains for places to take my son, that are as cheap as possible, since we like to go somewhere each day. For those of you out there who are like me and would like new places to go, here are ten of our favorite places to go (in no particular order).

1 Meigs and Linden Playground

Location: Corner of Meigs and Linden

Okay, if you live in the neighborhood, you probably know about this already. We tend to live here over the summer months. **Stuff needed: Clothes you don't mind getting messy, sand box toys are optional.**

2 Mendon Ponds Bird Song Trail

Location: Clover Street in Pittsford (the entrance that leads to Bird Song Trail is called Pond Road)

The small song birds will eat bird seed from your hands. My son loves the concept of this, although he has not had much success himself, as he does have a tendency to chase the birds whilst holding the seed in his closed fist... **Stuff needed: Bird seed**

3 Feeding the Ducks at Pittsford Canal

Location: We like to go to Schoen Place

And in the summer you can get ice cream too, and ride the canal boat! **Stuff needed: Something to feed the ducks.**



Schoen Place, Pittsford

4 The Beach

Location: Take your pick

We like to go to the beach at Charlotte (Durand Eastman), as there is a large beach and it's not usually too crowded – there's an Abbott's Frozen Custard there too. It's always worth checking to see whether the water is open for swimming before deciding to go, especially as I find it hard to explain to my son why we can't go in the water, when he can see it RIGHT THERE. I think the web site is www.cityofrochester.gov but the information is not currently there as it's too early in the season.

Stuff needed: Things for the beach

5 The Train Table and Escalator at Barnes and Noble

Location: Children's Section of Barnes and Noble in Pittsford Plaza

If your child is not as obsessed with trains as my son is, this may not be for you. However my son loves them, so we go to Barnes and Noble to play with the trains and then ride the escalators. **Stuff needed: nothing**

6 Pineway Ponds Splash Pads

Location: Pineway Ponds, ¼ mile North of Spencerport on Union St (RT 259)

Okay, I know this is a little way out of town, but if it's hot and your child likes water this is great. It consists of various animals and pillars and shapes that squirt water at various intervals, accompanied by lots of screaming children getting very wet. The one catch is that the ground beyond the concrete splash pads gets VERY muddy (up-to-the-ankles muddy) in which shoes are easily lost. There is also a regular playground there, if not all your children like the water. **Stuff needed: swim wear, towels and potentially shoes that can get wet.**

7 Springdale Farm

Location: 696 Colby Street Spencerport, NY 14559

This is an agriculture education facility that is open to anyone. You can wander around the fields and barns and look at the animals, as well as visit the petting zoo for a more "hands on experience". The farm itself is free, but the petting zoo is a couple of dollars and if you want to feed the animals, food is (I think) a quarter.

Stuff needed: some cash and quarters to visit the petting zoo.

8 Brighton Memorial Library playground and Discovery Room

Location: 2300 Elmwood Ave, Rochester NY 14618

If the weather is nice we go to the playground, if not we go to the Discovery room, where there are lots of different toys and (in the winter) lots of children. Meran will be the one trying to play with all the trucks at once.

9 Powers Farm Market

Location: 161 Marsh Rd, Pittsford NY 14534

Okay, this is more of an Autumn activity, but I thought I'd include it anyway. There are a petting zoo (feed is again a quarter or so), pumpkins, tepees and wagon rides a farm shop with great donuts and cookies amongst other things.... **Stuff needed: Quarters for the animal feed**

10 The Lilac Festival

Location: Highland Park

Okay, you all know about this (or will if you are new to the area). We go to the parade, listen to the bands, visit the stalls, the food, and try not to lose our small child in the crowd... **Stuff needed: Nothing**



Lilac Festival

Well, I hope this is helpful for some of you out there. I realize that this list is biased towards a two year old, so if any of you feel that I have missed anywhere essential or that the list is not appropriate to your age group, feel free to write your own and submit it to the newsletter, then we can visit some of your favorite places (the address would be useful). If they end up with hundreds they are not likely to publish them all, but the more the merrier!

Summer Playdates

At the Linden/Meigs Playground Tuesdays at 10 am all summer long. BYOC Bring your own coffee! Play with old friends in the neighborhood — make some new ones!

An Important Q&A in Support of our Children's Education

1. Do you or any member of your family eat Cheerios (or any General Mills or Cascadian Farms cereal)?
2. Do you or any member of your family use Kleenex brand facial tissues?
3. Do you or any member of your family use Ziploc brand bags or storage containers?
4. Do you or any member of your family purchase any Betty Crocker, Green Giant, Huggies, Hefty or Nature Valley products?
5. Do you know what a box top for education coupon looks like?
If not visit www.boxtops4education.com and then continue!
6. Do you cut out the boxtop for education coupon found on the package and send it to a participating school?

If **yes** — THANK YOU, you are finished.

If you answered **no** — Please consider clipping these coupons and have them find their way to School No. 12 in any of the following manners:

- A. Give them to the child down the street that goes to School No. 12.
- B. Bring them to the next neighborhood meeting.
- C. Drop them off or mail them to School No. 12, 999 South Ave.
Attn:PTA.

Students at James P.B. Duffy School #12 are on their way to collecting 10,000 box tops this year. Please consider helping us reach our goal! For a list of all participating products please visit: www.boxtops4education.com Every box top we collect is worth \$.10 and these funds go directly into the PTA account. There are few easier ways to raise money!!

If there are any questions please contact Audra at knappas@aol.com

The Next Neighborhood Meeting: **KEEPING YOUR BUSINESS LOCAL**

Hey Highland Park residents, ever wonder who owns that store you drive by every day? Highland Park business owners, would you like to access a loyal and local customer base? Future entrepreneurs, want to open your business in the Highland Park Neighborhood?

The next Highland Park Neighborhood Association meeting focuses on our local merchants – those who occupy storefronts and those who work out of their homes. We will summarize what services are available in the neighborhood, reinforce the importance of supporting local merchants, and provide a forum by which you can meet the owners of various neighborhood businesses. Finally, we will develop a list of businesses that you would like to see in the Neighborhood in the future. The next neighborhood meeting is scheduled for Tuesday, May 26th at 7 PM at the Monroe County Parks Department building across from the Lamberton Conservatory in Highland Park. HPNA will continue to keep the meetings short on parliamentary procedure and long on practical, important information that will allow us to continue to improve the neighborhood.

If you would like to represent your neighborhood business at the meeting, please contact the Business Outreach Committee at hpna.business@gmail.com.

SEAC (Southeast Area Coalition) **Annual Picnic**

When: June 1 5:30 - 8:30
Where: Lake Riley Lodge at
Cobbs Hill Park.

Families are welcome!

Wanted:

Gently Used Children's Books

James P.B.Duffy School #12 is looking for new or gently used books for our annual "Used Book Sale".

We're not looking to make any money here. All books are "sold" to kids for \$.25. There is a "scholarship fund" (any kid that doesn't have a quarter is handed a quarter upon entering the "store" so he/she can buy the book of their choice). What we're really trying to do is instill a love of reading and bring some ownership to the process. Any money that is collected is matched with PTA funds and used to buy books for the permanent school library collection. Books

from beginning reader (picture books) to about an 8th grade reading level are needed. Donations are greatly appreciated but we are willing to pay nominal fees as well. Last year we were able to buy Rochester Public library books taken out of circulation for \$.25 each - a great deal for a great purpose!

Our book sale will take place at the end of May. We'll need all of our books by May 25th so that we can sort them by reading level,

fiction, nonfiction etc. There are 750 kids at our school and we want to be able to provide at least one book per child. All book donations can be dropped off during school hours (9:00am-3:30pm) at School #12, 999 South Avenue or call Lori at 242-9795 for pick up.

Please consider donating! Thank you. (Remember all donations are tax deductible and receipts are available!)

Neighborhood Safety

by Paul Urai, Safety and Security Coordinator HPNA

Don't be a easy target.

With the nice weather comes open windows, open doors and opportunities for would-be thieves. Make sure your screens lock. Don't forget to close and lock the windows when you are away or sleeping. Also lock up the front if you are out back. Lock your cars and hide your GPS, MP3 Players and other electronic devices.

Be aware of strangers on your street.

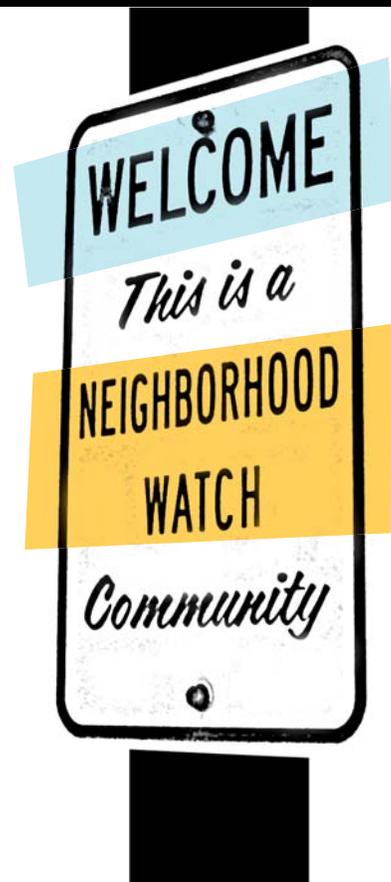
A neighbor saw a woman trespassing and acting suspiciously. After 911 was notified, using cell phone pictures the police were able to identify and be on alert for this woman. This is community policing at its best.

Pac Tac n' Pizza

The weather is nice come join us for Pac Tac n' Pizza April 22, May 27, June 24, July 22.... the fourth Wednesday of the month 6:30pm - 8:30pm starting at the S.Clinton NSC(NET) office.

Also when you get out those bikes, don't forget the helmets!

Everyone have a great n' safe spring!



More on That's a Hint!

Do you have a few free hours during the day, evenings or weekends from May 8th through May 17th ?

We need your help! Would you like to come and help us at our exhibit? It's a great chance to meet people from across the world and talk about our great neighborhood. If you want to volunteer, please contact us (see below) before April 28th.

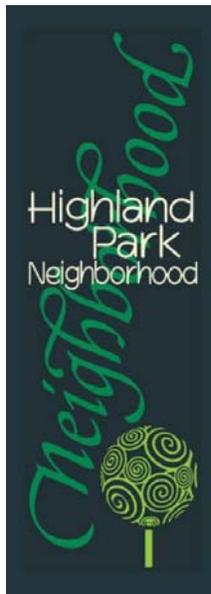
And do you have a story, newspaper article, a video or photos to add to our virtual scrapbook? (We can scan your originals.) Do you know someone else who does? From the great response at the February meeting, we know you do! We would like to include your contribution in our neighborhood's display, so you can send it in by e-mail or call us and we will schedule to scan your materials. You can also bring your contributions and originals right to our exhibit May 8th - May 17th where we will scan and add them to the display.

Also, along with other groups from around the city, we are working with the city historian to collect "oral histories" about our neighborhood. If you are interested or know of someone who would be, please contact us to make an appointment. Some slots will be open at our exhibit in the park but we can fit your schedule at other times too.

The collection of oral histories and virtual scrapbook items will continue after the festival is concluded, but why wait to share? For more information on the types of stories, recollections and impressions we are looking for, see the article on page 7 in the last issue of this newsletter which you can find it at our website under News. Or look for the "Virtual Scrapbook" link at www.highlandparkrochester.org

To contact the team, use e-mail highlandparkrochester@gmail.com or call Michael and Marcia at 473-0026.

Banners are coming!



The HPNA banner committee has been meeting since fall 2008 to create banners to contribute to our neighborhood identity. This activity was identified as a priority for the association through voting at a general planning meeting in November 2007. The committee has looked at other banners throughout the city to help determine general principles to be followed for the banners. We agreed to adhere to simplicity, strategic placement and, being sensitive

to the problem of visual clutter, functioning as visually attractive art rather than message boards. Stay tuned they are coming soon.



Signs of spring in the park.



New Buzz Layout by Joe Guy Allard.
Comments? Love it? Hate it? Send it
all to joe@joe-guy.com

VOLUNTEERING

by Neighborhood Association Co - Chair Ruth Danis

As we all know “change” is inevitable. The direction of change though is not. The Highland Park Neighborhood Association (HPNA) exists as an organization which has as its mission to sustain and enhance our healthy middle neighborhood. Our area has tree-lined streets, architecturally interesting older homes, and friendly residents. In order to retain what we desire as a community and to build upon our friendships we would like to encourage more residents to volunteer. Volunteering is both fun and productive. Our work at the Lilac Festival and the annual Taste of the Neighborhood Picnic are activities that bring people together. The “school choice” meeting on March 24th, was very well attended and an excellent article was written in the Democrat and Chronicle stating that “Neighborhood residents gather to discuss ways

to keep people in the city.” Our next meeting on May 26th discusses our relationship with businesses we can walk to and the efforts of our local institutions (the University of Rochester, Highland Hospital etc.) to encourage new employees to live in our neighborhood. Our events and our discussions will not only help sustain and enhance the neighborhood we live in and care about, but it can generate a better focus on residential life in Rochester. If you are interested in joining the HPNA write marystaropoli@yahoo.com. Include any of the committees mentioned above that you might be interested in participating in. If you have any questions I can be reached at ruthdanis@aol.com or write Roger Ramsay at rmramsay@gmail.com.



Highland Park Online

WEBSITE

www.highlandparkrochester.org

MYSPACE

www.myspace.com/highlandparkneighborhood.

FACEBOOK

Join the group “**Highland Park Neighborhood Association, Rochester NY**” to receive copies of our messages.

EMAIL LIST

Click the email link at www.highlandparkrochester.org to join our e-mail list and to check our calendar. Or write to us at highlandparkrochester@gmail.com and request that we add your e-mail to our mailing list or with any other inquiry.

BUZZ

We're always looking for different voices to write, reflect, report or just make people laugh! Please contact joe@joe-guy.com with anything you think may be Buzz worthy.

Wanted: Neighbors who would like to advertise their product or service in The Buzz! Contact hpna.business@gmail.com

Highland Park Neighborhood Association Board Members

Ruth Danis, *Co-Chair*

Roger Ramsay, *Co-Chair*

Mary Staropoli, *Vice Chair*

Michael Tomb, *Communications*

Mike Thompson, *Treasurer*

Meghan Delehanty-Reddington,
Secretary

Matt Carnevale, *Web Master*

Carlene Woodward,
North Section Leader

Marcia Zach, *North Section Leader*

Jennifer Topa, *South Section Leader*

Mike Mahoney, *East Section Leader*

Paul Urai, *Security Coordinator*

Contact Board Members at
highlandparkrochester@gmail.com

Last Call for Scooter Raffle

by Matt Carnevale

When The Great Scooter Raffle kicked off at last year's Taste of the Neighborhood, the drawing date during the 2009 Lilac Festival seemed a ways off...

We will be showing the Scooter during our History exhibit at this year's May 8-17th Lilac Festival and tickets will be available there. You may also visit www.highlandparkrochester.org, to either purchase or sign out tickets to sell or give to your family, friends, neighbors, coworkers, members of your church or school, well, you get the idea!

This is a fundraiser for our neighborhood and we can make this a major success. This neighborhood is becoming known for its great picnic, Taste of the Neighborhood. Our BUZZ newsletter is a must read. We have a history exhibit and calendar that is spectacular. Our web presence is growing. We have beautiful banners about to be hung to give a signature to our perimeter. We have a welcome bag for our newest

neighbors. We sponsor some great children's events. This is not a complete list by any means. The point is, this all costs money! The good news is, all the hard work has been done, every \$10 ticket sold is \$10 in the HPNA treasury. The other big deal goes on after the drawing, namely all non-winners can use their ticket for \$50 off any new scooter at Urban Village Scooters, our event's generous sponsor. And when you ride that new scooter home, UVS will donate an additional \$50 to HPNA! You can learn more about the scooter (which does not require a motorcycle license) and our great neighbor Kurt Schweitzer at UVS, by visiting the BUZZ online (issue 6, on page 3) on our website under News.

This has been a project that I have enjoyed running. With your help in the final days of this project, we can potentially make this our largest fundraiser ever for our neighborhood.

David Topa, MD

Pediatrician and
Highland Park Neighbor



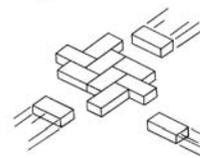
Accepting newborns. Call 385-1710 to schedule a prenatal appointment to meet Dr. Topa.



Pittsford Pediatric Associates, LLP
59B Monroe Avenue Pittsford 14534

Patrick de Keyserling

(585) 256-1800



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