



# Community Connection

Summer Edition 2007

Transforming Neighborhoods Together Since 1979

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## Healthy Blocks Kicks Off in the 19<sup>th</sup> Ward

On June 7, NeighborWorks® Rochester and residents of the 19<sup>th</sup> Ward Healthy Blocks neighborhood gathered together at St. Monica's Church to discuss the launch of Healthy Blocks in the 19<sup>th</sup> Ward. Sharon Conheady, Vice President of the 19<sup>th</sup> Ward Community Association, kicked off the event and Kim Brumber, Executive Director of NeighborWorks® Rochester discussed the details of the initiative, which was first launched in Swillburg in 2005.



NeighborWorks Rochester staff is already working with block clubs in the Healthy Blocks neighborhood to plan different events, conduct surveys and coordinate group purchasing opportunities. Residents in the neighborhood have been interested in porch repairs and new driveways.

The 19<sup>th</sup> Ward Healthy Blocks neighborhood includes homes located on Marsh, Monica, Paige, Barton and Millbank Streets. Residents at the kick-off event selected their community unifier project that will be underwritten by NeighborWorks® Rochester. The 19<sup>th</sup> Ward residents decided on solar-powered lanterns. Every house in the Healthy Blocks neighborhood will receive a lantern and help with installation if requested.

*If you live in the 19<sup>th</sup> Ward or Swillburg Healthy Blocks neighborhoods and are interested in more information, please call Katrina Hanson at 325-4170, ext 320, even if you are a landlord or renter!*

### Donor Spotlight Canandaigua National Bank

NeighborWorks® Rochester celebrates Canandaigua National Bank & Trust! The bank recently donated \$1,500 toward the organization's Annual Partnership Campaign. Arnishia Jordan, Community Reinvestment Officer for the Bank, joined the NeighborWorks® Rochester Board of Directors in 2007. We appreciate their contribution to the success of NeighborWorks Rochester!



*Pictured from left: Arnishia Jordan, CRA Officer for Canandaigua National Bank & Trust; Kim Brumber, NeighborWorks® Rochester's Executive Director; and Robert Sheridan, President of CNB Mortgage Company.*

## Making a Difference in the Community

Congratulations again to NeighborWorks® Rochester's 2007 STAR Award recipients, pictured from left – Marilyn Sturlien, representing Ben Kendig, Economic Development; Julie Everitt, Lifetime Achievement Award; Bill Towler— City Newspaper, Public Awareness; and Lyjha Wilton, Community Revitalization.



The awardees were recognized at the STAR Luncheon on June 6, where attendees also heard Councilmember Dana Miller speak about the history and impact of the 19<sup>th</sup> Ward-Brooks Landing project.

Thank you to everyone who attended and to our dedicated sponsors. Mark your calendars for next year's event on Wednesday, **June 4, 2008!**

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## We Are All in This Together *A Message from Kim Brumber, Executive Director*



"My car got broken into three times in the City and no one has ever touched it in the suburbs."

"Leaving the city for the suburbs is shortsighted and detrimental to the community."

Sound familiar? If you have been reading editorials or news blogs lately, you have come across these comments from both city and suburban residents. In these forums, people have free reign to judge, call names, accuse, assume and create a divide, warranted or not.

NeighborWorks® Rochester focuses services in the City of Rochester. We work with residents who are investing in their homes, new home

buyers who are buying their first home and many dedicated neighborhood leaders who commit hundreds of hours of volunteer time to make their community the best it can be. These are the residents who are contributing to thriving neighborhoods, such as our newest Healthy Blocks neighborhood in the 19<sup>th</sup> Ward.

NeighborWorks® Rochester is fortunate to have a mix of volunteers who help us accomplish our mission. Many of them live in the City and many live in the suburbs. They contribute hours of their time and hundreds of dollars in donations, because they want to see the City thrive and believe that our mission is one avenue to accomplish that. If we judged them simply because of where they live, we would be losing out on their valuable expertise, thus hurting our own organization.

Regardless if someone lives in the city or the suburbs, everyone must realize that a thriving city is the core to a healthy region.

If our conversations and comments remain negative, we have to work that much harder to get to a positive place and come together in a productive way. I have a saying, "if you are not part of the solution, you are part of the problem." This may seem harsh, but it is easy to place anonymous, negative comments on a news blog. It is every individual's responsibility to work toward a stronger, healthier region. Population loss, racism, poverty, or quality of education—we all must work constructively to address issues affecting our entire community.

### Beyond Preaching To The Choir: Getting Real About Race

By Bruce Jacobs



It's a perennial question for those of us dedicated to overcoming racism and bigotry: how do we get beyond the circle of those who agree with

us so we can make headway with those who don't: those who buy into the demonization of a convenient "other," or who nod their heads to the braying of talk-show hosts who peddle bitter blends of self-pitying prejudice?

Here is my short list of suggestions (anything longer than this and I'll be writing another book):

#### **Demand more of relationships.**

Sure, rage-talk shows set a phony standard for discourse. But don't be so easily scared off. A lot of our rela-

tionships with people we know can and ought to be able to withstand some heat. Challenge bigotry when and where you find it. And do it in a way that confronts a bad idea while also honoring the deeper goodness of its human bearer. If a relationship can't survive that, is it worth having?

**Fight when it's right.** Not every racist or bigoted person can be dealt with through reasoned means. You have a right to make judgment calls about when and how to fight, when to leave a person to his own inner illness, and where to set your limits. The struggle for social justice needs your energy. Use yours well.

**Know what you're up against.** I find it helpful to consciously review just how much we anti-racists are up against on any given day: A history of bloody conquest and slavery, centuries of white paranoia, the criminalization of poverty, the crafty use of ethnic fear by pundits and presidents, and a terror of political conver-

sation among friends and co-workers, to name just a few daily obstacles. So of course it's tough.

**Ask questions.** Try asking a person why she believes what she believes: On what experience does she base it? What is the source of her information? When a person is asked to actually account for an opinion – and also feels that her experience is being respected – things can get interesting.

*Bruce A. Jacobs, a Rochester native who now lives in Baltimore, is the author of Race Manners for the 21<sup>st</sup> Century: Navigating the Minefield Between Black and White Americans in an Age of Fear. He will speak Wednesday November 7 at 6:30 p.m. in Basil 135 at St. John Fisher College (call 385-8378), and Friday November 9 at 7:30 p.m. at Downtown United Presbyterian Church (call 381-5606).*

## The View

*The View is a section of our newsletter that highlights a different perspective of the city from various professions in the city.*



Lt. Peter Leach has worked for the Rochester Police Department for 22 years. For the past four years he has worked at the

Neighborhood Empowerment Team (NET) office on Genesee Street.

### What is your favorite part about your job?

Here at the NET office I enjoy working with the neighbors and hearing their issues and concerns. When I'm able to bring their complaints or problems to a successful conclusion it is very satisfying.

### What is your favorite part about the City of Rochester?

I would say, especially in the neighborhood I work in, the strong sense of community and the commitment that people have to making their community a better place.

### What has changed (in your neighborhood or in the city) since you have lived/worked here?

In the neighborhood I see a lot of positive changes, with the new construction at Brooks Landing, the development coming in, various housing developments, it's really getting rid of some of the blight in the city and I think it's giving people a fresh outlook...a new sense of hope that their neighborhoods are getting better.

### What do you think we all could do to make the city a better place to live?

Get involved. Get involved through volunteerism, PAC-TAC, if you have time, being the eyes and ears of your neighborhood. Be good neighbors, responsible neighbors, and look out for one another in the community.



Swillburg's new gazebo in Otto-Henderberg Square Park.

## Take Ownership of Your Park

On June 20, the Swillburg Neighborhood Association (SNA) and NeighborWorks® Rochester celebrated the completion of two projects in Otto Henderberg Square Park – a new gazebo made possible through a grant from the United Way and Bank of America and the Healthy Blocks Light Pole Mosaic Project, made possible through a grant from the Arts & Culture Council of Greater Rochester, the New York State Council on the Arts and the New York State Legislature.

These are two of many projects in and around the park the SNA has spearheaded recently. Their successful and timely completion can be partially attributed to an open and productive partnership with the City of Rochester's Bureau of Parks and Recreation.

"Volunteers and community collaborations are fundamental to the development and maintenance of our parks, which have a significant impact on quality of life and property values in neighborhoods, says Luis Burgos, Director in the Bureau. "The City cannot accomplish the investment and work necessary for these valuable community assets on its own.

Burgos adds that active use and 'ownership' of parks by the community is the most effective approach for minimizing vandalism and littering, and creating a safe and inviting atmosphere for everyone to enjoy.

## Pete's Summer Home Maintenance Tips

*From NeighborWorks® Rochester's Housing Analyst Pete Tantaló*



Caulk your driveway against the side of your house with special driveway caulk sealer. Apply the caulk along the foundation of your house where the driveway pavement may be starting to crack or move away, leaving a gap between your house and the driveway. If uncaulked, it could lead to water leaking into your basement. A 10-ounce tube of driveway sealant costs approximately \$1.97 and the caulk gun costs about \$1.98 – a worthwhile investment.

Change the filters of your air conditioner or air conditioning system. For window air conditioners, you can clean the screen by using a vacuum cleaner or any other method of cleaning a screen that you prefer. Central air conditioners go through your furnace so change the filter every three months or so. Filters prices range from \$1.50 to \$15 (for hypoallergenic versions).

Turn sprinklers on in the early morning or as soon as the sun goes down – not during the day. This will ensure that the lawn stays moist for a longer period of time and saves on water usage, and consequently, your water bill.

*Do you have questions about seasonal home maintenance? Call 325-4170, ext.320.*



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**Removing Lead from the Home**

NeighborWorks® Rochester recently completed a project with homeowners who wanted to preserve the original wood windows in their home and also remove lead paint that was in the frames and surrounding window jams. This photo was taken after the work was completed displaying the original woodwork and new plastic window jams, both free of lead paint.



NeighborWorks® Rochester works closely with homeowners to ensure that all their concerns are addressed in a rehab project. If you are concerned about lead paint on your windows, but also want to keep the original look of your home, or if you have any other rehab-related questions, call us at 325-4170.



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