

Winter 2010

The South East Area Coalition works in partnership with the Southeast community. SEAC facilitates the long-term preservation, development, sustainability and character of its neighborhoods by promoting citizen participation.

An Evening of Good Cheer!

Once again this year, the warmth and charm of the Academy of Medicine dispersed the cold of a Rochester winter's night on the evening of December 4, 2009 as 150+ people gathered to celebrate city living at SEAC's 16th annual City Night event. The dining room tables were laden with mouth-watering hors d'oeuvres that delighted the palates of all attendees. These delectables were made and donated by the kitchen team led by Nancy Jennings-Day. The wines donated by Century Pittsford Wines and Fort Hill Liquor as well as the lager beer donated by Rohbach's quenched everyone's thirst.

current economy, the support of our sponsors and donors was overwhelming. The silent auction offered a wide variety of goods and services, from cook books and jewelry to swing dance lessons. The Live Auction led by Senator Joe Robach with assistance by City Councilmember Elaine Spaul proved spirited and fun as each urged participants to bid a little higher, a little higher.



Liza Billone (left) and Debbie Gillespie enjoy City Night

We are thrilled to be able to report that we met our goal of equaling or surpassing last year's net proceeds. With so many of us tightening our belts in the



Auctioneer Senator Joe Robach

This event benefits all of our programs. Our state funding was reduced this year; the profit from City Night will help us to keep our programs intact. Some in attendance told us they had such a good time that they were already marking their 2010 calendars to save the date!

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Newsletter Editors:

Joanne Balliet & Jason Haremza

SAVE THE DATE!
June 7, 2010
SEAC ANNUAL MEETING

Director's Column



We are looking towards spring, shutting down winter with a re-cap of our fundraiser of 2009 SEAC City Night. Mayor Duffy, City Council Vice President Elaine Spaul and Senator

Robach helped set the stage for a night of celebration and activities that exceeded our expectations for success.

Senator Robach and Elaine Spaul provided their talents and humor for another year of bidding on over 20 Live Auction items from our areas most generous vendors.

Richard Rowe from Rowe Photographic Video & Audio once again donated the prized "big screen" TV and blue ray player that kept the sale of raffle tickets going well into the evening. Between the live auction, silent auction, and raffles we raised over \$20,000 for the organization.

Our hats are off to all the people who contributed to this wonderful event. The City Night crew, Board of Directors, all those who donated items and sponsored our event. I also want to thank the staff who year after year add this to their already busy workload.

We, as an organization, thank all of you and look forward to another successful year, one filled with continued support to our neighborhoods.

If you missed the 2009 SEAC City Night keep the second Friday in December on your calendar and join us for 2010 SEAC City Night.

We love to hear from the community, if you have any comments, questions or concerns please contact the SEAC office at 244-7405.

Helen Hogan
Executive Director

Welcome Joan!

On March 1, SEAC welcomed Joan Hildebrand as the new street manager for Monroe and South Clinton Avenues. Joan is a long time Rochester resident and a New Jersey transplant. As a former broadcast journalist, Joan solidified strong community contacts. She spent eight years as Director of Rochester Landscape Technicians Program, a workforce development agency, and now works part time for the City of Rochester. If you are a frequent patron of the Public Market, then you know Joan as the "Voice of the Market".



Joan's superior marketing and communication skills, her knowledge of the city and her work

with entrepreneurs at the market are just a few of the assets she brings to the SEAC team. She is well aware of the strengths and the challenges which face businesses and residents along the avenues and has already hit the streets to introduce herself. Joan may be contacted at the SEAC offices at 585-244-7405 ext. 102 or email: jhildebrand@myseac.org

News from the Avenues

These avenues contain a mix of commercial and residential uses and are the "main streets" of the neighborhoods of the Southeast. Following are a few highlights; look for more details in the next newsletter!

East and Alexander

The East and Alexander area has launched a new website: www.rochesterseastend.com

Monroe Avenue

The Monroe Avenue Merchants Association (MAMA) continues to work on branding and marketing as well as the planning of an information kiosk to be installed on the Avenue. The Monroe Village Task Force (MVTF) is focusing on their "aging in place" initiative, economic development, and late night security issues. The third season of the Monroe Village Farmers Market will start in June!

Mount Hope Avenue

The Mount Hope Business Association (MHBA) and the Mount Hope Task Force (MHTF) are preparing

for the upcoming reconstruction of Mount Hope Avenue. Check out the MHBA website www.rocmthope.com and "meet them on Mount Hope!"

Park Avenue

The Park Avenue Merchants Association (PAMA) is working on options for additional trash receptacles and options for newspaper and publication boxes.

South Clinton Avenue

Crosswalks and curb bump outs will be installed this summer! ESCAPE, the South Clinton Merchants Association (SCMA), Swillburg Neighborhood Association, and Highland Park Neighborhood Association (HPNA) have come together to work on economic development.

University Avenue

Additional funding has been allocated to the ARTWalk 2 project. This will allow some Phase Two items to be included in the first phase of this project. Utility work has already begun in preparation for construction.

A Bright Idea and a Question



SEAC is contemplating “going green” with our newsletter. This would not only save paper (thereby saving trees), but also help SEAC save on printing and mailing expenses. We would like to know how many of our members have access to the internet.

If you would like to take this opportunity to help SEAC reduce costs and save resources by receiving the newsletter electronically, please email our Operations Manager, Joanne Balliet at jballiet@myseac.org. Put “newsletter” in the subject line.

We will also be posting our newsletter on our website!



Lead Testing Services

Generally, houses built prior to 1978 were painted with lead-based paint products. We now know that lead paint can cause poisoning, especially if children ingest paint chips or inhale dust from lead paint. New York State and U.S. Department of Housing and Urban Development (HUD) mandates that any pre-1978 home be assessed to determine if a lead hazard exists prior to any home repairs being completed. Homeowners may also need a lead test on their home completed if they are selling, or if it is a rental property.

Dan Haight, SEAC’s Housing Rehab Specialist, is a New York State licensed Lead Risk Assessor. He is able to perform a wide scope of services to assess lead hazards. The services range from lead dust-wipes to a full-risk assessment using an X-Ray gun. Dan will be able to determine whether or not a lead hazard exists in your home or business. To schedule an appointment for a lead test or assessment, please call Dan at 244-7405 ext. 107.

The following is a list of SEAC’s Lead Services and each service cost.

Dust Wipes (up to four)*	\$75
Additional Dust Wipes	\$10 each
One Composite Soil Sample (pre and post rehab)	\$75
Additional Soil Samples	\$35
Complete Risk Assessment - includes random four rooms dust wipes (pre/post renovation), composite soil sample (house perimeter), XRF gun readings per EPA/HUD guidelines	\$550
SEAC Lead Service Fee	\$120

* All dust wipes require an additional lab fee

Crime Tip

If you would not leave an item on your front lawn overnight, do not leave it in your car!

Remember:

Call 911 for **ALL** suspicious activity



WANTED:

**File cabinet
4-drawer, letter-size**

If you have a file cabinet that you no longer need and would be willing to donate to the SEAC office, please call 244-7405 or email jballiet@myseac.org

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STAR Home Maintenance Service

*A Service of
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STAR Home Maintenance Service is available to Monroe County residents who are at least 60 years old or have a physical disability. Their service eliminates the hassle, risk, and high cost that may accompany home repairs. The goal is to help you affordably live in your home for as long as you desire.

Many older adults fear that they will lose their homes due to the amount of upkeep needed to ensure that the home is safe and comfortable. The

STAR Home Maintenance Service helps to alleviate this fear by providing professional, trustworthy, and friendly workers who understand the needs of the elderly and have agreed to work at very low rates. Workers have strong work quality references and clean criminal backgrounds. In addition, all work is monitored by Catholic Family Center to insure your satisfaction. Work is performed at times convenient to you. For more information, call 585-262-0335.

Carbon Monoxide Detectors: They Are the Law

Effective February 22, 2010, Carbon Monoxide (CO²) detectors must be present in every home. Two detectors, at a minimum, are required: one

would be located in the basement near the stairs and the other would be on the second floor hallway near the master bedroom.

Tool Library Update

The Tool Library will be closed the months of January, February, and March 2010. Although the SEAC office has relocated to 580 South Avenue, the Tool Library remains in the garages at 1045 South Clinton Avenue.

Since the former SEAC offices at 1045 South Clinton are being rehabbed, we feel that it is unsafe for members to visit at this time. However, if you have a specific need you may call the SEAC office at (585) 244-7405 and we will do our best to make arrangements to fulfill your requirement.





McKay's
Photography

SEAC Executive Director Helen Hogan and Mayor Bob Duffy present John Sippel with framed City Night invitation.

STUDENT DESIGNS CITY NIGHT INVITATION

Last Fall, a group of about 30 art and photography students from Pal-Mac High School took a field trip to the City of Rochester. The assignment was to photograph items of interest that could be used to “advertise” the Southeast for SEAC’s City Night invitation. The students wandered our southeast streets with cameras in hand, snapping pictures of anything that caught their eye and learning a bit of city history along the way. They returned to Pal-Mac and with Photoshop created sample invitations. It was difficult to choose just one design. This year’s invitation was designed by John Sippel. John was invited to attend the City Night event and he was presented with a framed invitation by Mayor Duffy.

City Night Donors

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City Night Photos!



SEAC Board President John Billone, Jr. sheds some light on City Councilmember Spaul’s comments as Mayor Duffy looks on

McKay's
Photography

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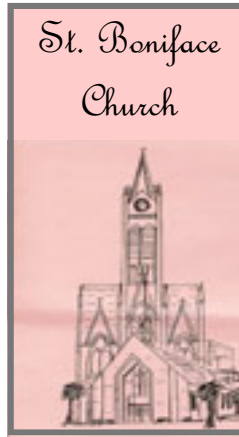
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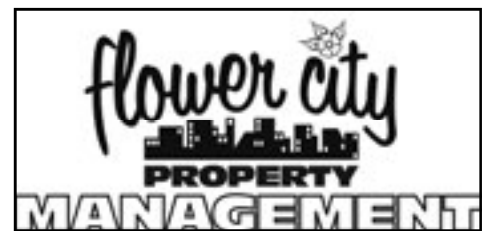
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