

The Rolando NEWS

A Publication of the Rolando Community Council

THE TIMES THEY ARE A' CHANGING

By Jan Hintzman

“The times, they are a’changing,” a popular Bob Dylan refrain, is pertinent to life in Rolando. Evident are long-lived Rolando Community Council (RCC) traditions, as well as creative adaptations when necessary or when better alternatives appear.

The RCC monthly used-book sale, an event sustained by volunteers for more years than we can count, has folded its tents this year for many reasons, major among them a paucity of volunteer support as many choose other avenues of involvement.

RCC is celebrating the 20th year of its neighborhood street fair, which just gets better each year. The all-volunteer effort of earlier days has been augmented with contracted professional experts.

RCC continues its commitment to putting funds it raises back into Rolando through direct action to improve our neighborhood, such as community clean-ups and the Acorn lamp post restoration, as well as financial support of other non-profits that contribute to Rolando’s residents. Support has gone to Henry Clay Elementary School, the Kroc Center, the Center for the Blind, and numerous other entities.

RCC sustains close contacts with local elected officials and with law enforcement, all focused on improving community life. It represents our community and keeps information flowing.

Bringing neighbors together has been a common thread in RCC activities, with holiday parties and contests, monthly meetings, social gatherings, concerts, picnics, etc. See below for changes to time and location of meetings.



Rolando’s Congressional representative Susan Davis answers questions at a recent RCC meeting.

Neighborhood production and delivery of *The Rolando News* has endured for nine years. Over these years, Rolando volunteers have gathered news, written copy, prepared it for printing, and, once printing is accomplished, managed a large team of deliverers who faithfully distributed newsletters to the doorsteps of Rolando. No small feat!

But here too, “times are a’changing.” Currently, a publisher of neighborhood newspapers is in discussion with RCC to add Rolando to their neighborhood newsletter group. See article on page 2 for more details.

Clearly, Rolando promotes a rare and valuable ethic: working together for the common good of our community. That’s not “a’changing.”

Rolando Community Council Events

RCC Community Meeting* | Tuesday, April 19 | Update on life in Rolando | Community Room, United Domestic Workers | 4833 Seminole | 6:00 p.m. socializing, 6:30 p.m. meeting.

CAFÉ, A Neighborhood Food Experience presented by the College Area Business District | Sunday, May 1 | 11:00 a.m. – 3:00 p.m. | See inside for details

RCC Community Meeting* | Tuesday, May 17 | Update on life in Rolando | Community Room, United Domestic Workers | 4833 Seminole | 6:00 p.m. socializing, 6:30 p.m. meeting

**New location & time*

MID CITY NEWSPAPER GROUP OFFERS TO CREATE A ROLANDO NEWS EDITION

By Jan Hintzman

The Mid City Newspaper Group (MCNG) publishes several monthly newspapers, with each paper focusing in on a local neighborhood. The papers are delivered via U.S. mail and are free. Associate Publisher Brad Weber has approached RCC with a proposal to create a Rolando newspaper, adding to his stable of Ken-Tal News, Adams Avenue News, North Park News, and others.

"We already have a neighborhood newspaper, why would we be interested?" was the first response of publishers Jan Hintzman and Aimee Lee Cheek. But the offer led to wider discussion among the volunteer leadership of the paper and the RCC Board. "What is the MCNG objective and business plan?" "How does it fit with the RCC mission?" "How does RCC best meet its objectives using print and electronic media?" "How sustainable is our current practice?"

On the matter of common objectives, publisher Brad Weber states that Community Kids & Causes are his driving interests. His business model is to create a local paper focused on very local news that supports his interests, and to fund it with advertising. Local neighborhood advertising gets special consideration.

Hmm...that seems consistent with RCC's purpose and is basically what the *RCC News* does.

But what kind of copy would Rolando see in his newspaper? Weber welcomes RCC submission of articles. He feels that RCC knows the interests and needs of our community best. Advertisers in the Rolando News would have the opportunity to be in his paper.

Further, as his editions are larger than ours, Rolando would see news of interest from other Mid-City neighborhoods, and they would see ours. Some may like the wider window on local news, and our neighborhood would have wider exposure in other neighborhoods. Not bad features. MCNG advertising packages also contain the option for feature articles, giving readers more detail about local businesses. Weber also contracts with reporters to do articles of general interest on community offerings.

In summary, the RCC Board is very proud of the RCC News and how Rolando could deliver such a professional product over so many years. But can this level of effort be sustained by volunteers over the long run? That is a concern. Perhaps the time has come to modify RCC's community outreach strategy. A volunteer-produced paper is dependent on willing expertise in reporting, writing, set-up, and delivery strategy. If one fails, a newsletter cannot be sustained. A collaboration with MCNG would enable RCC volunteers to focus on RCC messages and not all the production details, thus freeing volunteers to take on other ventures.

The discussion is ongoing. The Board would like to hear from you. Contact Jan Hintzman hintzman@cox.net with your input.



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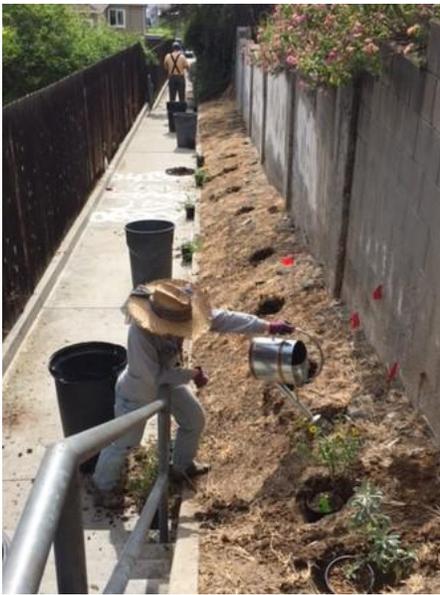
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CIT CORNER

By Bob Scott, Team Leader

Catwalk beautification. What a little effort and green thumbs will do! On March 5, the Community Improvement Team (CIT) completed an enhancement of the walkway between Lerida and Marraco Drives.

The project involved planting 20 one-gallon containers of native species along a weedy area along the foot of a retaining wall. This walkway is prone to chronic tagging, and as part of this project we painted over the tagging on the walkway. We hope that beautification of the walkway will help deter this unwanted and disrespectful activity.



Sylvia Nielson and Jeff Wilson planting at catwalk.

The timing could not have been better with the rain received afterward. However, while the plants are drought tolerant, they do require water during the first year to get them to thrive. While the CIT will monitor the plants, we ask that everyone pitch in to help them get established. On a run or walk through this area? Why not bring an extra bottle of water and adopt a plant? Thanks in advance for helping us make Rolando a great place to live! Thank you Steve Miller, Jeff Wilson and Sylvia Nielsen for the planning, coordination, and planting associated with this project.

Third Annual Catwalk Cleanups. Please mark your calendars for the catwalk cleanups that will occur in late April and May. Details and dates will be posted on our website and Next Door. Please come join us!

Walkway naming. Thinking of some names for Rolando's walkways? We're still accepting ideas. Responses to date suggest an interest in Spanish names, with the names starting with, "Paseo de" meaning "---- Walk." Forward potential names to me at rkscott710@yahoo.com. We hope to unveil the names toward mid-year.

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RCC'S ELECTION SEASON

Election news is in the air everywhere, and also on the ground here in Rolando. You can't get more local than Rolando Community Council (RCC) officers.

Yes, we're all busy, but RCC needs your talents. Ask all past leaders: being on the RCC board is personally fulfilling. It's a great way to make new friends and an opportunity to take your place with other fine neighbors who make contributions to our community life.

You can volunteer to serve on the five-person nominating committee which will be selected by member vote on April 21, or throw your hat into the ring for one of the offices up for election this year. Elections are held at the June 21, 2016 RCC meeting.

Where would you fit in? **Open offices are President, 2nd Vice President, Secretary, Treasurer, and Director.** Terms are for two years, excepting Treasurer, which this year is a one-year term.

To run, your membership must be active by the May RCC meeting (May 17). And it's not too late to become a 2015-16 member.

Email Jackie Flohr at buddysmiles465@gmail.com for a candidate application form. Deadline for return is May 10, but don't delay, do it now. For information on the duties of officers, check the RCC website, www.RolandoCC.org, and step right up!

NOTICE: RCC COMMUNITY MEETING LOCATION & TIME CHANGE

The historic meeting place for the Rolando Community Council (RCC) was the Rolando Methodist Church Community Hall on Seminole, just south of El Cajon Blvd. After sale of the church to the United Domestic Workers of America (UDW), RCC meetings were relocated to Clay School auditorium.

Now that UDW's remodel of their building is complete, RCC is being welcomed back. We send a hearty "Thank You" to the UDW for their generosity, along with a big thank you to Clay School for making us welcome in the interim. RCC's April 19 meeting will be our first gathering back "home" at 4833 Seminole.

NEW TIME: Socializing 6:00 p.m., meeting 6:30 p.m.

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LET'S LIGHT UP ROLANDO!

By Jan Hintzman and Bob Scott

Long-awaited electrical undergrounding is about to begin in Rolando in the area south of El Cajon Blvd. and east to College Ave. over to Clay Park with Estelle Street as the southern boundary. This will make a great difference to residents while improving the overall character of our Rolando community.

At present, the City plans to install the tall standard light poles like those already familiar in our community and along El Cajon Blvd. Lighting deficiencies will be addressed with additional poles, helping to improve the safety of our walker-friendly neighborhood, as RCC and residents have long requested.

The City, however, also offers Rolando an important opportunity to upgrade this project area by using the historic acorn-style lighting iconic to Rolando Blvd. instead of standard poles. To accomplish this, neighbors benefiting from the upgrade would need to pay the extra cost to install the historic lights, as well as a small on-going annual fee to cover increased maintenance costs.

Other neighborhoods like Kensington, Talmadge, and Mission Hills are convinced of the "special benefits" of historic lighting, believing it contributes to an improved quality of neighborhood life and increased home values. These neighborhoods have created and funded historic lighting districts.

Neighborhood undergrounding projects appear to offer Rolando a relatively inexpensive path to enhance its reputation as an attractive livable community. CIT supports exploring this opportunity for upgrading to historic acorn lights and is working with interested residents in the project area to develop more details. If you are interested in helping in this effort, please contact Bob Scott at rkscott710@yahoo.com or Jan Hintzman at hintzman@cox.net.



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COMINGS & GOINGS

Street Fair thank-you! Hats off to all who made it happen! A special shout-out to residents of Rolando Blvd., who kindly let their lives get upended for our celebration every year.

And the winner is...Pascha Gerlinger, who was awarded the Doris Perry Community Service Award at the Rolando Street Fair. This award has been given for the past eight years to recognize individuals who have made significant contributions to Rolando's community life. Look forward to a feature on Pascha in our June -July issue!

Happy Hour at Garden Kitchen on Rolando Blvd at University is a new opportunity for gathering together, every Tuesday through Saturday, 3:00-5:00 p.m.

CAFÉ IN ROLANDO

Gourmands, tune up your taste buds. **College Area Food Experience (CAFÉ) on Sunday, May 1, from 11 a.m. to 3 p.m.**, offers the chance to sample cuisines from Mediterranean to gastropub to seafood to barbecue and more, on a self-guided tour of some 30 cafes and restaurants. You may visit new spots like Dirty Birds College Area, Crab Pub or 2Brothers. You may drop in on old favorites. If you choose to ignore your mom's advice to eat slowly and chew with your mouth closed, you may crunch tasty tidbits from all 30. But don't blame her if you get a stomach ache.

Tickets to CAFÉ are \$25 in advance and \$30 the day of the event. They are available at www.CollegeAreaBID.com or at some of the participating restaurants. (Visit the website for more information.) The sponsor is College Area Business District, an advocacy organization representing more than 400 businesses along El Cajon Blvd. between 54th and 73rd Streets for more than 20 years.



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NEIGHBORS AT WORK

Many neighbors have small business operations based in Rolando, and they provide a variety of services. Take a look below at the skilled neighbors who offer services you might need. Let's support them! RCC members are welcome to submit their information free of charge by emailing copy to hintzman@cox.net.

Aleah Cohen — Teen Babysitter. Energetic, responsible and fun. CPR and First Aid certified. Available to babysit for your children. (619) 246-7993

Aron Oakes — Acorn Garage Doors. Installation, repair and service of garage doors and garage door openers. License #897261. Neighborhood references. (619) 218-1581.

Brenda King-Kapalla — Integrative Fitness Nursing. Licensed RN fitness expert. Maximize fitness goals, reduce your waistline, and restore health. New: Gentle Fitness Classes, B12 shots, Lawn Yoga. www.IntegrativeFitnessNursing.com (619) 200-1911

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Jolyne Harris — Jolyne L. Harris Photography — PhotOptions. At your location within San Diego and portable studio available. www.facebook.com/PhotOptions PhotOptions@live.com or call (619) 204-2323

Tim Heasman — Interior/Exterior Painting. Twenty-three years in Rolando. Lic #718508. Many references. (619) 886-9369 timheasmanpainting@gmail.com or www.createcolornow.com

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