

**NESNA Newsletter**  
**June 2007**  
Volume 1 Issue 2

**President's Corner**

Remember when the Marines were "looking for a few good men"? Well, NESNA is looking for a few good men and women to volunteer their services for neighborhood activities and improvements. The Property, Sidewalk and Beautification committees can always use another member or two. Huffman Boulevard is planned, planted and maintained by volunteers with a love of gardening. One of the Property committee's duties is to award the "Lawn of the Month" honors. With so many lovely yards, it's hard to choose just one. There are also Program and Special Events committees but they have been incorporated into other committees due to lack of volunteers.

But there is one specific area that desperately needs volunteers and that is the newsletter. There are two big ways you can help: Editor and Circulation. We need an editor and people willing to help put the letter together and see that it reaches the 1200 households in our neighborhood. The editor would assemble articles written by various contributors, see that it gets printed and ready to go out to the NESNA residents. As you know, the newsletter has gone through several changes this past year. It went from being hand-delivered once a month to all 1200 households within our boundaries to being mailed quarterly to the 200 members that have paid their \$10 membership dues. The reason for these changes was the newsletter was no longer being delivered to all the homes due to the shortage of volunteers to deliver them. Some of the volunteers moved out of the neighborhood, some found it hard going during the summer and winter months and others were just too busy to deliver anymore.

The Board investigated the possibility of bulk mail sending the newsletter to all 1200 families. Even with the bulk mail rate and only quarterly mailings, the cost was prohibitive. So we are back to mailing the newsletter to members only. We

would love to have enough volunteers to deliver them so all our neighbors get a copy. We do run 100 extra copies and put them in the various businesses around the neighborhood so nonmembers can keep in touch with neighborhood 'happenings' that way.

The newsletter is the life-blood of our Association but is in desperate need of a "transfusion." Volunteers wishing to help in any way can call me or email me at [debseyler@sbcglobal.net](mailto:debseyler@sbcglobal.net). Let's all work together to bring our Association back up to the thriving organization it once was.

Deb

**Quarterly Meetings: Note Time Change**

We are going to try something different starting with the June 14 quarterly meeting. We will be starting our Association business meeting promptly at **6:30 pm** and will stop right at **7:00 pm**. During this half hour we will have various committee and treasurer's reports and will open the floor to Officer Gibbons and Mr. Timm. At 7:00 the meeting will be turned over to the guest speaker for the evening. This leaves the end of the meeting open for questions and comments for the evening's speaker.

**Coronado Guest Speaker**

The speaker for the June meeting will be Michael Goldberg, executive director of the Coronado. A native of New York, he came to Rockford this past January to begin a three-year contract as director of the Coronado Performing Arts Center. He would like to improve the quantity and quality of the programming, as well as increase the variety of performances and experiment with new formats such as seating 200 audience members on the stage with the performer. He hopes that the theater will continue to be the focal point of downtown revitalization and has said, "the promise of the place has not even begun to be realized."

**Klehm Garden Extravaganza**



June 1—3 is the date for this year's annual event referred to as the Midwest's Premiere "Gardening & Outdoor Living" Marketplace with over 115 garden vendors selling "anything & everything" garden related. There's "anything" gardening from flowering plants, herbs, perennials, trees

and hanging baskets to "everything" outdoor like botanicals, sculptures, garden décor, gourmet food items, furniture, grills and other unique items. Klehm Kids is filled with free creative activities such as Plant-A-Shoe, Outrageous Garden Hats and more. There's something for the entire family!

**Coming Events:**

**June:**

- Quarterly meeting:  
June 14 6:30 -- 8:00 pm  
Speaker: Michael Goldberg
- Garden Extravaganza:  
Klehm Arboretum  
June 1—3, 2007
- NESNA Garden Walk:  
June 24 1:00—5:00 pm

**September:**

- Quarterly meeting:  
September 13 6:30 – 8:00 pm  
Speaker: Reid Montgomery  
Director of Community Development



North End Square Neighborhood Association  
Post Office Box 993  
Rockford, IL 61105-0993  
[www.NorthEndSquare.com](http://www.NorthEndSquare.com)



2021 Price

**Garden of the Month**

We expect to see many spectacular gardens in our neighborhood since we are going to be judged again this year in the "America in Bloom" contest. Don't be surprised, then, to find some especially beautiful gardens around us which is nice because this year it is our turn to host the semi-annual Garden Walk in our neighborhood. The walk will be held on Sunday, June 24. Many of our neighbors work very hard creating yards and gardens well worth visiting. This should give us all the incentive to continue our efforts to make our neighborhood beautiful.

During the summer months, the "property patrol" will be selecting four Gardens of the Month. Those chosen will receive a \$25 Gift Certificate for Village Green. Our selection for May Garden of the Month is the beautiful yard and garden of Mary Hemming at 2021 Price St. Check it out. You may get some ideas for your own garden.

**ROCKFORD IN BLOOM 2007**

Again, this year we will be judged in the "America in Bloom" contest. The city will host some of the nation's best and most enthusiastic gardeners. The Gardeners of America will hold its national meeting here in July, and America in Bloom will have its symposium and awards program here in September. That will be after horticultural judges spend two days assessing the city's environmental

savvy, tidiness, beauty and respect for heritage. One of the categories for judging is community involvement. If each one of us would pick up the litter on our block, plant a tree or put a hanging basket on our porch, the whole neighborhood would benefit. We all need to do what we can to make Rockford a repeat winner. Let's make our motto "Positively Rockford!"

**50/50 Sidewalk Program**

The City is offering its 50/50 Sidewalk Program again this year. Therese Moncelle is the Chair in charge of the NESNA 50/50 Sidewalk Replacement program. Her phone number is 968-2586 and you can get information on signing up from her. Or you can call the Public Works department and deal directly with the City. That number is 962-7592.

At about \$90 a square, the 50/50 program is a great deal. Call Therese for answers to your questions about the 50/50 sidewalks.

**NESNA Book Club**

Our Book Club meets once a month to enjoy the camaraderie of discussing the book selection as well as sharing some delicious refreshments. The following is our summer reading list:

- June: Of Mice and Men by John Steinbeck
- July: As I Lay Dying by William Faulkner
- August: The Ash Garden by Dennis Bock

We'd like to welcome new members to our small group. For further information, please contact Elizabeth Powers at 815-968-1395.

**2007 NESNA Officers**

- |   |  |
|---|--|
| Deborah Seyler: 962-8777<br>President   | Kay Veit: 964-4429<br>Property Chair             |
| Elizabeth Powers: 968-1395<br>Treasurer | Therese Moncelle: 968-2586<br>Sidewalk Chair     |
| Mary Englund: 965-2239<br>Secretary     | Frances Anthon: 968-6314<br>Beautification Chair |

**Garden Walk 2007**

This year it is our turn to host the semi-annual Garden Walk in our neighborhood. If you are interested in entering your garden in the Garden Walk, please call Dave Baker (815-961-1534) or Deb Seyler (815-962-8777) by June 1. The walk will be held on Sunday, June 24 from 1:00--5:00 pm. Here is the list of gardens for 2007:

- |                       |                       |
|-----------------------|-----------------------|
| Dave Baker            | 1602 N. Church Street |
| Mike Riportella       | 2004 Latham Street    |
| M. Fields/G. Huckster | 1417 Yonge Street     |
| Judy Barnard          | 2203 N. Church Street |
| Mike Dal Fratello     | 1904 Grant Avenue     |
| Jason Thompson        | 1712 N. Court Street  |
| Mary Hemming          | 2021 Price Street     |



**Membership**

Will you help us continue what we do for our neighborhood? Your \$10 annual membership fee supports our volunteers in their continuing efforts to make our neighborhood informed, safe and beautiful. Some longtime NESNA members apparently have forgotten to pay their 2007 membership fee. In other cases, we have some who are linked via our NESNA listserv ([NESNA@yahooogroups.com](mailto:NESNA@yahooogroups.com)) but have never joined the association by signing up and paying the \$10 membership fee.

Take a minute and fill out the membership form making your check out to MESNA. Thanks for your consideration and support!  
Jim Powers

**North End Square Neighborhood Association**  
**Membership Application**

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone number \_\_\_\_\_

Email \_\_\_\_\_

To apply for membership (1) print and complete this form, (2) mail the completed form with a \$10 check, payable to NESNA, to North End Square Neighborhood Assn., P.O. Box 993, Rockford, Illinois 61105.

The North End Square Neighborhood Association depends heavily on volunteer work done by committees. We want members to be participants, not mere spectators. Your participation should be in an area in which you are interested. The following are committees that make our organization viable:

- Property
- Membership
- Program
- Finance
- Newsletter
- Special Events
- Beautification

Please circle the committee or committees in which you have interest.

Comments: \_\_\_\_\_

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