

Corridor Beautification

Business Improvement Rebates, Business Start-Up Grants, Enterprise Zone, Business Loans, Business Assistance



Neighborhood Improvement Staff Alert Streetlight Contest

During the month of February 2010, **Neighborhood Improvement** and **Neighborhood Resource Center** staff members were challenged to find and report non-working street lights. Participants identified the non-working lights and then reported them by email to **City Light & Power, Inc**, who is contracted by the City of Long Beach to repair them.

The winner was **Lydia Calvillo** with **twenty-one (21)** reported non-working street lights. Lydia, in true **Neighborhood Services Bureau** tradition, trained her young neighbors to identify the street light addresses, and enlisted their help in finding the non-working lights.

In addition, **Michele York** turned in **seven (7)** lights, **Margaret Madden** turned in **three (3)** lights and **Karen Pruett** turned in **one (1)** light, make a grand total of **32** lights referred for repair.

Report all non-working street lights to **City Light & Power, Inc** at the toll-free phone number **(888) 544-4868** or via e-mail to **Marianne Mayer** at mtm@clpinc.com.

Council of Business Associations March Meeting

On Wednesday, March 3, 2010, the **Council of Business Associations** held their monthly meeting at **Grace Brethren Church** in North Long Beach. The meeting was coordinated by **Blair Cohn** of the **Bixby Knolls Business Improvement Association** and was attended by representatives from several business associations from throughout the City. Also in attendance were representatives from the **Long Beach Police Department (LBPD)**, as well as various City departments. The **Neighborhood Services Bureau** provided materials and information about the **Business Improvement Rebate Program**, **Business Start-Up Grant Program**, **Business Assistance Program**, and the **Business Loan Program**.

The focus of this meeting was provide public safety updates from the **LBPD** North, South and East divisions, as well as educate the business community about crime prevention techniques.

Commander David Hendricks from the **LBPD North Division** told the attendees that commercial burglary is the primary problem in the area, and there has been an increase of incidents since last year. He stated that it is important to properly secure a business outside the hours of operation, and that the most frequent point of entry for burglars is through doors. According to Commander Hendricks, roof entry is the number two most

frequent point of entry for burglars. He also noted that a messy exterior is a sign to would-be burglars that security is most likely deficient, therefore attracting crime.

The **LBDP South Division**, represented by **Commander Jay Johnson**, emphasized the value of relationships between the **LBDP** and the community. He also discussed how the perception of crime could be nearly as detrimental as the actual incidence of crime for any given community. He pointed out two effective crime prevention tactics that are in use in the downtown district, the installation of 24/7 surveillance cameras, as well as the employment of **Downtown Long Beach Associates' (DLBA)** Downtown Safety Guides. Commander Johnson informed everyone that these guides are actual security guards and are equipped with radios that communicate with the **LBDP**. He also reminded attendees that phone number **(562) 435-6711** is answered by the same staff who answer the emergency 911 line.

Commander Cynthia Renaud, from the **LBDP East Division**, informed the group that property crimes are on the increase and commercial crime is decreasing. She highlighted the importance of "phone trees," and stressed how effective they have proven to be. Commander Renaud highly recommends every business community coordinate with all members to develop a list of contacts that can communicate in the event of an emergency. She also emphasized that surveillance systems are effective in battling crime.

The **Council of Business Associations** meets the first Wednesday of each month, and the next meeting is scheduled for Wednesday, April 7th, 2010, 8:00 a.m. The location of the next meeting is still to be determined.

For more information, please contact **Jim Fisk** at **(562) 570-6879**, or **james.fisk@longbeach.gov**.

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Traffic Control Cabinet Art Project

More than twenty traffic control cabinets located throughout the City of Long Beach are getting facelifts. Accomplished artists are contributing their talent in an effort to tastefully decorate these otherwise dreary metal boxes, and help prevent graffiti.

The City's **Neighborhood Services Bureau** and the **Redevelopment Agency** are providing funding for this project.

There are some new additions to the list of amazing art being applied to select control cabinets. Local artist **Candace Galvan** recently completed painting the traffic control cabinet located on the northwest corner of Santa Fe Avenue and Willard Street. This cabinet is one more example of the extraordinary artwork of Candace's and is decorated with brightly-colored schools of fish.

Long Beach resident **Guillermo Avalos** recently completed painting the traffic control cabinet located on the northwest corner of Pacific Avenue and Fifth Street. This cabinet was painted to reflect the nearby dog parks, and is a stunning example of the incredible art skills of Guillermo.

Artist **Tyler Thys** has just put finishing touches on his koi fish illustration on the traffic control cabinet located on the southwest corner of Third Street and Pacific Avenue. Consistent with his previous works, his use of vibrant colors and bold images is truly an attention getting design.



For more information regarding this project, please contact **Jim Fisk** at **(562) 570-6879**, or james.fisk@longbeach.gov.