

NORTHSIDE NEWS

Vol. 18, No. 6, Issue 108

www.NorthsideMadison.org

June / July 2013

Northside Youth Council looking for new members

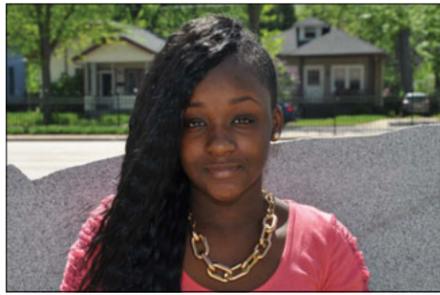
The Northside Youth Council is looking for middle and high school youth who represent a range of interests including music, athletics, art, technology, movies, video games, the outdoors, science, writing, service, politics and government, or just hanging out with friends and getting to know new people.

It's an exciting opportunity to have your voice heard and make life better for all young people on the Northside. We're especially looking for Northsiders interested in helping us organize the Oct. 24 Youth Empowerment Summit.

To join, please visit www.northsidemadison.org/youth or email youth@northsideplanningcouncil.org.

Why join the Northside Youth Council?

Here are stories from some of its founding members.



By Maia Butler, Ninth grade

The experience that made me want to join the Northside Youth Council was one of my older friends getting killed. His death opened my eyes and made me realize that things aren't the same anymore. It

Youth Council continued on page 22



Photo by Pa Vang

Families celebrate with public health nurses after Brentwood's 2011 photo-mapping project. Thirty kids in teams of five were given digital cameras to capture images of their neighborhood that the children then presented to over 100 residents.

Brentwood comes together to provide activities for area children

By Northside News staff

Brentwood Village neighbors are hoping that 2013 will be the year they begin to provide the 200-plus children living there with the same opportunities that children living near a neighborhood center have: fun, educational, structured programming that offers children constructive activities both after school and during summer months.

The Brentwood Village neighborhood is located just to the west of Sherman Avenue and south of Warner Park. The Brentwood Village Neighborhood Association, established in 1959, is one of Madison's oldest. The last several years have seen rapid growth in the number of children and families moving to the neighborhood, with many concentrated in the rental properties adjacent to the park.

In response, the association established a coalition of renters and homeowners that organized a variety of recreational, educational and social activities for families. Since the fall

of 2010, using a great deal of volunteer time, along with donated funds and occasional grants from the City of Madison and organizations such as Thrivent Financial and the Northside Business Association, the group has provided a wide variety of programming. The coalition has also received support and assistance from Emerson School and Sherman School, Madison School & Community Recreation (MSCR) and St. Paul Lutheran Church.

For about two years, the neighborhood has regularly been coming together at Brentwood Family Fun Night for a meal and activities at St. Paul Lutheran Church in the winter and in Warner Park during nicer weather. A typical evening could involve an arts or crafts project, a nature walk in the park or a game of kickball or soccer.

However, since the programming efforts began in 2010, the number of families moving into the neighborhood has increased, and there are currently at least 200 children

Brentwood youth continued on page 12

Changes in store for July 3 Rhythm & Booms



Warner Park from a bird's eye view during Rhythm & Booms 2002

By Jason Cuevas
Northside News

Prepare to see the Madison fireworks at a new time and in a different style but still in the same Northside location.

The annual Rhythm & Booms fireworks festival will see a lot of changes this year. Madison Festivals, known for running events like Taste of Madison and the Madison Marathon, is now in charge of the event and the new format.

The City of Madison has been looking for ways to cut down on budgetary expenses, and the fireworks have been no exception. While it is a privately owned event, the city has always contributed a large amount in services. In 2012 the city provided \$77 thousand in services; in 2013, however, the city feels it can offer only \$55 thousand in services.

The biggest change the public will see is the event is no longer an all-day weekend event. Instead, it will take place on the evening of Wednesday, July 3. This will greatly reduce the number of city workers needed and will allow many of the police officers to be on standard pay instead of special overtime pay.

Fireworks continued on page 11

NPC HIGHLIGHTS

Take our 2013 Community Survey

Tell us what you think about life on the Northside at www.northsidemadison.org or fill out the survey on page 5.

Northside Community Sunday Supper

Join us for our next supper
June 30, 5-7 pm • WPCRC

Warner Park Community Recreation Center



Start Celebrating!

The Northside Planning Council turns 20 this year. Check out the center spread for the first in our series of retrospective stories

Madison Food Carts are coming to the Northside!

The food cart group called "Let's Eat Out! Madison" will arrive Monday, June 3 from 5 – 7:30 pm on the corner of North Sherman Avenue and Trailsway. Join us every Monday throughout the summer.

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NORTHSIDE NEWS

From
ABHA THAKKAR



EDITOR

It is with a sense of great privilege that I write my first column as editor of the Northside News. It's a pleasure to be back.

I first came to the Northside in 2001 as the newspaper's managing editor and the associate director of the Northside Planning Council (NPC). I met my husband, Ben, in 2005 through our work piloting the Northside TimeBank, and I left NPC in 2007 to develop a nonprofit organization with him, managing service-learning programs that connect U.S. students with children living in orphanages and refugee camps around the world.

For the next five years, Ben and I traveled to 37 countries. Every moment was heart-breaking, uplifting and life-changing: secretly meeting in the typhoon-ravaged Burmese countryside with Buddhist monks, members of the quiet but dogged underground resistance to the country's ruling military junta; doing vodka shots over toasts for world peace with a burly Ukrainian orphanage director, a bear of a man who chose a career caring for the discarded, disabled members of his society; being delirious with malaria while working with former child soldiers in northern Uganda; ducking for cover on the Egyptian/Israeli border, surrounded by young Israeli women armed with Kalashnikovs during a pre-dawn bomb scare; sitting with hundreds of formerly indentured, illiterate village women in northern India on International Women's Day and realizing that I am the first woman in my father's lineage to learn how to read; staring into the deadened eyes of an HIV positive mother and her dying child in the aftermath of the Haitian earthquake, anguished that there was no comfort I could offer; being mistaken for a child trafficker by an angry village near the Sudanese border and, for lack of a good translator, having to hightail it out of there; and watching our then 10-month old daughter, Asha, fearlessly bring affection and joy to children with cerebral palsy in an Ecuadoran orphanage.

We witnessed the beauty and complexity of our vast human tapestry up close and in exquisite detail. We struggled with the moral ambiguities that people face when they live at the very edge of survival. We

were confronted with corruption, brutality, deception and theft, but we were also graced with the friendship of some of the most awe-inspiring, unsung heroes on earth — people who have built castles in the sky with nothing but paper and string.

And now, six years later, I'm back.

The simple reason is that I missed you. I cherish being part of the life of a community — its hard-won victories and its daily challenges, its joy and its grief — and I feel privileged to tell its stories.

The more complex reason is that I learned, through painful mistakes, embarrassing assumptions and moments of helplessness in foreign lands, that I didn't belong in those other places, and that the Northside is actually the most important place in the world. Why? Because it is ours.

This is our community: these are our children, our green spaces, our schools, our churches and our businesses, our local history and our culture, and we know better how to nurture and protect them than anyone else.

And the Northside News is entirely ours, too. More importantly, it is yours. My hope, as editor, is to help you tell your stories, to excavate the extraordinary masquerading as ordinary, especially the stories that we don't often hear, by the people we don't often hear from.

It doesn't matter whether you know how to write or photograph — we'll help you learn. What matters is that the sooner we find our voices and the more deeply we embrace our ownership, the closer we come to discovering the power that is inherently ours.

And, finally, because it is a community newspaper published by NPC, with a broader mission to improve the quality of life for all Northsiders, it is also a wonderful excuse to initiate change. If there's a story you'd like to see about the Northside — about how we're successfully closing the achievement gap, or creating engaging activities for our youth, or making the Northside a city-wide destination for shopping and dining — I welcome you to help us make it happen. Let us together create the news we'd like to read.

So, give me a ring, drop me a line, knock on my proverbial door and just stop by to chat. I look forward to hearing your stories.

I want to thank Lauri Lee for her many years of careful stewardship of the paper, and we are grateful for her continued involvement. Her attention to detail and her exceptional professionalism have raised the standards, and I will do my best to uphold them.

NSN welcomes our newest family to the Northside!



Photos by Sean Prasad

ADVERTISING RATES

Aug/Sept 2013 Deadline: We Design – June 24; You Design – June 26

\$15.00 per column inch for grayscale ads — a great bargain!

Reach 13,000 households with every issue! *Special rates for nonprofits.*

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1/16 Page (vertical)	\$ 60	Add \$20	2.375" W x 4" H
1/8 Page (vertical)	\$120	Add \$35	2.375" W x 8" H
1/8 Page (square)	\$120	Add \$35	4.917" W x 4" H
1/4 Page	\$240	Add \$55	4.917" W x 8" H
1/2 Page	\$480	Add \$100	10" W x 8" H
Full Page	\$960	Add \$190	10" W x 16" H
Flyers/Inserts	\$960 & Up	Call for details	Call for details

NORTHSIDE NEWS
www.northsidenews.org

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| Sue Berg | Jessica Henze | Sean Prasad | Kathie Wagner |
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| Thandi Brathwaite | Ashley Kaplewski | Deb Raettig | Brad Weisinger |
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August/September Northside News
Contribution Deadline: Tuesday, July 2
Distribution Dates: July 27–31

Northside News volunteers needed

Please contact Abha Thakkar at editor@northsidenews.org or 661-0060 ext. 3

Writers

Would you like to help us discover and tell the stories of our community? Young and old, of all ethnicities and backgrounds — we want your voice represented in the paper. Even if you don't consider yourself a writer, we'll help you learn how with community journalism training and one-on-one support.

Photographers

Interested in visually capturing life on the Northside? Community celebrations, neighborhood events, youth activities, and our natural spaces and wildlife — we always need people with an eye for taking exceptional photographs of both the ordinary and the extraordinary. Just let us know your interests and we'll find you assignments accordingly.

Cartoonists and Puzzle Creators

Do you like to doodle? Do you have comic strips brewing in the back of your mind? Whether you're interested in an occasional gig or an ongoing series, get in touch.

Or would you like to help come up with puzzles or games we can print? Crosswords, riddles, trivia, number play — we'd love to explore ideas with you.

Ad sales/marketing

We have big hopes and dreams for the Northside News, but none of it's possible without our ad sales. With the support of our Northside businesses, we're lucky to be financially self-sustaining, but we'd love some help developing an ad sales campaign and strategy in order to accomplish some of our more ambitious goals for the future.

NORTHSIDE NEWS



FROM THE EDITOR: *The Northside News welcomes letters to the editor about substantive issues facing the Northside. We reserve the right to choose whether a submission will be printed, and we will work with you to edit your submission, if needed. Please send letters to Abha Thakkar at editor@northsidenews.org.*

Northside Boy Scout leaders advocate end of national policy of discrimination

To the Editor,

Leaders from Northside Boy Scout Troops 23 and 27, along with leaders of Pack 127, met in May to affirm our local policy of membership inclusion and equality. No scout, leader, parent or adult volunteer will be turned away from participating in our scouting program based on sexual orientation.

Like many of our neighbors, we have been deeply frustrated by the membership policy set nationally by the Boy Scouts of America (BSA) that, if enforced, would preclude openly gay adult leaders from participating in the scouting program. The process of changing this policy has been painfully and embarrassingly slow, but we are steadfast in working to end any BSA policy that discriminates against our LGBT parents, siblings, friends and neighbors.

We are hopeful that, with the support of our neighbors, scouts, parents, chartering organizations and fellow leaders, we can show our community and the rest of the nation that scouting is most true to its guiding principles and values when sexual orientation is not a membership consideration.

Pack 127

- Tim Podolske, Committee Chair
- Steve Kimball, Cubmaster
- Jim Willgrubs, Assistant Cubmaster
- Les Wilkins, Co-Treasurer
- Brian Emerson, Tiger Den Leader
- Nicole Dougherty, Wolf Den Leader
- Sharon Flores, Bear Den Leader
- Fred Miller, Webelos Den Leader
- Rhonda Wright, Co-Treasurer
- Judy Kreft, Troop 27 and Pack 127 Chartered Organization Representative

Troop 23

- Wendy Murkve, Scoutmaster
- Wally Meyer, Assistant Scoutmaster
- Larry Miller, Assistant Scoutmaster
- Jeff Murkve, Committee Member
- Conor Smyth, Committee Member
- Rich Petty, Committee Chair
- Paul Hughes, Scoutmaster

Troop 27

- Justin Sargent, Assistant Scoutmaster
- Jon Butcher, Assistant Scoutmaster
- Julie Laundrie, Committee Member

For additional information on this statement and our continuing effort to oppose discrimination and promote an inclusive LGBT membership policy, contact Tim Podolske at pack127.comm.chair@gmail.com.

Sherman merchants commission study on TWLTL

To the Editor:

The Northside business community and many residents of the Northside were blindsided by the Madison Common Council's decision to change North Sherman Avenue from a four-lane street to a two-lane street with a two-way left turn lane (TWLTL). We are not satisfied with the government's decision. The North Sherman Avenue merchants have organized and would like to update the citizens of the Northside as to our next steps.

We are in the process of interviewing firms to conduct a separate, second study of North Sherman Avenue to evaluate the validity of the city's findings to implement a TWLTL. Our main criteria include finding a firm that is independent of the City of Madison but is highly regarded in its field. We expect this study to be conducted and completed this summer.

We met with Alder Larry Palm on May 1 to inform him of our plan to conduct an independent engineering study. We asked him to inform the City of Madison Traffic Engineering Department that this is in the works. We asked for his help in requesting a delay of implementation of the TWLTL until the independent study has been completed.

We are in the process of raising funds to pay for the independent traffic engineering report and are soliciting North Sherman Avenue businesses to pay for the study. We would like the support of Northside residents who also question the process and the decision for this change. Please contact us if you would like to help.

- Margo Dixon, *The UPS Store*
- Steve Nelson, *DuWayne's Salon*
- John Kavanaugh, *Kavanaugh's Esquire Club*



Volunteer Spotlight

Q&A with Rita Lord, a Northside News Volunteer

Q. Describe your volunteer role with the Northside News.
A. I proofread articles for correct spelling, grammar, punctuation and format.

Q. What made you decide to volunteer with the newspaper?

A. I retired in January and was looking for interesting volunteer opportunities. When I read of the passing of Mo Cleland, a proofreader at the newspaper, I thought I might be able to fill that role since proofreading was one of the responsibilities at my job.

Q. How long have you lived on the Northside and what do you like most about our community?

A. My family and I moved here in 1987. My wonderful neighbors are my favorite part of the community.

Q. Is there anything else you'd like to share with us about your background?

A. I was raised in Madison, but left in 1968 when I married Robert Lord. Bob and I have two daughters and four grandchildren. From the time of our return to Madison in 1987 until my retirement, I worked for the Wisconsin Supreme Court and Court of Appeals as a legal assistant, a court clerk, and later a judicial assistant.

Q. What is the best book you've read in the past year and why?

A. "Still Alice" by Lisa Genova. It's a story told by a brilliant and successful woman who is diagnosed with Alzheimer's disease. My mother has been diagnosed with dementia, and the book gave me valuable perspective on what my mom is experiencing as her cognitive abilities diminish.

Police committed to community values in face of increasing challenges

To the Editor:

As North Police District Commander, I realize that much has been said about the quality of police in recent months, raising important questions: Has the Madison Police Department (MPD) or its officers moved away from their commitment to community? Has the training for the officers of the MPD changed?

The answers to these questions are important to you, as they tell you who will show up at your door when you call for our services. I will be completing my 29th year of service this year. I am presently a commander, but I spent the bulk of my career involved in police training. This perspective leaves me well qualified to respond to these questions. In short, the challenges faced by our officers have increased, the training has changed for the better and the commitment to community service is as strong, if not stronger, than ever. Let me explain.

In 1984 when I joined this department,

Madison was a small city, but the police calls were more typical of small towns. Calls involving guns and other weapons were rare, gang and drug violence was almost non-existent and most criminal investigations involved victims and suspects who knew one another. Today Madison has big city problems. Gangs, drugs and weapons are a daily reality. Police calls involving weapons are a daily event. Crime directed at innocent victims is more common. Officers see death from drugs regularly, find illegal guns and weapons during many investigations, and can expect to be involved in incidents involving death and human suffering many times a year.

In the past police reports were short, mostly handwritten, and expectations regarding quality and richness of detail were not stringent. Today the performance and reporting expectations are high. Officers must conduct very thorough investigations, document incidents in rich detail and recover types of evidence that did not even exist years ago.

My generation of officers enjoyed a great deal of autonomy and discretion in determining how best to serve. We were still very busy, but the truly violent,

Letters cont. on page 26

2013 DEADLINES				
Publication Month	"We Design" Ad Deadline	"You Design" Ad Deadline	Writer Deadline	Date Distributed
Dec 12/Jan.13	Oct. 29, 2012	Oct. 31	Nov. 1	Nov. 27-30
Feb/Mar 2013	Dec. 17, 2012	Dec. 19	Jan. 2	Jan. 28-31
Apr/May 2013	Feb. 25, 2013	Feb. 27	Mar. 1	Mar. 27-30
June/July 2013	Apr. 29, 2013	May 1	May 1	May 28-31
Aug/Sept 2013	June 24, 2013	June 26	July 2	July 27-31
Oct/Nov 2013	Aug. 26, 2013	Aug. 28	Sept. 4	Sept. 26-30
Dec 13/Jan.14	Oct. 28, 2013	Oct. 30	Nov. 1	Nov. 26-30

VIOLIN LESSONS

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All ages/All abilities
Convenient Northside location near Warner Park

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NORTHSIDE PLANNING COUNCIL

From
**SUE
GLEASON**



NPC BOARD CHAIR

We are proud to bring you another jam-packed issue of the Northside News, now with Abha Thakkar at the helm as editor.

Even more changes are afoot with the Northside Planning Council (NPC) as Karen Bassler joins us in June as the new executive director. Karen brings years of experience with nonprofits and a passion for community organizing and “getting things done.” Look for Karen and Abha to be out and about and mark your calendars for the June 30 Community Supper to meet them and your neighbors.

With this edition we launch the second annual Northside Community Survey to take the pulse of the Northside. Check out page five or visit www.northsidemadison.org to let us know what you think.

Our other projects roll on with construction finally underway for the FEED Kitchens business incubator at Northgate Shopping Center. An opening is planned for late summer/early fall.

Our newest effort focuses on youth and grew out of a youth forum held in April 2012. The brand new Northside Youth Council is busy planning the Oct. 24 Youth Empowerment Summit (YES), with support from Thrivent Financial. Read the stories of some of the founding members in this issue and join them by visiting www.northsidemadison.org/youth or emailing them at youth@northsideplanningcouncil.org.

20 years and counting

This year the NPC marks 20 years of working with you, your neighbors,

businesses and others to make the Northside a better place for all. Look for our celebration plans later this year to coincide with a fall Annual North Star Awards.

We are reaching out to you now, however, with another long-standing tradition: our spring fundraising drive.

NPC’s primary funding is from Northside News advertising revenue, a grant from the City of Madison and support from Northsiders. This year the city grant was reduced by \$6,000 as the city struggles to fund desperately needed services. We understand and support those demands, but we believe that NPC plays a vital role on the Northside, and we ask for your support.

The past year has been a busy one. A few of the projects we are proud to have supported in the past year are:

- Food Enterprise and Economic Development (FEED) Kitchens business incubator
- Northside Youth Council and upcoming Youth Empowerment Summit
- Community Suppers
- Northside Non-Profits Network
- State of the Northside – Community Survey and Report
- Ride the Drive Northside
- Commercial Broker Event and Video to Locate Your Business on the Northside

Please help us continue to work with you to make the Northside a great place to live, work, play and do business. Your support for the NPC and our various efforts helps tremendously every year.

This year you may indicate if your support should be targeted for Youth or FEED Kitchens when you donate online at www.northsidemadison.org or send your check to NPC, 2702 International Ln., Suite 203, Madison, WI 53704.

Calendar of Events – June/July 2013

Mondays all summer

Madison Food Carts, corner of North Sherman Avenue and Trailsway, 5–7:30 pm

Sunday, June 9

The River Food Pantry Benefit Brunch, 9 am–1 pm, Northside Farmers Market (\$8)

Monday, June 10

NESCO Summer Concert, Hanson Family Band, 6–7:30 pm, Warner Park Shelter

Monday, June 17

Nesco Summer Concert, Ladies Must Swing, 6–7:30 pm, Warner Park Shelter

Thursday, June 20

Learn to Ride, 5:30–7:30 pm, Mendota Elementary School (call 204-3021 or www.msccr.org to register, \$7)

Monday, June 24

NESCO Summer Concert 6–7:30 pm Warner Park Shelter (The Dang-Its)

Sunday, June 30

Northside Community Supper, 5–7 pm, Warner Park Community Recreation Center

Wednesday, July 3

Rhythm & Booms, Warner Park

Monday, July 8

NESCO Summer Concert, Primitive Culture, 6–7:30 pm, Warner Park Shelter

Monday, July 15

NESCO Summer Concert, Madisalsa, 6–7:30 pm, Warner Park Shelter

Community Support Network, Inc. Open House, 5–7 pm, 1137 N. Sherman Ave. at NorthGate Shopping Center

Monday, July 22

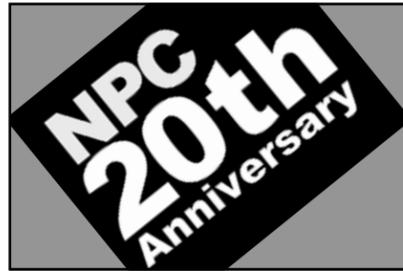
NESCO Summer Concert, Fuzzy Side Up, 6–7:30 pm, Warner Park Shelter

Saturday, August 3

Food Allergy Awareness Walk, 9 am – 12 pm, Warner Park
For info, call 575-9535 or visit www.foodallergywis.org

Saturday, August 24

Pounding the Pavement for Warner Pool
dborchardt1@charter.net to register



Celebrate 20 years of the Northside Planning Council

Check out the first of our retrospective series of articles on pages 16-17



Northside Community Suppers continue on June 30

By the NCS Committee

Tired of cooking when Sunday rolls around? Children bored and need something different to do? Or just want to meet new people but not sure how? You are in luck because the next Northside community supper is coming up on Sunday, June 30, from 5-7 pm at the Warner Park Community Recreation Center. The menu will be tacos/nachos with all the fixings, along with rice and beans.

The community supper idea started a year ago and is simple: provide a free meal, an open gym for children to run around, and an opportunity to meet other Northsiders in a relaxed, no agenda atmosphere for anyone who is interested. Weather permitting, the children’s activities will be outside. And a June supper means fresh local food donated by the Northside Farmers Market vendors.

For the June 30 supper, we welcome guest

sponsors Lake View Hill Neighborhood Association and two longstanding Northside businesses, DuWayne’s Salon (est. 1959) and Sherman Plaza Hair Styling (est. 1966). Past guest sponsors are East Bluff Homeowners, The River Food Pantry, Vera Court Neighborhood Center and Brentwood Village Association. Guest sponsors help promote the event and provide a few volunteers to set-up, clean-up and assist with the children’s activities. Call Northside Planning Council Executive Director Karen Bassler at 661-0060 ext. 2 if your organization wants to sponsor a future supper or if you just want to personally volunteer.

The NCS Committee includes Boomerangs Resale Shop, Madison School & Community Recreation, the Northside Farmers Market, the Northside Planning Council and the Warner Park Community Recreation Center.

Economic Development Partners



NPC MISSION

COMMUNITY-PEOPLE-BUSINESS

The Northside Planning Council reaffirms its mission to improve the quality of life for all residents of the Northside and to enhance opportunities for businesses. NPC’s priorities are:

COMMUNITY — Communication and Connections within the Northside

- Support and enhance communication on the Northside
- Serve as a key convener of Northside events
- Engage with the community to understand the overall needs of the Northside

PEOPLE - Individuals and Families

- Facilitate awareness of and access to services
- Partner with others to identify service needs
- Foster development of additional support services for individuals and families in need

BUSINESS - Economic Success and Growth for The Northside

- Promote the Northside as a great place to live, work, play, start or grow a business
- Support existing businesses
- Encourage and support new investments

Northside Planning Council

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**Sue Gleason
Chair**

Liaison to:
Lake View Hill, Friends of Lake View Hill Park

**Joshua Morrill
Vice Chair**

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Sheridan Triangle, Mendota Hills, North/Eastside Senior Coalition, Vera Court Neighborhood Center

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Terrie Anderson

Liaison to:
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Felicia Butler

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Travis Currier

Liaison to:
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NORTHSIDE PLANNING COUNCIL

Community Survey: Are you glad you live on the Northside?

By Sue Gleason
Northside Planning Council

It is time again for our annual Northside Community Survey. Please take a few minutes to complete the survey and mail it in. You can also fill out the survey online at www.northsidemadison.org or on our Facebook page at NorthsideMadison.

The purpose of the survey is to "take the pulse" of the Northside on what you like, what you don't like and what you think needs improvement. This information will be paired with some updated trend data about the Northside. Last year over 64 percent of survey respondents said they would very likely recommend the Northside as a place to live and almost 60 percent as a place for outdoor recreation. Seventy-six percent said that generating/attracting business should be

the top priority to work on for the Northside. What has changed now one year later? Do you feel safer? Are you happy that you live on the Northside?

The Northside Planning Council plans to continue the survey and information gathering on an annual basis to not only help guide our work, but also to inform the entire community. If you would like to see last year's report and survey responses, you can find them on our website at www.northsidemadison.org/state-of-the-northside-2012.

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2013 Northside Community Survey

After filling out the survey below, please mail to:

Northside Planning Council
2702 International Lane, Ste. 203
Madison, WI 53704

You can also complete the survey online at www.NorthsideMadison.org

1. What do you like most about the Northside?

2. What change(s) would most improve the Northside? (Check all that apply)

- More Activities for Kids
- Reducing Crime
- Generating / Attracting Business
- Preserving / Expanding Green Spaces
- Improving Schools
- Improving Water Quality

Other / Comments :

3. Please agree or disagree with the following statements:

	<i>Strongly Agree</i>	<i>Somewhat Agree</i>	<i>Neither Agree nor Disagree</i>	<i>Somewhat Disagree</i>	<i>Strongly Disagree</i>
I am happy that I live on the Northside.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compared to other parts of the city, the Northside has a strong community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Things are improving on the Northside.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel "connected" to the Northside.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel safe on the Northside.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I generally feel safe in Madison.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. What do you think the Northside needs?

5. There are lots of people who do not know much about the Northside. How likely are you to recommend the Northside:

	<i>Very Likely</i>	<i>Somewhat Likely</i>	<i>Somewhat Unlikely</i>	<i>Very Unlikely</i>	<i>Unsure</i>
... as a place to live?	<input type="checkbox"/>				
... as a place for outdoor recreation?	<input type="checkbox"/>				
... as a place to shop / dine?	<input type="checkbox"/>				
... as a place to start a business?	<input type="checkbox"/>				

6. The Northside Planning Council has been working on the Northside since 1993 to improve the quality of life for all residents of the Northside community through advocating for and supporting the economic growth, stability and connectivity of the Northside community.

Please indicate what you think the priorities should be for NPC over the next year.

	<i>Important</i>	<i>Nice but not important</i>	<i>Could take or leave it</i>	<i>Not at all important</i>
Support communication on the Northside with the Northside News, website, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convene Northside community events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advocate for services for individuals and families in need	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promote the Northside as a great place to live, work, play, start or grow a business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage and support new business investments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other directions to consider:				

To help us know that we received input from the broad Northside community, please share a little information about yourself.

7. In which grouping does your age fall?

- Less than 17 years old
- 18-24
- 25-31
- 32-38
- 39-44
- 45-51
- 52-58
- 59-64
- 65-70
- More than 71 years old

8. Are you? Male Female

9. Are you?

- White / Caucasian
- Black / African American
- Asian (including Hmong, Samoans, Native Hawaiians and Pacific Islanders)
- Hispanic / Latino
- Native American or Alaskan Native
- Mixed racial background
- Other (please specify):

Mail to: Northside Planning Council, 2702 International Ln., Ste. 203, Madison, WI 53704

NORTHSIDE PLANNING COUNCIL

Move your money from Wall Street to Sherman Avenue

FEED Kitchens helps you eat local, buy local, invest local

By Terrie Anderson
NPC FEED Liason

You've probably seen the fence in the parking lot at NorthGate and the digging that has finally started. We'll be able to watch the Food Enterprise and Economic Development (FEED) Kitchens turn into a brick and mortar reality this summer. If you've missed the excitement of the planning, check out www.feedkitchens.org.

The Northside Planning Council (NPC) is building FEED and our aim is to create an enterprise that supports local food entrepreneurs and the development of food-related employment by providing multiple commercial kitchen spaces for food processing, thereby increasing the availability of local, healthy and affordable food.

NPC has been approved for a loan from Forward Community Investments (FCI) for up to \$400,000. We will draw on this amount to fill the gap between our fund-raising and the construction and equipment costs. Revenues from rental of the kitchens at FEED will be used to repay the loan.

Through the Local Investment Opportunities Network (LION), we have been able to meet local investors who will be lending NPC some of the money at a lower interest rate and allowing us to reduce the amount of the loan from FCI. We are looking for additional local investors who will support NPC's work with this lower interest rate, which will lower our monthly payments and decrease the total amount we will owe.

Buying and eating local get lots of press these days. Eating fresh, locally grown



Photo by Jeffrey Affeldt

Feed groundbreaking ceremony on April 3

food improves our health, reduces our carbon footprint and supports our local farmers. Shopping at our Northside businesses instead of heading to the mall has positive outcomes for the community too. Local businesses utilize local financial institutions, local media to advertise, and local services for their needs. And you can't beat the service and reliability you get from someone in the neighborhood.

Local food and local business were what the NPC had in mind when it resolved to build the FEED Kitchens — creating economic sustainability for our community.

Many of us set aside part of what we earn and rely on the managers of our 401(k) plans, money markets or IRAs to invest it wisely — almost entirely in government bonds and Fortune 500 companies. Small business doesn't get the benefit of the money we save for our retirements. Why not invest in something that makes our

community a better place to live when we retire?

The Madison chapter of LION gives local investors a chance to promote community-based economic development. LION is not an investment club or venture fund; it is a network of investors who want to explore local lending options. Slow Money Wisconsin and LION selected FEED as one of their eight 2013 Showcase Opportunities. Investors with at least \$10,000 to lend are encouraged to consider investing in the Northside through a loan to NPC for FEED. If you are interested in exploring this option, you can contact FEED directly at ellenb@feedmadison.org.

Northsider Rebecca Ryan, facilitator of the Madison LION group, writes in her LION blog, "Investing locally is a whole new way to think about your money ... and your community. When you fund a local business with a few thousand dollars, you seed something beyond business. You plant a seed of faith in your own community's ability to prosper."

Is it time for you to move some of your long-term investments from Wall Street to Sherman Avenue?

Willy Street Co-op members give FEED a big boost



Many thanks to the Willy Street Co-op and its members, who have contributed \$25,000 (and

counting) to the Food Enterprise and Economic Development (FEED) Kitchens. The co-op donated \$10,000 to help the Northside Planning Council equip the FEED Kitchens, and challenged co-op members to donate, too, offering to match all donations up to another \$10,000. Through June 16, all donations made at the co-op registers will be matched. NPC salutes Willy Street Co-op shoppers who make donations to help create more local food.

Special thanks to the Rotary Club

The Northside Planning Council would like to extend a special thank you to the Rotary Club of Madison for its \$2,100 donation toward the purchase of equipment for FEED Kitchens. We congratulate them on their centennial year and look forward to celebrating with them at their SummerPalooza festival, open to all Madison and Dane County families.

SummerPalooza is a fun-filled festival that kicks off the summer, showcasing all there is to do in Madison's family-friendly downtown. Join us Saturday, June 8, from 10 am-3 pm at Rotary Plaza and Pinckney Street, with a parade beginning at noon at the Children's Museum.



20TH ANNIVERSARY SPECIAL

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BUSINESS

Mayor issues proclamation to honor NBA 20th Anniversary

MAYORAL PROCLAMATION

WHEREAS, the Northside Business Association is celebrating its' 20th Anniversary on May 16, 2013; and

WHEREAS, the Northside Business Association, (Madison, WI) is an organization that encourages, promotes and supports the continued growth and development of existing and new business on Madison's Northside; and

WHEREAS, the Northside Business Association's mission is to ensure that future development is well planned, of high quality and provides a balance of commercial, residential and industrial opportunities, that enhances the quality of life for all businesses and residents of the Northside; and

WHEREAS, the Northside Business Association has over the past 10 years donated \$20,000 and more than 110,000 pounds of food to area food pantries through its' *Breakfast with Santa* and *Breakfast with the Bunny* annual fundraisers; and

WHEREAS, the Northside Business Association, over the past 20 years – financially supported the Warner Park Community Recreation Center and the Lakeview Branch Library expansion/remodel project, provided scholarships for Madison East High School graduates pursuing careers in business, supported the Sherman Avenue middle school flagpole project and beautification and "Welcome To" signage projects at northside business district entrance points and others;

NOW, THEREFORE, BE IT RESOLVED, that the Mayor of the City of Madison, Wisconsin, does hereby proclaim the week of May 12-18, 2013 as

NORTHSIDE BUSINESS WEEK

in recognition of their demonstrated efforts for the past 20 years to make Madison, especially Madison's Northside a vibrant place to live, work and play.



Mayor Paul R. Soglin

Signed and sealed this 16th day of April 2013 at City Hall.

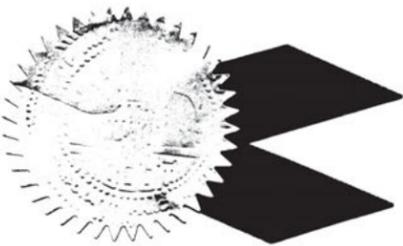


Photo provided by Mayoral staff

The Northside Business Association (NBA) received a Mayoral Proclamation in May to honor NBA's 20th anniversary (1992-2012). Mayor Paul Soglin (center) presented the award to NBA President Lauri Lee (right) and founding member Jim Mohrbacher (left).

Karen Thompson honored with NBA Founders' Award

By Lauri Lee
Northside News

The Northside Business Association (NBA) honored Karen Thompson with the Founders' Award at their 20th Anniversary Celebration May 16, in appreciation for her many years of dedication and service to the organization. Thompson, a resident of Waterloo, has been the branch manager of the Northside AnchorBank, 2929 N. Sherman Ave., since 1983.

When the original group of 18 business owners and managers got together in 1992 to talk about starting the NBA, they asked Thompson to become the organization's first president. She agreed to serve in this role and was instrumental in helping to develop the framework

that has guided the organization over the years.

Thompson holds the distinction of serving on the NBA Board of Directors continuously for all 20 years the organization has been in existence. After her one-year term as president, she served many of those years as secretary of the executive board and some years as a board member.

"I feel that Karen Thompson has gone over and beyond to serve the organization continuously since we began," said NBA founding member Jim Mohrbacher, the business development manager at Madison Gas and Electric. "We're grateful for all she's done to grow and strengthen the business community of the Northside."



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BUSINESS

New Northside investment proposed for the Berkeley Oaks neighborhood

By Sue Gleason
Northside Planning Council

A new multifamily residential and commercial development, to be called Granite Ridge, has been proposed for 3302 Packers Ave., the location of the former Tony Frank's and, more recently, two Mexican restaurants. Newly elected District 12 Alder Larry Palm convened a meeting May 6 at the Lakeview Branch Library for neighbors and others to hear about the plans and review the city approval process.

The Gebhardt family developer is proposing Granite Ridge, a mixed-use multifamily residential and commercial building. The project would involve demolition of the vacant restaurant to make way for a 61-unit residential structure with one- and two-bedroom apartments and four commercial spaces, including underground parking.

Approximately 15 Berkeley Oaks neighbors attended the meeting and had questions about the number of new driveways onto Tennyson Lane, plans for the remaining Tennyson parcels that will likely be residential and mixed use on the parcel adjacent to Hwy. CV, and



the target audience and potential rental costs for Granite Ridge. Lydia Maurer, vice president of the neighborhood association, distributed a flier about the association and the proposal, and spoke in support of the plan.

Granite Ridge will be managed by Northshore Rentals, which currently manages three multifamily communities on the Northside, including

2026-2034 Londonderry Dr. and 2801 Dryden Dr. This new development has the potential to improve the appearance of the airport corridor, provide quality housing to Madison College and Lakeland College students, and benefit the Northside community as a whole.

The proposal will likely go before the city's plan commission this summer.

Independent Living, Inc. makes progress on Northside Prairie Senior Living Community

By Sue Berg
Independent Living, Inc.

"This has been a careful, step-by-step process to create 200-300 independent apartments, assisted living units and memory care units on Tennyson Lane," said Independent Living CEO Rita Giovannoni. "While it may seem slow, we are definitely making progress. A key event for us was recent approval from the Madison Plan Commission for the certified survey map. This map shows how the large parcel on Tennyson was divided into smaller parcels, enabling us to make an offer on the parcel we wanted," Giovannoni said.

In a related action, Independent Living issued a request for a proposal ask-

ing for bids for architectural design and construction services. Proposals were due May 3, and the agency was in the review process at the time this was submitted to press. Depending upon the results of the proposals, the timeline calls for initial architectural renderings by mid-summer, which will enable Independent Living to apply for a conditional use permit from the plan commission. The permit is necessary to begin the construction process. The permitting process may be completed as early as September.

"There are so many moving parts to this project, and I am heartened by the continued interest and support of seniors on the Northside of Madison," Giovannoni said. "We intend to make

this a beautiful, affordable home for many seniors. Toward that end, we have been applying for grants and talking privately with donors."

Independent Living, Inc. is a non-profit organization. People interested in more information about the project are invited to call Independent Living at 274-7900 and ask to speak with Giovannoni or Nicole Schultz, the fund development director.



Silver Leaf offers online shopping

By Lauri Lee
Northside News

Silver Leaf Interiors, well known on the Northside for their home décor, furniture and custom framing store at 301 N. Sherman Ave., recently launched an online home décor store, Silver Nest Inc., at www.shopsilvernest.com. The site offers shoppers the convenience of browsing through an extensive online collection of artwork, lamps, pillows, accessories, furniture, paint palettes and more, at any time of the day or night, without leaving the comfort of their own homes.

"We travel to markets across the world and see so many beautiful home décor pieces we wish we could share with our clients. Now our new online store makes it possible for us to do just that," said Laura Groenier, owner and interior designer at Silver Leaf Interiors. "All products are color matched at market and coordinate beautifully into designer-inspired collections. It's a great resource for everyone," she said.

Online visitors may also use the site's design board feature where they can tack products to a design board, save, share or shop for whatever inspires them.

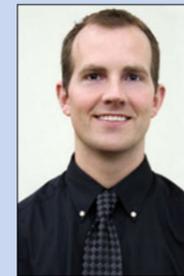
"Another exciting option for those who are just looking for some quick design help is our Silver Snap Shot found under Design Services. This is a quick and easy way to get design advice," said Lainie Eustice, web director of Silver Nest Inc.

"Our clients have commented over the years how nice it is to have a one-stop design source with Silver Leaf. I think we've improved on that again with the introduction of www.shopsilvernest.com," Groenier added.

Groenier invites online shoppers to "like" Silver Leaf on Facebook, follow them on Pinterest, tweet them on Twitter and read their blog. For more information, or to schedule an appointment for a full-service residential or commercial interior design consultation, you may also call Silver Leaf at 242-0707 or visit www.silverleaf-inc.com.

Deadman named branch manager for UW Credit Union-Northport

By Lisa Girdharry



Matt Deadman

Matt Deadman has been named branch manager of UW Credit Union's new Northport branch, which is scheduled to open June 3.

"UW Credit Union is dedicated to improving the financial lives of people," said Deadman. "I am proud that my community will have easier access to our convenient services."

Deadman is a lifelong Northside resident with deep ties to the community. In addition to residing here with his family, he ran The Coffee Gallerie for three years and coached high school wrestling at East High School. His father and sister own local businesses, and his mom taught at East High School.

"The Northside is a great place to live and work, and my team and I are looking forward to providing the community with financial solutions that put members' best interests first," said Deadman.

Deadman has eight years of experience in the financial services industry and has been with the credit union since 2007. He most recently served as assistant branch manager at the Pier 37 location in Monona. During his career, he's also worked as a financial specialist, retail support specialist and personal banker. He'll lead a team of financial specialists and tellers who bring extensive knowledge of UW Credit Union's products and services.

"Our mission is to save members money with affordable loans and minimal fees," said Deadman. "We're here to make our members' financial lives easier so they can focus on what's really important in life."

UW Credit Union-Northport is located at 1422 Northport Dr. To find out more about UW Credit Union, visit www.uwcu.org.



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Help FEED Kitchens stock their pantry!

Willy Street Co-op is proud to be a supporter of FEED Kitchens with an initial donation of \$10,000 and a pledge of logistical assistance. Co-op Owners can donate at the register through June 16th and we'll match contributions, up to \$10,000 total!