

HISTORIC

Victoria Avenue Forever



August, 2014

Volume 22—No. 3

VAF is a beneficiary of Council Regatta - by Darleen DeMason

On June 21st, the Riverside Sailing Program held it's sixth annual fund-raising event, which is called the "Mayor & City Council Regatta and Hot Dog BBQ." It is a set of sailing races (Service Clubs, Youth, and Mayor and City Council members) on Lake Evans in Fairmont Park. New to the event this year was a "Battle of the Chiefs" in which the Chief of Police raced against the Fire Chief. As in previous years, the Sailing Program generously shared its revenues by allowing the Mayor and City Council Members to chose charities who received half their ticket sales. Councilman Chris MacArthur picked Victoria Avenue Forever. This year these charities were given the opportunity to set up booths and provide two silent auction items. While the races were underway, spectators listened for winners of raffle prizes, bid on silent auction donations, ate hot dogs and baked beans, listened to pop music, and visited the charity booths. In addition, there were many interactive activities organized for children.

The sky was sunny and the air was calm except for intermittent gusts of wind that provided energy to the sails. Fire Chief Mike Esparza narrowly edged out Police Chief Sergio Diaz. Mayor Rusty Baily easily out sailed all the City Council members in their race. Councilman Andy Melendrez came in second, Councilman Mike Soubirous came in third and our hero, Councilman Chris MacArthur, came in fourth. In good-hearted fun, Mayor Bailey was thrown into the Lake and Fire Chief Esparza jumped in to keep him company.

VAF Board members Susan McClintock, Lori Yates and I sat with our table. We spoke to many visitors and signed up several new members. New members received a free VAF T-shirt. We also donated VAF T-shirts in youth sizes for raffle prizes. We received close to \$1000 from ticket sales.



Above—Councilman MacArthur in his sailboat before the race.

Inside this issue:

<u>President's Corner</u>	2
<u>Provident Bank Partnership</u>	2
<u>Contributors to VAF</u>	3
<u>VAF Board</u>	3
<u>Missing Fountain</u>	3
<u>Great American Cleanup</u>	4



We also received \$120 from our silent auction donations. It was a fun and profitable day thanks to Councilman MacArthur!!!

Left—Susan McClintock and Lori Yates sitting at the VAF booth at the Regatta.

President's Corner—Darleen DeMason

I am using this summer issue to summarize VAF's activities for the past year. It has been a wild and wonderful one for Victoria Avenue and VAF. As required by our by-laws, you will find two inserts in this newsletter, the ballot and a summary of financial and membership activities. The ballot also provides members with a "voice" to communicate with the Board. I divide the summary into categories.

Work days – We had 4 formal work days this year: (1) in October, we planted 300 'Ragged Robin' roses in the median between Adams and St. Lawrence, (2) in January, we planted 35 trees on various blocks, (3) in February, we replaced 22 dead roses in the Small Rose Garden and planted 8 trees, and (4) in May, we collaborated with KRCB for the Great American Cleanup ([see page 4](#)).

Events – We participated in many novel events this year, which provided opportunities to reach out to people and raise funds. We had (1) a booth at the first GrowRiverside conference in March, (2) a fundraiser for the Air Show at Packinghouse Brewing Co. in April, (3) a park dedication at Myrtle St. in May, (4) a fundraiser, compliments of Councilman MacArthur, for the Annual Regatta in June ([see page 1](#)), and (5) a table and fundraiser at Councilman MacArthur's Annual Constituent Appreciation Barbeque in June.

Improvements to Victoria Avenue – With a contribution from a donor, we were able to design and install historical signs in the kiosk at Myrtle St., replace signs in the kiosk at Jane St. and build and install signs in a new kiosk at La Sierra. In addition, VAF provided support and suggestions for landscaping of a new Dammers Butterfly Garden in the revitalized Washington Park at Mary St.

Membership – Membership attrition had taken place for years and we started addressing this issue. This year we targeted lapsed members and we were able to almost triple our active membership numbers (see insert). We also instituted a corporate or business membership and we will work to attract new personal and corporate memberships next year.

Income – Our income was higher this year due to (1) a donation drive inserted in the February newsletter, (2) increased numbers of active members, (3) a revision in our membership renewal process that also encourages donations, and (4) three fundraising events. (See insert with our Statement of Activity.)

All in all, it was a busy, successful and productive year. Thanks to everyone who made all this success possible! Please return your ballot for next year's Board and provide us with your comments and suggestions.

Provident Bank Community Partnership Program—Frank Heyming

Victoria Avenue Forever banks with Provident Bank. They have a unique partnership program whereby we can qualify for a Provident Bank donation to Victoria Avenue Forever at the end of each year. As members of VAF you can support this program.

The program is very simple. Anyone who has a new or existing checking, savings, money market, or CD accounts with Provident Bank can simply call the bank and say, "I want to link my account(s) to Victoria Avenue Forever." The bank totals the balance in all these linked accounts together and pays Victoria Avenue Forever a percentage at the end of the year. As an example, if the total in all linked accounts was \$395,000, Victoria Avenue Forever would earn \$533 using the current example provided by the bank.

There is absolutely no cost or obligation on your part. Linking your account in no way changes any interest you earn or your ability to make any changes to your account. It is simply another way for you to support Victoria Avenue Forever. **You can link your existing Provident accounts**

today by calling Provident Bank at 951-782-6177. Or you can open a new account and link it.

Thank you for your consideration.



2013-2014 Officers

Darleen DeMason, President
 Lori Yates, Vice President
 Frank Heyming, Treasurer
 Susan McClintock, Secretary

Directors

Bill Bailey
 James Dudek
 Marilyn Harris
 Jim Montgomery
 Tom Payne
 Kathy Swanson
 Adam Timura
 Tom Wilson
 Frank Yost
 Lynn Yost

Newsletter

Darleen DeMason, Editor

**Victoria Avenews is published
 4 times per year
 by Victoria Avenue Forever**

**VAF Board meets at 6:30 PM
 on the 2nd Wednesday of each
 Month (except August)**

e-mail address:

info@victoriaavenue.org

website:

www.victoriaavenue.org

Mailing address:

**PO Box 4152, Riverside, CA
 92514**

Phone: (951) 389-1032

Contributions

April - July 2014

Thank you to all who contributed to *Victoria Avenue Forever*. Your gifts will be used to help protect and care for Riversides' living legacy – Victoria Avenue. We want to make sure to acknowledge every one!

General Contributions and for trees/upkeep

John & Betty Addink, Amy Conger, Donald Dodd, Richard & Rosie Francisco, Marion Hammarlund, Robert Herschler, Sue Johnson, Stephen & Marla Jones, Larry & Marlene Kirby, David & Barbara Moore, Linda Mullen, Terry Mylne, Margaret Robinson, C.P. & Susanne Rowlands, James & Shirley Sandoval, Rosalie Silvergate, Hal Snyder, Louis Tavaglione, Robert & Charlotte Wyatt

Donations to the Dammers Butterfly Garden

Donald Dodd, Dr. Ernest & Eileen Ma, Bill Wilkman

Donations to the Endowment Fund

Donald Dodd, Dr. R & Clara Gallanes, Deborah Gelsomino

Donations for an Interpretive sign at Snyder Garden

Donald Dodd, Louisa Buroker

Donations for Kiosks or Kiosk upgrades

Donald Dodd, Rick & Jenny Humphries

Memorial Contributions

Donald Dodd
 Sue Johnson
 Sue Johnson
 Pollyanna Miller
 Betty Spriggs
 George & Mary Weimer
 Shirley Williams

In memory of Marie Hempy
 In memory of Marlan Bourns
 In memory of Judge John Gabbert
 In memory of James Miller
 In memory of Everett Spriggs
 In memory of Betty Yoakam
 In memory of Betty Yoakam

Commemorative Tree Donations

The Riverside Bridge Club
 Louisa Buroker
 Marion Hammarlund
 Betty Spriggs
 Steve & Sally Tavaglione

In memory of Jean Cantwell
 In memory of Ronald Buroker
 In memory of Margaret Hammarlund
 In memory of Everett Spriggs
 In memory of Deborah Lounsbury

Erratum (from April newsletter)

Longtime Fire Family Friends

In memory of Ruth Cox

We thank Councilman MacArthur for choosing us as his Regatta Charity and for the proceeds from his Annual Constituent Appreciation Barbeque donated to us again this year!!

Missing Drinking Fountain—Darleen DeMason

You may have noticed that the drinking fountain at the new Dammers Butterfly Garden in Washington Park is missing. Before and after pictures are shown at right. According to Randy McDaniel, Principal Park Planner for the Park Department, this fountain was a Murdock Drinking Fountain, with cast brass bowls, that they typically use at historical sites, like White Park. Unfortunately, vandals stole one of the brass bowls and attempted to steal the others as well. The damaged fountain has been removed and will be used for parts for others in town and a new, less vulnerable, drinking fountain has been ordered as a replacement. It will also have three bowls: one each for dogs, kids and adults. The new fountain- [continued on page 4](#)





PO Box 4152
Riverside, CA 92514

Phone: 951-398-1032
E-mail: info@victoriaavenue.org

Non-Profit Org.
U.S. Postage Paid
Riverside, CA
Permit # 193

We're on the Web [@Victoriaavenue.org](http://Victoriaavenue.org)

Dedicated to the preservation of Victoria Avenue, Riverside, California with tax-deductible financial contributions from: Membership, Endowments and Tree Commemorations: see victoriaavenue.org for details about joining or making a contribution.

«Name»
«Address»
«CityStateZip»

RETURN SERVICE REQUESTED



Annual Great American Cleanup

For our last workday of the year, May 10th, we collaborated with Keep Riverside Clean and Beautiful (KRCB) and mulched the Dr. Lewis Garden and planted 300 Ragged Robin roses in the median between Madison and Grace. Plenty of volunteers came out and we finished early. KRCB provided T-shirts for the event. Thank you to everyone for participating!!!!

Missing Fountain—Continued from page 3 on order is illustrated below.



Above—Replacement fountain on order for the Dammers Butterfly Garden