



NEWSLETTER

WINTER 1995

Serving the Allentown Community for Over Thirty Years

Association Adopts Five-Year Plan, New Mission and Goals Statements

The Allentown Association now has a sharper mission statement, an ambitious goals statements and a new five-year plan of action to improve the neighborhood.

The mission statement says:

"The only purpose of the Allentown Association is to serve its community. It does that through efforts to combat crime; to beautify the neighborhood, to encourage historic preservation and property maintenance; to promote business development, and to protect and enhance Allentown's unique urban ambience."

The new goals statement sets out ambitious but achievable objectives, most of which are quantifiable so that progress toward them can be measured. Here's what it says:

The Allentown Association during the five years 1995-1999 will attempt to:

- 1- Reduce the incidence of crime in the neighborhood by 25 percent.**
- 2- Materially and visibly reduce the amount of litter on the streets and eliminate all traces of graffiti.**
- 3- Work to force 60 troubled properties into building-code compliance. (One a month on average.)**
- 4- Reduce the number of empty storefronts in the neighborhood to not more than 5 percent of the total available.**
- 5- Continue its traditional roles and activities of acting as lobbyist for the neighborhood, of promoting community fellowship and civic action, of publishing a newsletter, and of serving its members in any practicable ways consistent with its mission.**

The Board of Directors accepted the new statements and plan at a special 5-hour meeting on Jan. 21. It plans to formally adopt them at its next regular meeting, at 7 PM Feb. 21 in the Association offices at 234 Allen St. Members are invited to attend and offer input or alternatives.

The board knows it cannot bind future boards, but it does expect that the goals will remain intact until they are achieved or until the year 2000.

The plan concentrates on four activities:
Crime prevention, beautification,
housing and business development.

On the other hand, the five-year action plan, called TOWARD>2000, can change at any time. It is merely an outline of strategies to attain the above goals. If the board finds that a particular strategy does not work, it can drop it and try something else.

The board has been operating as a committee of the whole since May, while it pondered the Association's capabilities and role in the community. Now it has decided to reorganize into committees tasked along the TOWARD>2000 initiatives:

CRIME PREVENTION— Support and maintain the Community Oriented Police Satellite station currently operating in our building; reinvigorate the neighborhood watch; if necessary, form a citizens' patrol; if necessary, hire off-duty police officers to patrol with citizens; possibly hire a law student or senior criminal justice major as Anti-Crime Intern.

BEAUTIFICATION— Join with Forever Elmwood in litter sweeps; encourage the seasonal city sanitation worker assigned to Allen Street; if necessary, hire a summer worker to pick up litter; continue our traditional beautification activities, such as the awards presented at the annual dinner.

HOUSING— Identify and pursue remedies for derelict properties, including civic action if necessary to supplement official enforcement; pressure social service agencies to find alternative neighborhoods for their treatment and residential facilities; develop a helpful information packet for homeowners planning renovations; possibly hire a graduate student in planning as Housing Intern.

BUSINESS DEVELOPMENT— Work with the city Community Development Department, which has targeted Allentown for assistance; get the Allendale Theater oper-

Continued on Page 2

Join Forever Elmwood In Litter Clean-ups

Forever Elmwood Corp., the new community organization that has been getting a lot of good publicity for picking up litter and washing away graffiti along the Elmwood strip, invites members of the Allentown Association to join with it on its cleanup excursions.

Forever Elmwood's service territory overlaps ours along Elmwood Avenue, and some of their volunteers have been seen picking up litter along Allen Street up to two blocks on either side of Elmwood.

The Allentown Association encourages members to participate, and expects to initiate its own volunteer litter brigades as soon as spring arrives. In the past our anti-litter drive has centered around a one-day citywide Glad Bagathon,

but that is clearly inadequate.

Forever Elmwood volunteers meet at 10 AM each Sunday at Solid Grounds, the cafe at Elmwood and Bryant. There they enjoy good fellowship over coffee and pastry before heading out in groups to their assignments. We would like Allentown residents who join in to head down this way and tackle our portion of Elmwood and adjoining streets.

We envision eventually cleaning on a regular basis all of Allen Street and 50 to 100 feet up intersecting residential streets to catch the litter that blows in from Allen.

With a large enough stable of volunteers, no one would have to work so often that the effort would feel burdensome.

Continued from Page 1 . . .

ating as a community asset; develop a helpful information packet for potential business owners; work with commercial Realtors to keep a centralized list of available retail spaces; promote member businesses in the newsletter and in a pamphlet about Allentown to be distributed to hotels and other tourism venues; possibly hire an MBA or senior business student as a Business Assistance intern.

SERVICE, PUBLIC RELATIONS AND SOCIAL ACTIVITIES— Institute more aggressive public relations to improve Allentown's image; institute more aggressive lobbying among public officials to advance the neighborhood's interests; plan social activities to boost community spirit.

BUILDING— Repair and paint the exterior of the Allentown Association building; solicit and implement ideas to make use of the gutted upper two floors.

FUND RAISING— Aggressively solicit grants to support the Associa-

tion's activities; increase membership to 500; continue our traditional fund raising activities.

The board is in general agreement that some kind of paid staff would make the Association more effective. Ideally, the Association would have a full-time executive director and a full-time receptionist, but for now that is fiscally impossible. Even a part-time executive director is out of reach this year, unless a major amount of grant money suddenly appears. The student interns mentioned above are affordable, but supervision could be a problem without other paid staff. For now, the Association will have to continue as an all-volunteer organization. It is possible to accomplish the full TOWARD>2000 agenda with volunteers, but more people will have to get involved than the 16 members of the board of directors. That means we need the people reading this newsletter to help us help Allentown.

ASSOCIATION'S OFFICERS

President

Bob Fink, 24 Park St.

Vice President

John Ned Lipsitz, 133 Mariner

Second Vice President

Ron Romanowicz,
409 North St., #40

Secretary

Phil Proto, 204 Lancaster

Treasurer

Richard R. Haynes,
117 Mariner St.

DIRECTORS

Stephanie Argentine,
444 Franklin St.

Jack Degan, 144 Mariner

Elizabeth Deichman,
20 North Pearl St.

Connie Gerbush, 55 Ashland

Don Gilbert, 455 Franklin St.

Lori Glickman,
33 North Pearl St.

Pam Heckman, 38 Cottage

Dick Lee, 17 Mayfair Lane

Kym Mosgeller,
30 North Pearl St.

Kathleen O'Hara,
33 Days Park

Lynda Violino, 25 Irving Pl.

NEWSLETTER EDITOR

Richard R. Haynes