

Rosedale Business of the Month

Strasser Hardware

Address: 910 Southwest Blvd.
Phone: 913-236-5858

Hours of Operation: Mon. - Sat., 7 a.m. - 7 p.m., Sun., 9 a.m. - 5 p.m.

One cannot talk about the history of Rosedale for very long without mentioning Strasser Hardware. Founded in 1917, Strasser's has been a community institution and pillar since its beginnings.

Thus, it is no surprise that Strasser's is teaming up with RDA and other local business and agency partners for Join Hands Day on May 7. Join Hands Day is an inter-generational day of service to improve neighborhoods across the country. This year, RDA is using the occasion to transform the empty lot behind our office into "Rosedale Paradise," a kid- and family-friendly location replete with picnic tables, a patio, a grill, and a picket fence, among other things.

Steve Williams, Strasser's Store Manager, has agreed to coordinate and solicit donations from other area businesses for the project. Strasser's



PHOTO COURTESY OF LARRY ROLLINS

From left to right: Bill Green, Harold Strasser and Adolph Strasser in 1920.

will also donate a barbeque grill and any other necessary items. The Join Hands Day project is just one of many ways that Strasser's gives back to its community. The store contributes to many community projects and initiatives in Rosedale and the greater Kansas City area. "We like to

be involved," says Williams.

Strasser's often hosts special events for customers. For example, on April 22 & 23, the store offered a free lunch from 11 a.m. - 2 p.m., and provided a 15% discount on all power tools and power equipment. Earlier in April, the store hosted a free pancake breakfast, and customers could obtain a free 5-gallon bucket and get 25% off everything they could fit in the bucket.

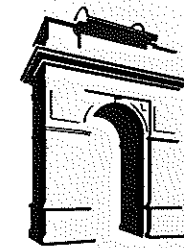
According to Williams, Strasser's is "not your cookie-cutter retail store." It has a unique flavor, accentuated by its excellent customer service and small-town atmosphere.

Customers come from as far away as Lee's Summit and St. Joseph's because of the store's outstanding reputation and vast inventory.

"We're really proud of our service," says Williams. Well, Strasser's, Rosedale is proud of you, too. ■

 *Rosedale*
DEVELOPMENT ASSOCIATION
1403 Southwest Blvd.
Kansas City, Kansas 66103

Non-Profit Org.
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Kansas City, KS



The Rosedalian

ROSEDALE DEVELOPMENT ASSOCIATION NEWSLETTER

Rosedale plans for future development

On the evening of April 5, about 120 people attended the final public meeting on the Rosedale Master Plan, held at the Landon Center on Aging. RDA Executive Director Wendy Wilson presented the background and current status of the Plan and then solicited input from the assembled crowd. The purpose of the meeting was to gather suggestions and concerns from the public in order to make final adjustments to the Plan before it goes to the Unified Government Planning and Zoning Commission for approval on June 13.

The Master Plan, which details land-use for the eastern portion of Rosedale, is a much-needed update to the one currently on record at City Hall (the old plan is close to 25 years old). The Plan is the result of an extensive process of community dialogue and collaboration over the past year. Leaders from the Frank Rushton, Spring Valley, Hanover Heights, McFarland Heights, Hilltop, and Volker neighborhoods, as well as representatives from area businesses, agencies, schools, churches, and the University of Kansas Medical Center partnered with RDA to develop the Plan.

The Hall Family Foundation, the William T. Kemper Foundation, Univ. of Kansas Hospital, and Univ. of Kansas Medical Center provided funding for the Plan. Gould Evans, an architecture and design firm, served as the Plan consultant.

At the meeting, it was apparent that some confusion and misconceptions exist about the Plan. It does not affect the current status of existing property and property owners. The Plan does not change current zoning. Rather, it is a "roadmap" for any future development in the area covered by the Plan.

It is designed to ensure that any future development corresponds with what the community wants and needs.

For example, in the future there might hypothetically be a private developer who wants to build an apartment complex at Southwest Blvd. and Rainbow Blvd. When the developer presents his proposal to the Unified Government, the Commissioners will look at the Master Plan and see that the Southwest and Rainbow intersection is planned for commercial development. Thus, they might reject the developer's bid to build

the apartment complex at that location because it does not comply with the currently adopted Master Plan.

The U.G. will use the Plan to make decisions on future change-of-zone requests and development proposals, but the Plan does not threaten existing property owners and their rights.

The Planning and Zoning Commission will discuss and possibly vote on the Rosedale Master Plan at their June 13 meeting. For more information, visit the RDA website: www.rosedaleassociation.org. ■

From the Director

How do we truly say THANK YOU to Mayor Carol Marinovich for her vision, leadership, and commitment to our community? Carol was never aloof or self-important. She has always been there for neighborhoods and willing to listen. Her leadership restored respect to the office of Mayor of KCK. She led the change to give power back to the residents and to trust in the collective wisdom. At times it was painful to watch as she bore the brunt of attacks from those who wished to destroy her and her work for their own power and financial gain. But she is tough, a fighter and just what we needed most.

We know that just because she is no longer Mayor she will not stay idle. She will still work toward community improvement. It's in her blood. I hope that it will be a little less stressful for her.

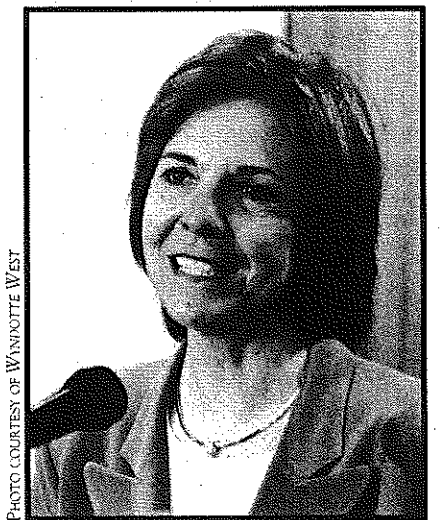
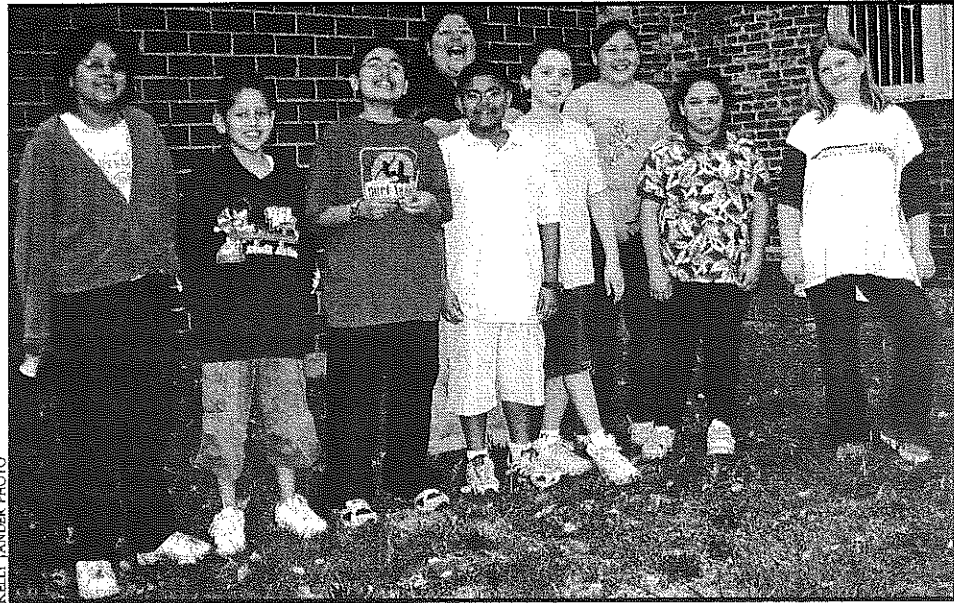


PHOTO COURTESY OF WANNOTTE WEST

Carol Marinovich

There could be no better way to honor her than for all of us to work toward making KCK the premiere "Community of Choice" in the KC Metro area.

— Wendy Wilson



These youth participated in a naming session for the courtyard area behind the RDA office, which is being remodeled and re-landscaped as part of Join Hands Day on May 7. The youth decided to name the new space "Rosedale Paradise." The new and improved courtyard will provide the youth with a place to hold outdoor events and activities, such as Academy reunions, movie nights, and poetry readings.

RDA gets an extreme makeover on Join Hands Day

Mark your calendars for May 7, and join dozens of volunteers as they transform the courtyard behind RDA's office into a slice of urban paradise.

The purely volunteer effort is part of Join Hands Day, a national event that unites young people and adults in an effort to make their neighborhoods better. The much-needed makeover will nearly double RDA's space for youth programs — just in time for summer.

The name of the new space, Rosedale Paradise, was chosen by former Rosedale Youth Academy students during a collaborative brainstorming session.

Many events and youth programs will be held in the space, including Rosedale Youth Academy reunions, outdoor movie nights, summer enrichment programs, poetry readings, and Rosedale Knights Chess Club meetings.

Join Hands Day volunteers will get to roll up their sleeves for a variety of tasks, as the master site plan calls for installing picket fencing; a stage; a mural; picnic tables, a bird bath; a bench; native plants, trees and shrubs; and a paver patio. Each project will involve at least one youth and one adult volunteer.

The Rosedale Paradise project has been made possible through the generous support of the Shawnee and Wyandotte chapters of Thrivent Financial for Lutherans; Jim Millam Ditching; Patrick Painting and Siding; Strasser Hardware; Suburban Lawn and Garden; and Trans Systems Corp. ■

Mark your calendars for May 7, and join dozens of volunteers as they transform the courtyard behind RDA's office into a slice of urban paradise.

Join in the fun! Volunteer

Volunteer assignments are filling up fast. If you'd like to volunteer, please contact Kelly Jander as soon as possible at 913-677-5097. All volunteers must attend a brief orientation prior to Join Hands Day. Assignments still available include:

- Artists for picket project
- Hospitality coordinators
- Landscapers
- Trim painters
- Photographers
- Picnic table builders
- Stage builders

It's Different

Change. It seems to me that life and change are moving more and more swiftly. Changes are afoot in our community as developers look to construct new homes, as young first-time homeowners choose to live in Rosedale, as RDA serves and partners with larger numbers of youth, families and volunteers. Soon, a new courtyard designed and built with volunteer labor and donations will be in place behind the RDA office for use by the community.

So, we decided that our image needed a change also, and just in time a very talented graphic designer arrived from the west. Elizabeth Johnston, owner of Lizzardbrand Inc., a graphic design company, recently moved to Rosedale from Longmont, Colorado and is volunteering to help us with our image. She is responsible for the new look and name of our newsletter and has designed a new logo for us. Thank you, Elizabeth and welcome to Rosedale. ■

— Wendy Wilson

ROSEDALE DEVELOPMENT ASSOCIATION

Working in partnership with residents, businesses, and institutions to build a strong and healthy community and to improve the quality of life for those who live, work, and play in Rosedale.

1403 Southwest Blvd.
Kansas City, KS 66103
Phone: (913)-677-5097
Fax: (913)-677-3437
www.rosedaleassociation.org
Monday-Friday, 9 a.m. – 5 p.m.

Wendy Wilson, Executive Director
Linda Wright, Office Manager
Kelly Jander, Volunteer Coordinator
Joel Goering, MVS Volunteer

1st Annual Senior Celebration!

Hosted by the Landon Center on Aging
3599 Rainbow Blvd.
Saturday, May 7, 2005
10 a.m. – 3 p.m.

Music, Food, Classes, Art Fair, Door Prizes, Health Screenings

Free and open to the public

"See, recycling is fun!"



Two girls from Rosedale listen as Rita Carr and Megan Nordeen, KU social work practicum students, show them the "ins" and "outs" of recycling during Youth Serve Day on April 16. RDA teamed up with about 20 kids to pick up trash around Rosedale and recycle newspapers at T.A. Edison Elementary school. Youth Serve Day is a yearly nationwide event in which youth work on community service projects as a way to give back to their community.

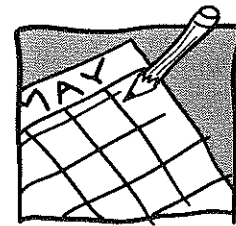
Attention Wyandotte County Residents!

The 2005 Household Hazardous Waste Collection and Recycling Days are coming up May 21, June 18, July 16, Aug. 20, Sept. 17 and Oct. 15. Hours are 8:30 a.m. – 1 p.m.

Items Accepted:

- Tires (limit 10)
- Motor Oil
- Batteries
- Antifreeze
- Degreasers
- Paints
- Varnishes
- Solvents
- Household Cleaning Products
- Lawn & Garden Insecticides/Pesticides
- Plastics
- Newspapers
- Cardboard
- Office Paper
- Aluminum Cans
- Metal Cans
- Glass Bottles

Bring your items to: 2443 South 88th St. Kansas City, KS ■



Upcoming Events

April 29-May 1
Cinco de Mayo Fiesta. Rosedale Park (42nd & Mission Rd.). Featuring Latino music, art, dance, and food. Free and open to the public.

May 4, 11, 18
Rosedale Youth Academy. 1401 Southwest Blvd. 1:30 – 6 p.m.

May 5, 12, 19
Rosedale Knights Chess Club. 1401 Southwest Blvd. 4 – 6 p.m.

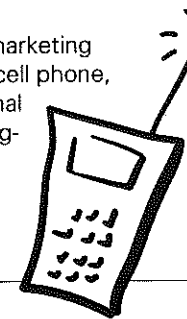
May 7
Join Hands Day. RDA staff and community volunteers will remodel the courtyard area behind the RDA office. 9 a.m. – 5 p.m. See page 2 for more details.

May 17
RDA Board meeting. 1401 Southwest Blvd. 5:30 – 6:30 p.m.

May 30
Memorial Day.

National Do Not Call Registry

To avoid having telemarketing companies call your cell phone, sign up on the National Do Not Call list. To register, call 1-888-382-1222 or go to www.donotcall.gov.



Membership Application

Annual Business Dues: \$100 ■ Annual Household: \$15

Name of Business or Name of Household _____

Address _____ City _____ State _____ Zip Code _____

Contact Person _____

Day Phone _____ Evening Phone _____ Fax _____

Please mail application, along with check made payable to:
Rosedale Development Association
1403 Southwest Blvd.
Kansas City, KS 66103

Rosedale Business of the Month

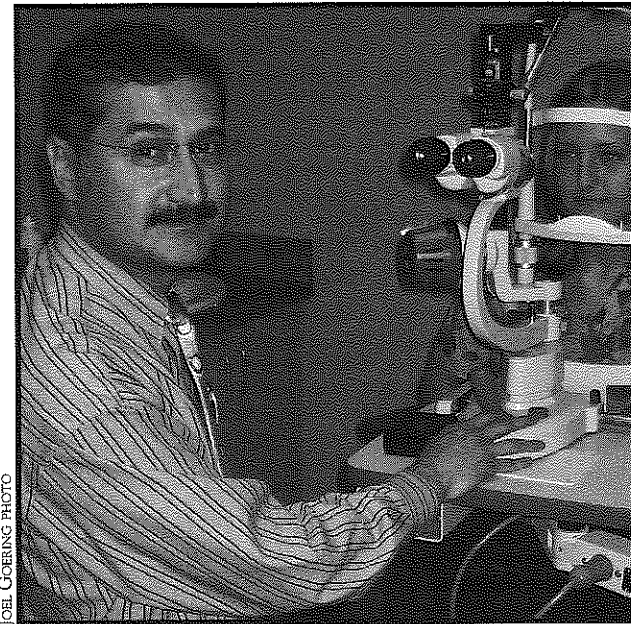
Rosedale Vision Center

Address: 3424 Rainbow Blvd.
 Phone: (913) 432-3937, Website: www.rosedalevision.com
 Hours of operation: Mon.-Thurs. 9 a.m. – 5:30 p.m., Fri. 9 a.m. – 2 p.m.

If you have never been to the Rosedale Vision Center, or if you have not been there for some time, you should stop by for a visit. The reason? Just last month, the Vision Center moved a couple of doors down in the Rainbow Village business area to a new location, and the new “digs” are quite impressive.

Equipped with federally-compliant privacy protections and featuring a large, open lobby, the new office will allow the Vision Center to continue to provide excellent eye care and eye products. Customers can receive a range of services at the Vision Center, including complete eye examinations; prescriptions for glasses and contact lenses; analysis and treatment for eye infections, allergies, diseases, and injuries; and referrals for eye surgeries.

The Vision Center is led by Dr. Gerard Lozada, O.D. Lozada is committed to the inner city and particularly to Rosedale. He believes there is a lack of health care options in the inner city, especially in eye care, so he believes it is important for the Vision Center to be located in Rosedale. In addition, the



JOEL GOERING PHOTO

Dr. Lozada pauses during an eye examination in his new office, located at 3424 Rainbow Blvd.

Vision Center staff speaks both English and Spanish in order to address the eye care needs of the growing Spanish-speaking population in the Kansas City area.

Lozada is community-oriented. He has served on the RDA Board of Directors since 2001, and is currently the Vice President for Businesses. He has contributed to several RDA programs and initiatives, including the Feed-a-Family and Summer Youth Employment programs.

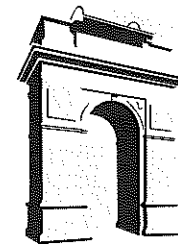
Lozada is involved in public health advocacy and promotion, including the federal initiative, *Healthy People 2010*. In 2001, Lozada was named Kansas City's Best Eye Doctor by *The Pitch*. He also received a 2005 Distinguished Service Award from the Kansas Optometric Association.

If you or someone you know is in need of eye care, products, and/or services, check out the Rosedale Vision Center in its new location. ☐



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The Rosedalian

ROSEDALE DEVELOPMENT ASSOCIATION NEWSLETTER

Young family enjoying new home in Rainbow Park

“We feel caught up in something larger than ourselves,” says Brian Postlewait, a new homeowner in the Rainbow Park development and pastor of Trinity Church of the Nazarene at 4418 Rainbow Blvd. The Rainbow Park development, which is located in the area west of KU Medical Center and the 39th St. corridor, is the result of a partnership between City Vision Ministries, the Unified Government, and RDA.

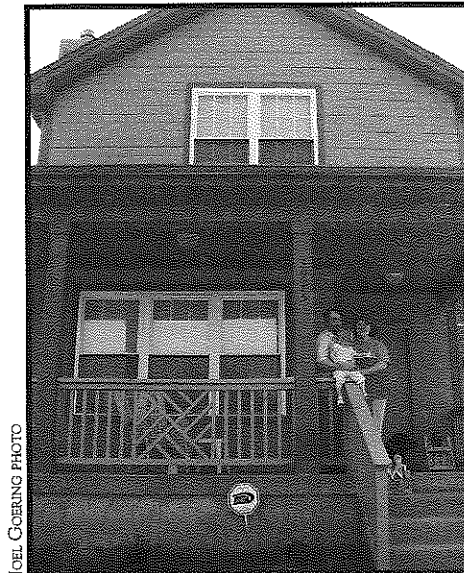
Postlewait, his wife Becky, and 2-year-old daughter Madelyn moved into their new house at 3915 Lloyd in April. The family was attracted to the Rainbow Park development because they needed a larger home, but they also wanted to stay in Rosedale.

Postlewait says, “We love the area, we love the diversity, being close to city amenities, and being close to the 39th St. corridor... We enjoy the high-density neighborhood and being within walking distance [of many community services].”

In addition to Rainbow Park, RDA and City Vision Ministries are also teaming up on the Mission Cliffs development, which will consist of 120 new housing units. The units will be townhomes and single-family houses. Mission Cliffs will be constructed near Rainbow Park in the area west of KU Medical Center. The ground breaking is scheduled for later this summer.

Being a pastor in Rosedale also contributed to Postlewait's desire to remain in the Rosedale community. “We really want to contribute positively to the stability of the neighborhood,” says Postlewait. “We are creating community within an urban environment.” Interestingly, Postlewait is one of three pastors who have moved into new homes in Rainbow Park.

For more information on the Rainbow Park and/or Mission Cliffs housing



JOEL GOERING PHOTO

Brian, Becky, and Madelyn stand in front of their new home at 3915 Lloyd. The home is part of the first phase of the Rainbow Park/Mission Cliffs development, which is located directly west of KU Medical Center and the 39th St. corridor.

developments, including information on purchasing new homes, contact John Harvey, Executive Director of City Vision Ministries: (913) 371-5200. Also, visit www.cityvisionministries.org/rainbow.html. ☐

Studio 804 house on Shawnee Road now complete

Students from the KU School of Architecture finished work in late May on a new home in Rosedale, located at 750 Shawnee Road. The students were a part of Studio 804, an upper-level program at KU that teaches students how to use innovative design and cutting-edge architecture to build an affordable home in the local community.

This is the second consecutive year that Studio 804 has partnered with RDA, City Vision Ministries, and the

Construction update

1. The Shawnee Road Bridge over 7th St. has been reopened to traffic after a 10-month project to replace the bridge deck. There will be a one-day closure of the bridge in a few weeks to place the final surface on the deck.

2. Two resurfacing projects are slated to begin by the end of July. The first is on Southwest Blvd., from the Mission Rd. overpass to Iowa St. (near Holy Name Church). There will be a 2" mill and 2" overlay, thus maintaining the same elevation and slope on the street. RDA had lobbied for a deeper mill to help reduce water runoff into the businesses along the Boulevard. The second resurfacing project is on Mission Rd., from 43rd Ave. to the I-35 viaduct bridge.

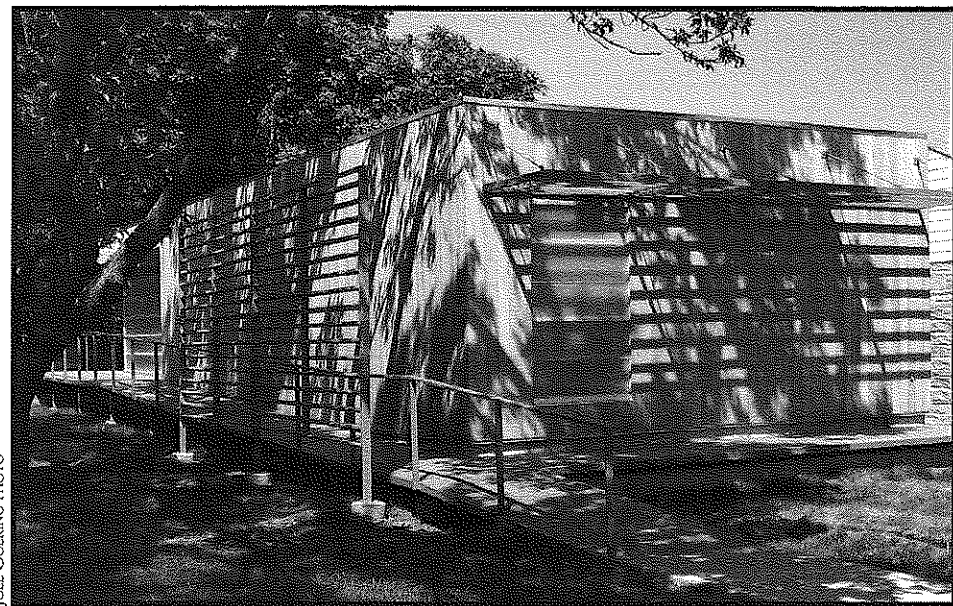
3. The reconstruction of the Mission Rd. viaduct bridge to I-35 is scheduled to be complete by October, corresponding with the planned date of completion for the section of I-35 that is being worked on near Mission Rd. In addition, the entrance ramp from Southwest Blvd. to Mission Rd. south could be reopened as early as July.

Source: Unified Government City Engineer and Public Works Department

Unified Government to bring a new home to Rosedale. Last year's home at 3800 Lloyd was awarded Home of the Year in *Architecture Magazine*.

This year's home is just as impressive. The 1,200-square foot house, which contains two bedrooms and one bathroom, was prefabricated in Lawrence and brought to Rosedale in six pieces. It features beautiful cedar

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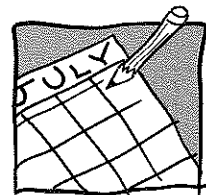


JOEL GOERING PHOTO

This year's Studio 804 house, located at 750 Shawnee Road, is now complete. The home was made to fit into an especially narrow lot and to preserve a 50-foot-tall maple tree in the front yard. It also features a handicap-accessible deck ramp that runs the length of the house. Check it out the next time you are driving on Shawnee Road.

siding, as well as an expansive view of downtown Kansas City, MO. It is also adorned with unique "channel glass" donated by Carter Glass Co., courtesy of the Nelson-Atkins Museum. An open house for the community was held on May 21 to show off the finished product. RDA wishes to express its grati-

tude to Studio 804, City Vision Ministries, and the Unified Government for all of the hard work, time, and energy given to make this new home a success. For more information, visit www.cityvisionministries.org/studio804.html or www.studio804.com/projects/750shaw.html. ☐



Upcoming Events

- July 4**
Independence Day (RDA offices closed).
- July 5, 12, 19, 26**
Poetry Workshop (for youth). 1401 Southwest Blvd. 6-8 p.m.
- July 10**
"Getting to Know Rosedale" (Open House at RDA for Rainbow Mennonite Church). 1403 Southwest Blvd. 10:30 a.m.-12 p.m.
- July 16**
"Cheeseburgers in Paradise" (Join Hands Day Volunteer Celebration). 1401 Southwest Blvd. 4-6 p.m.
- July 19**
RDA Board meeting. 1401 Southwest Blvd. 5:30-6:30 p.m.
- July 20**
Rosedale Leadership Council. 1403 Southwest Blvd. 5:30-6:30 p.m.

ROSEDALE DEVELOPMENT ASSOCIATION

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Monday-Friday, 9 a.m.-5 p.m.

Wendy Wilson, Executive Director
Linda Wright, Office Manager
Kelly Jander, Volunteer Coordinator
Joel Goering, MVS Volunteer
Board of Directors,
www.rosedaleassociation.org/who_board.htm

Newsletter design by Elizabeth Johnston,
Lizzardbrand Inc. (913) 236-0487
www.lizzardbrand.com

Rosedale youth begin summer jobs

RDA's Summer Youth Employment (SYE) program is up and running for 2005. An annual program funded by the Board of Public Utilities, SYE places high school-age youth at a local business or agency for the summer. For many of the participants it is their first job, but it is an excellent opportunity to gain some work experience, learn about a particular profession, and earn some money.

Each youth must submit an application and participate in an interview with RDA in order to be accepted into the program. This year, there were 32 applicants, but RDA could only accept 14 due to the size of the grant from the BPU.

After acceptance into the program, each youth is required to attend a week of training sessions to help them prepare for their work experience. Then, they must participate in a second interview with their prospective employer and a representative from RDA before they officially start working.

This year's week of training was held June 6-9. The sessions covered topics such as "Managing Your Money," "Workplace Conflict," and "Building Self-Esteem." The highlight of the week was the panel discussion on June 9, which featured Rick Rehorn (lawyer/former State Rep.), Eleanor Lisbon (doctor), George Kemper (KU community police officer/pastor), and Elizabeth Johnston (art director). The panel members talked about their respective professions, gave advice, and answered questions from the youth. Thank you to all of the guest speakers from the week of training. RDA appreciates your involvement with the Rosedale community.

Youth will be placed at local businesses and agencies, including KU Med Center, Bank Midwest, Rosedale Middle School, and Southwest Blvd. Family Health Clinic. RDA will continue to monitor the youth throughout the summer and be in communication with their employers.

RDA is always looking for new businesses or agencies that might be willing to employ a youth for the summer. If interested, contact Joel Goering: (913) 677-5097. ☐

the music group presents Great live music for the whole family!

Good Music Festival

at the Boulevard Drive-In
1051 Merriam Lane, KC, KS

Nathan Granner and the Soundcan Consort
The Elders
The Doo-Dads
Esencias Flamencas
The Bradley Cox Ensemble

THU JULY 28, 7-11:30 pm

TICKETS: Central Ticket Office 816-235-6222
Advanced ticket sales begin June 10 (tickets also available at the door)
\$25 adults; \$15 students & seniors; \$5 kids under 12
AT-THE-DOOR SPECIAL: \$40 per car!

Rosedale Ridge update

RDA continues to work to provide more resources and opportunities for the residents of Rosedale Ridge Apartments, a low-income housing complex located at 2101 S. Mill St.

To address the lack of nearby public transportation options, RDA has teamed up with Phoenix Family Housing and Trinity Church of the Nazarene to offer mini-bus service to residents on a bi-weekly basis. A member of the church drives the church's 14-passenger mini-bus, which picks up residents at the apartments and takes them to the shopping district at 48th and Roe in Roeland Park. The service is offered on the 1st and 3rd Tuesday of the month. So far, the service has not been utilized very much by residents, so adjustments might have to be made.

On Saturday, June 4, the Rosedale Ridge Health Fair was held on the apartment grounds. RDA and Phoenix Family partnered once again on this project. Students and staff from the University of Kansas Medical Center provided free on-site health screenings for both adults and children, including tests for blood sugar, blood pressure, cholesterol, asthma, vision, hearing, and depression. A representative from the U. G. Health Dept. was also present to provide information and answer questions. ☐



Volunteers (clockwise, from left) Phil Gardos, Margaret Fitzgerald, and Jennie McCullough plant flowers in the formerly vacant lot behind the Koch Center during Join Hands Day on May 7. The lot has been transformed into "Rosedale Paradise."

Thank You, Join Hands Day donors and volunteers!

All of us at RDA would like to extend our deepest thanks to everyone who helped make Join Hands Day a huge success. More than 60 volunteers "joined hands" on May 7 to build a community courtyard area behind the RDA building — just in time for summer! The effort was made possible through the generous support of Jim Millam Ditching, LLC; Patrick Painting & Siding; Schutte Lumber; Strasser Hardware; The Points of Light Foundation; Thrivent Financial for Lutherans Shawnee and Wyandotte Chapters; TranSystems Corp.; and Westwood Apple Market. ☐

Jazz Camp to play at RDA

A summer jazz camp for youth, called "Open Your Eyes to the Life of Jazz," will be held at the Koch Center, 1401 Southwest Blvd. in Kansas City, Kan., from June 20-July 21 (the Koch Center is the community area located next door to RDA's main office).

The camp is sponsored by the Kansas City Performing Music and Arts Association (KCPMAA), which is directed by Elwanda C. Richardson. Campers will get a chance to improve their own playing abilities, as well as learn about jazz theory and history, sound velocities, time signatures, and rhythm patterns. Students will also work on phrasing, sight-reading, tone quality, breathing techniques, and improvisation.

The goal of the jazz camp is "to provide a meaningful and educational opportunity to 50 area underserved youth through mentoring and development in the area of jazz music." For more information, visit www.kcpmaa.org or contact Elwanda Richardson: (913) 558-8419. ☐

Rosedale icon H.L. "Hatty" Hatfield passes away

H.L. "Hatty" Hatfield, 85, a longtime Rosedale resident, died in late April of heart failure. Hatfield was born on Nov. 4, 1919, in what was then Rosedale, Kan. Hatty grew up in Rosedale. A veteran of World War II, Hatty was a member of VFW Rosedale Memorial Post #869, where he served as Second District Commander. He also was a member of the American Legion. He owned a Bingo Parlor, Hattie's Moo Cow on 47th St., for 30 years. Hatty will be missed.

Membership application

Annual business dues: \$100 ☐ Annual household dues: \$15

Name of business or name of household _____

Address _____ City _____ State _____ ZIP code _____

Contact person _____

Day phone _____ Evening phone _____ Fax _____

E-mail address _____

Please mail application, along with check made payable to:
Rosedale Development Association
1403 Southwest Blvd.
Kansas City, KS 66103