

(From the editor continued)

tion between a community's residents. Though I've only been in Rosedale a short time, I've already been warmly welcomed by many of you and can see that my time here will be a wonderful learning experience. I'm hoping to become involved in Rosedale's community gardens, as well as its Farmers

Market, the Healthy Kids Club and the Complete Streets campaign. The energy of the neighborhood is palpable, and I'm looking forward to tapping into that resource to help make Rosedale a healthy, prosperous place for everyone. Stop in at RDA's front desk to say hello! ☞

— Stephanie Kollman

RDA welcomes its newest team member

Ross Philbrick, 23, is ready for the busy spring ahead. An intern from KU studying Applied Behavioral Science, Ross specializes in community health and development, a perfect fit considering RDA's partnership with the Healthy Kids Initiative. Ross is an Overland Park native and graduated from Olathe East High School, where he excelled in basketball, soccer, baseball and track.

This active lifestyle played a large part in shaping Ross's current studies. Ross recalls the days of his childhood when kids spent all day outdoors, roaming in the woods, only returning home at dark. Ross sees several reasons why this has changed, not the least of which is technology. "It seems like kids today would just rather play video games," Ross remarks, adding, "It's sad to see how much kids are cooped up." And Ross is right. The pervasiveness of video games, combined with more dangerous neighborhoods and a higher rate of single parent families means kids are stuck inside after school.

Ross is hoping that can change, and his degree — he explains Applied Behavior Science as shaping an environment so as to produce a change in behavior — will certainly help. Though Ross had no prior knowledge of Rosedale before his work here, he sees the positive effects RDA's programming has had on the community. Though he doesn't yet know what he'll pursue after his graduation in May, he does know that he wants to "advocate for healthy, active lifestyles, while promoting safe neighborhoods and alternative extracurricular activities." His work with RDA should give him a helpful head start. He's working with Wyandotte's Parks and Recreation Department and Joshua Hoffman of Rosedale's Healthy Kids Initiative to develop a youth soccer league at Rosedale



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Park. The Parks and Recreation Department is on board; now all Ross needs is for enough Rosedale residents to get involved. Ross is hoping to promote a more efficient program that kids and parents will enjoy. Practices will begin this spring. Contact Ross at rphilbrick819@yahoo.com to get involved. ☞

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.

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who_board.htm

Business representative joins RDA Board

Walt Neal is the new business representative on RDA's Board of Directors. Walt is part of the family that owns and operates one of Rosedale's most recognizable businesses — the Boulevard Drive-in. The drive-in, located on Merriam Lane, has been a popular destination spot since 1950. Walt's father, Wes, began working at the theatre when it opened and bought it in 1993. When repeated flooding from Turkey Creek threatened the future of the theatre, the Neal family took action. Walt became active in Mo-Ark, an organization dedicated to bettering water management in the Missouri River Valley.

This organization became instrumental in securing federal and local funding for a massive overhaul of Turkey Creek that will eliminate future flooding in a large part of Rosedale. Walt lobbied in Washington and served as a local spokesperson to organize the cooperation that was needed to move the overhaul project ahead. RDA was also an early supporter of this project and Walt soon discovered the advantages RDA provided to the community. Walt joins the board with an interest in helping to form a Rosedale Business Owner's Association, which will seek to complement RDA's work in the wider community. Walt lives in Prairie Village with his family but spends his time at the drive-in. The theatre can be rented for special occasions and hosts a Saturday Swap & Shop. Be sure to check out www.boulevarddrivein.com. ☞

Rosedale Farmers Market gearing up.

The market season is upon us! The RFM will open **May 1** and will run until **September 25**, every Sunday from **12-3 p.m.** Applications for vendors and musicians are now being accepted. The market is located outside the Southwest Boulevard Family Care building, 340 Southwest Blvd. Kansas City, KS 66103 (corner of Rainbow Blvd. and Southwest Blvd.). The market accepts double SNAP/SFMNP benefits. Sundays at the market will feature family-friendly events, community resource access and a nutritional education booth, helping you to snack smarter this spring! It's the perfect place to re-connect with your community, so get involved by contacting:

Rosedale Farmers Market, Inc.
4326 Lloyd St., Kansas City, KS 66103
(913) 645-7826
www.rosedalefarmersmarket.com
rosedalehealthykid@att.net

Construction began the week of March **14th** for the new CVS at **43rd** and Rainbow. An opening date is scheduled for early September

We will be sending out our annual RDA Membership invitations, so be sure and tell your friends or local businesses to sign up and support their community!

A Round of Applause goes to Gil Pinter and Wilma Trial. Gil and Wilma have been filling in at RDA every morning and afternoon for the past two months at RDA's front desk. RDA wants to thank them for their generous donation of time and effort!

Energy Smart Home Program Helps You Save. Through BPU and Efficiency Kansas, homeowners can now pay just \$100 (\$600 value) for a comprehensive energy audit. This process will identify problem areas that leak energy (and dollars) from your home and provide you with a custom Energy Conservation Plan containing a prioritized list of improvements. The BPU will then review your account and approve you for a loan to complete the improvement projects. Loans can be up to \$20,000 for homeowners and \$30,000 for small businesses with NO INTEREST. Loans can be repaid over a period of up to 15 years. Contractors' invoices are paid through the BPU after a successful post-audit inspection. Anyone with good BPU credit can participate, including renters. Call **(913) 912-1004** to start this energy saving process today! www.energysmartbpu.org.

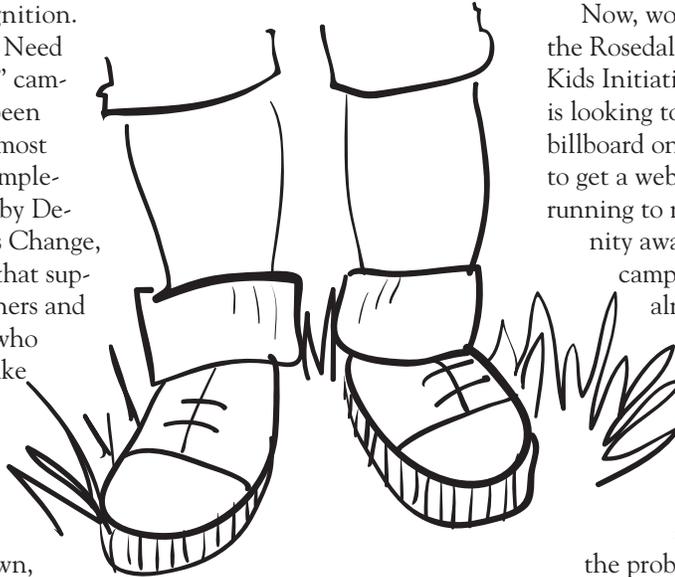
"I Need a Sidewalk" Campaign Underway

One of our neighborhood's greatest assets, Rosedale Park, has three new champions. The October/November issue of the *Rosedalian* featured a story about a Visual Advocacy class at Kansas City Art Institute that challenged students to create design projects that would address community problems in Rosedale. RDA honored these students with a showcase of their projects at the Vox Theatre, and now one project is receiving even more recognition.

The "I Need a Sidewalk" campaign has been awarded almost \$5000 for implementation by Design Ignites Change, a program that supports designers and architects who want to make a difference. The project's designers, Tom Morse-Brown, Amanda Laffoon and Tammy Shell, chose to address the lack of sidewalks on Mission Road

because it made safe access to Rosedale Park almost impossible. The team interviewed park goers, area children and drivers to assess the community attitude towards the situation and created a short video chronicling residents' fears and complaints regarding the road and park access. The team also constructed a guerilla crosswalk out of chalk, paint and duct tape, complete with cutouts of their visual elements and signs advertising their blog.

Now, working with the Rosedale Healthy Kids Initiative, the team is looking to erect a billboard on I-35 and to get a website up and running to raise community awareness. The campaign has already caught the attention of the UG, which has taken the first steps in addressing the problem. Show your support at <http://designigniteschange.org/projects/317-i-need-a-sidewalk>.



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, Kan. 66103

Faces of KCK:

Join us at the Wyandotte County Ethnic Festival

The 6th Annual Wyandotte County

Ethnic Festival will be held April 23 at the KCK Community College Intercultural Center Athletic Field House. The **fieldhouse** is located at 7250 State **Ave.**, KCK, and the festival will run from **11:30 a.m.-5:30 p.m.** The festival, a "Human Family Reunion," offers free admission and parking, as well as booths selling ethnic food and a creative children's corner.

Over 40 ethnic groups and organizations will be represented. Dr. Curtis V. Smith, professor of biological sciences and festival co-coordinator, urges the WYCO community to take advantage of this unique opportunity, touting the festival as "an ideal way to build community by celebrating WYCO's best asset — our diversity." The mission of the event is "to foster a climate of



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inclusiveness, promote relationships and contact between people, and educate each other about our common humanity." New to the festival this year are a silent auction and a high school essay contest. Contributors to the silent auction include the Kansas City Royals, Schlitterbahn Water Park and Sunflower Hills Golf Course. The theme for the essay contest is, fittingly

enough, Ethnic Diversification in Wyandotte County, and first prize is a scholarship worth 6 credit hours! The festival entertainment offers a chance for Wyandotte residents to see traditional dance and music performances from the many ethnic groups that make up our county, including the Hrvatski Obicaj Croatian Orchestra, the KCK Community Orchestra, the St. Monica Jazz Trio, the West of Marrakech Dancers, the

Nartan Dancers of India, the Tikvah Israeli Folk Dancers and the African-American Praise Dancers. Individuals and businesses can contact Dr. Curtis V. Smith at **(913) 288-7314** or cvsmith@kckcc.edu about sponsorship levels and benefits, donations for silent auctions or running a booth. The RDA staff hopes to see you there! **For more information visit** www.freewebs.com/wycoethnicfestival.



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The Rosedalian

ROSEDALE DEVELOPMENT ASSOCIATION NEWSLETTER

www.rosedale.org

Bravo! RDA honors Rosedale advocates

Design students from Kansas City Art Institute (KCAI) quickly became the stars of the show when they presented their projects to a crowd of about ninety people at the Vox Theatre on January 27. Audible gasps rose from the crowd when one group of students showed a video of themselves trying to enter Rosedale Park by crossing a busy Mission Road. The video was part of an advocacy campaign designed to raise awareness about the perceived need for sidewalks along Mission Road.

All the projects presented were the result of a semester-long collaboration between Rosedale Healthy Kids Initiative (RHKI) and KCAI. The work with KCAI began in September of 2010 when the students and professors of a Visual Advocacy class met with RHKI and RDA to explore ways that the students could use design tools to help create solutions for the community. The students were required to produce a graphic solu-

tion to a community problem and then enter their design into a grant competition sponsored by Design Ignites Change.

The completed projects included signs designed to advertise the Sunday Rosedale Farmers Market at Southwest Boulevard Family Health Care, a learning styles program for students and a game board designed to help kids find creative ways to play outdoors.

The showcase was organized to inform the community about work being done by RHKI and KCAI. The evening began with hors d'oeuvres, courtesy of BlueKC, and a short presentation by co-directors of RHKI, Jane Heide and Wendy Wilson. Heide spoke about previous events like the Healthy Kids Carnival in the summer of 2010, the health fairs in late October of 2010 and the Healthy Kids Club, an after school program that benefits students of Frank Rushton Elementary School.

Heidi Holliday, the program manager for RHKI, spoke briefly about the

organization's upcoming goals such as increasing awareness about double value on all SNAP purchases at the Rosedale Farmers Market and expanding the Healthy Kids Club to other elementary schools in the community.

Holliday noted that RHKI's two year grant from the Robert Wood Johnson Foundation came to an end in December, and the staff thought it was important to let the community know that RHKI is going to continue its efforts to "make the healthy choice the easy choice" in Rosedale. Holliday also pointed out the importance of highlighting what had already been accomplished in Rosedale, an important part of which was the KCAI partnership.

At the time of the event no winners had been announced, but there was speculation that several of the projects created for Rosedale were going to receive funding. Please see page 2 for news about the project winners. ☑

You are invited to the 26th Annual Easter Egg Hunt in Whitmore Park

Saturday, April 23 at 10:30am

(Don't be late!)

Location: 1400 Block of Southwest Blvd.

Sponsored by Rainbow Mennonite Church and the Rosedale Optimist Club



From the editor:

Greetings Rosdalian! I'd like to take space out of my first newsletter to introduce myself as the new AmeriCorps VISTA working for RDA. I've come to the Sunflower State from Cincinnati, Ohio, where I graduated from Ohio University with a degree in English. You could say that my time at OU, located in the small town of Athens, is really what brought me to Rosedale. I interned at a community arts center in Athens that occupied a very similar place in the hearts of Athenians as does RDA in the hearts of its community members. My work there presented me with an inspiring example of how much community

cooperation can accomplish. I learned to love the small-town feeling elicited by the connections that youth programming, arts awareness and cultural celebrations created. I became passionate about community planning and acutely aware of the significance of collabora-



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