

A stylized, light-colored map of a city grid is overlaid on a yellow background. The map shows various street patterns and building footprints in shades of grey and white.

# ANNUAL REPORT 2013



**ROSLINDALE VILLAGE**  
**MAIN STREET**

# Projects





## SUBSTATION REDEVELOPMENT

This past year was a big one for the Substation redevelopment project as it won approval by the Zoning Board of Appeals and became listed on the National Register of Historic Places. Over 200 residents came to celebrate these accomplishments with a community photo with Mayor Menino in front of the building. Construction is slated to begin in April of 2014 and when finished, will feature 43 units of housing, 6 of which will be an affordable, and a restaurant.

## ADAMS PARK REDESIGN

Adams Park is the heart of Roslindale Village, providing a green, open space for residents to gather. This past year RVMS worked with Roslindale Green and Clean and the City of Boston Parks Department to develop a blueprint for the redesign of the park with more pathways, seating, a permanent performance area, and an irrigation system. With construction slated for completion this summer, we look forward to continuing to engage the neighborhood in this reinvigorated community space.







## FARMERS' MARKET ECONOMIC IMPACT

With help from Boston Main Streets and Fine Point Associates we conducted a study of Farmers Market customers to assess their economic impact on Roslindale Village. What we found was of the 3,000 daily farmers' market shoppers, 66% lived in Roslindale while a full 33% came from outside the neighborhood. 89% of these shoppers left the farmers market and visited a local business during their outing as well. These shoppers over the course of a season spent \$1.9 million at farmers' market vendors and \$2.1 million at Village businesses.

## ROSLINDALE VILLAGE MARKET STUDY

To better understand the role that Roslindale Village as a business district plays in the local economy, RVMS and Fine Point Associates conducted a Market Profile. You can view the full study here ...







## Shop Local Campaigns

### Main and Me

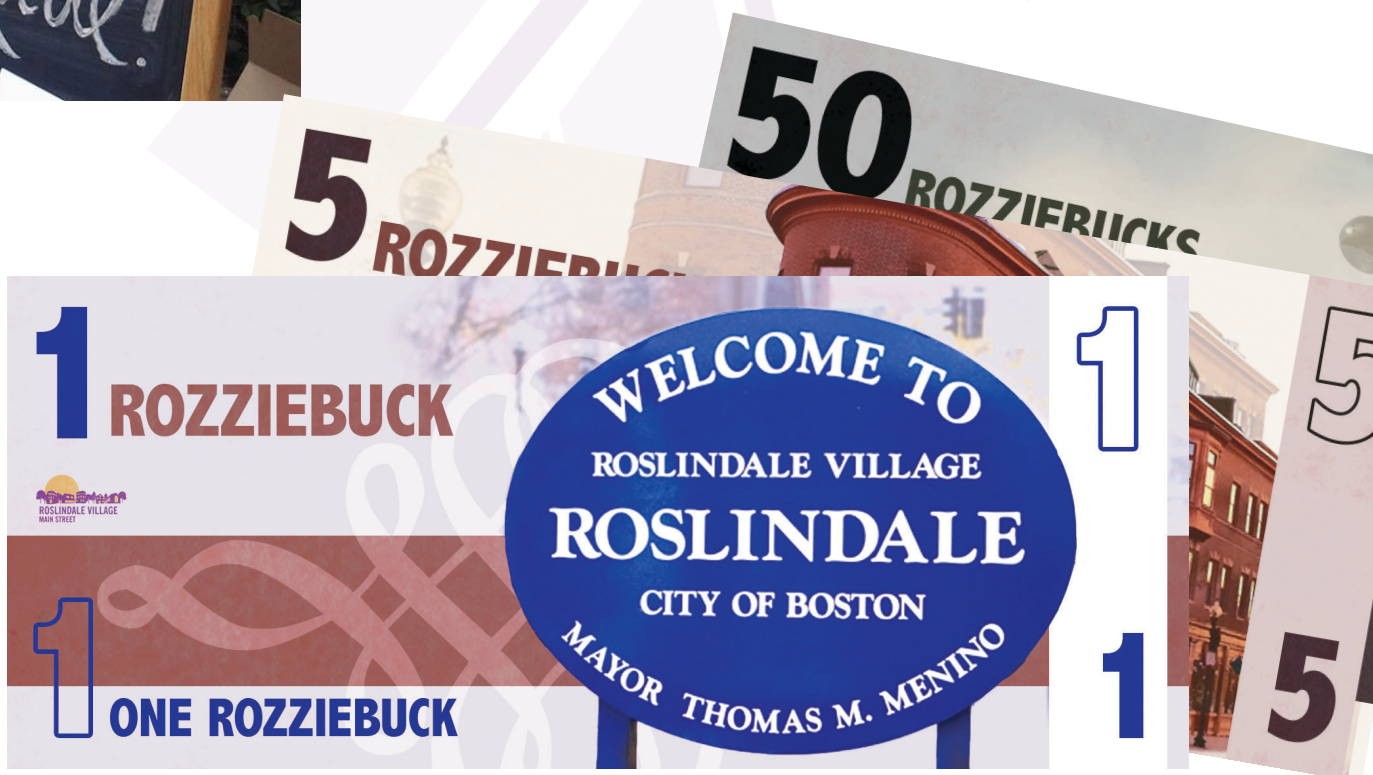
In collaboration with the City of Boston, RVMS took center stage in the launch of Main and Me, a new business and customer run shopping local social media platform, that increased the virtual visibility of Village businesses.

### One Small Step

It can sometimes be difficult for a business to have a presence at the Roslindale Village Farmers' Market. The One Small Step program aimed to overcome these hurdles by directing FM shoppers to Village Businesses with coupons handed out at the market. Through a shared "storefront" at the market and with 11 businesses participating we counted over 250 purchases at Village Businesses that were directly cause by the publicity at the market.

### Rozzie Bucks

RVMS partnered with the solar energy company Next Step Living to create a Roslindale specific currency that could be used at participating businesses. Next Step Living offered a "Rozzie buck" to residents that signed up for an energy audit. During the holiday season, we added \$5 and \$10 notes and opened Rozzie Bucks up for purchase at the office, similar to gift certificates that could be used only for the Village. Currently 19 businesses are participating in the program, with almost \$2,000 being spent. (Include pictures of Rozzie Bucks)



# 2013 By The Numbers

**\$21 MILLION**  
spent by farmers'  
market shoppers  
in Roslindale Village

A black silhouette of a shopping basket with a handle, containing the text.

**75,000**  
visitors  
attracted to  
Roslindale Village

A black silhouette of a group of people standing together, with the number 75,000 and the word 'visitors' overlaid.

**6,000**  
hidden eggs  
at the annual  
egg hunt

A black silhouette of a grassy field with two large grey eggs, representing an egg hunt.

**96** lamp  
posts  
decorated  
with  
holiday  
lights

A black silhouette of a street lamp post with two globes, with the number 96 and text overlaid.

**4** Holiday  
**POP UP SHOPS**

A large number 4 with the text 'Holiday POP UP SHOPS' below it. Vertical lines resembling rain fall from the number.

**34** **EVENTS**  
sponsored by RVMS

A black silhouette of a town skyline with buildings and trees, positioned below the text.

**1** **VIBRANT**  
**COMMUNITY**

A grey silhouette map of Roslindale Village with a black silhouette of a tree in the foreground, with the number 1 and text overlaid.



# Resident Supporters

Joshua Abrams  
Donna Adame  
Deborah Adams  
Paivi Albaiti  
Deborah Albenberg  
Corey Allen  
Deb Allen  
Heath Alva  
Anna Marie Alvarado-Allen  
Susan Alves  
Matthew Anderson  
Lay-Hong Ang  
Susan Applegate  
Justin Armstrong  
Katie Arnold  
Michael Ashenuga  
Rashad Ashraf  
Clare Asmussen  
Kenneth Aubert  
Ricardo Austrich  
Elias Awad  
Nancy Azar  
Stephen Babcock  
Ian Bagley  
Eleanor Baker  
Gina Barile  
Matt Baronas  
Marian Barrett  
Catherine Bassett  
Allison Bayer  
Larry Bayer  
Mel Deb Beatty  
Gilbert Beers  
Wayne Beitler

Amine Benali  
Judy Berk  
Pam Besold  
Irma Betancourt  
Jane Bickford  
Harvey Bidwell  
Fred Bieber  
Marie Birdsall  
Gilles Bissonnette  
Frank Blanchard  
Lee Blasi  
Michael Blasnik  
Debora Bloom  
Meri Bond  
Jay Bordage  
Ronald Bosch  
Alexander Bourgeois  
Carrie Boyd  
Eric Brewster  
Rita Briody  
Terry Brown  
Jonathan Bruno  
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Meghan Buckley  
Chris Burke  
Linda Burnett  
Mary Ellen Burns  
Guerry Byers  
Conor Byrne  
Craig Campagna  
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Charles Capone  
Brian Cartright  
Liz Carver

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Jenny Chay  
Catherine Clancy  
Rachel Coakley  
John Cole  
Michael Cole  
Joseph Colucci  
Tom Conlan  
Christine Conlon  
Leo Connell  
Leslie Connelly  
Michael Coppola  
Carolyn Corcoran  
Dennis Costello  
Patricia Costello  
John Covert  
Gertrude Cowan  
Alisa Coyle  
Bill Coyne  
Jeff Coyne  
Cheryl Crawford  
David Czekanski  
Alexandra Dailey  
Talya Davis  
Bradley Day  
Dario Deceno  
Leah Denlinger  
Joe Deponte  
Maureen Devine  
Katherine Dibble

Virginia Dickie  
Robert Diettrich  
Steven Dietzel  
TJ DiFeo  
Jean Donahue  
Tom Donahue  
Josh Donat  
John Donnell  
Marge Donnell  
Kenneth Duckworth  
Carol Duffey  
Arthur Duffy  
Richard Duggan  
Susan Dupont  
Elizabeth Dwyer  
Lisa Dyen  
Ellen Dyer  
Sheila Eghbali  
Franklin Einspruch  
Deborah Ellington  
Fred Elliott-Hart  
Lisa Evans  
Kathryn Fairbanks  
Louise Ferguson  
Elizabeth Ferrenz  
Eric Fields  
Sean Finan  
Kathy Fitzgerald  
Maura Fitzgerald  
Michael Fitzgerald  
Karen Flanagan  
Charlotte Fleetwood  
Susan Forti  
Ezra Freedman

Haley Freeman  
Jason Freitas  
Lydia French  
Paul Friedmann  
Douglas Fuda  
Steve Gag  
Brian Gallagher  
Terese Galuszka  
Mary Ellen Gambon  
Clifton Gaskill  
Patrice Gattozzi  
Erik Gehring  
Alex Geourntas  
Joseph Germain  
Brad Gerratt  
Albert Gillis  
John Gilmore  
Eileen Giorgio  
Amy Gitlin  
Elizabeth Glynn  
Kathrin Goldring  
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Liz Graham-Meredith  
Roger Graybill  
Jane Greer  
John Griffin  
David Hamilton  
Malik Hansen  
Elaine Harris  
Sarah Hart  
Sean Heming  
Bret Hendrickson  
Ann Hill

David Hinchin  
Judith Doyle Hines  
Judith Hobin  
Joseph Hohmann  
Heidi Holland  
Andy Hollinger  
Mark Holman  
Helen Horigan  
Elinor Horner  
Nancy Horowitz  
Robert Houlihan  
Evelyn Houston  
Mary Alice Howard  
Meg Howard  
Raymond Hoyt  
Polly Hubbard  
Erik Hunter  
Ruth Hunter  
Rick Hyman  
Andrew Innes  
Linda Jackson  
Marc Jacobs  
Catherine Johannessen  
Esther Johnson  
Charla Jones  
Gwyneth Jones  
Stephen Joyce  
Jennifer Karl  
Carol Katz  
Mark Katz  
Margaret Keddie  
Paul Kelly  
Simone Kernizan  
Meenakshi Khanna





# Resident Supporters

Theresa Kim  
Deborah Kirrane  
Scott Kirschner  
Ilene Klein  
Mica Knapp  
Gary Koeppel  
Gary Koller  
Chris Kollett  
Milton Kotelchuck  
Josh Kramer  
Laurence Kranich  
Kenneth Kudisch  
Katherine Kunz  
Donald Lamb  
Chris Lang  
Jason Laramie  
Kenneth Lawrence  
Nancy Leask  
Mary Lennon  
Rachel Lerner  
Marina Leslie  
Robert Levine  
Margaret Leyne  
Nancy Lipman  
Judith Lischetti  
Barbara Lottero  
Michael Lowenthal  
Michael Luke  
David Lynch  
Mark MacCallum  
Tom MacDonald  
Jennifer Madar  
Maureen Maher  
Jake Maliel

Shirley Malone  
Jennifer Maniates  
Vincent Marino  
Sarah Markell  
Carla Maroun  
Bruce Marshall  
Elizabeth Martin  
Diane Martinez  
Erin Martinez  
Alan Masow  
Carol Massa  
Doug Matthews  
Maria Mazzeo  
Phil McAlary  
Charlie McCarthy  
Stephen McCarthy  
Mary McDonagh  
George McDonald  
Sam McGraw  
Denis McKeeney  
Kristin McSwain  
Emily Meneer  
Dennis Michaud  
Gerald Miley  
John Mills  
Mary Ann Millsap  
Joseph Mirabella  
Seth Mitchell  
Peter Monius  
Michael Moniz  
Aileen Montour  
Monika Montrymowicz  
Steve Mooney  
Ray Morin

Joseph Morris  
William Mouradian  
Steven Mullen  
Ann Murphy  
Bill Murphy  
Dan Murphy  
Patricia Ann Murphy  
Margaret Murtagh  
Derland Myton  
Lisa Nazzaro  
Max Nibert  
John O'Connell  
Julia O'Connor  
John O'Malley  
John O'Sullivan  
Tim Obetz  
Lawrence Ollen-Smith  
David O'Neill  
Michael Pallares  
Jason Palmer  
Mary Palombi  
Tina Papadinoff  
Jennifer Park  
Richard Pepp  
Rosina Perry  
Christine Peterson  
Ken Phillips  
Odessa Piper  
Liz Pottier  
Neil Provost  
Deborah Putnam  
Dave Ratcliffe  
Tim Raycroft  
Estelle Regolsky

John Ristuccia  
Susan Roberts  
Christopher Rockett  
Amanda Roe  
Dennis Rogers  
Paul Romary  
Carol Rosensweig  
Adam Rosi-Kessel  
John Rudnicki  
Jon Rudzinski  
Mark Rukavina  
Jamil Samara  
Angelo Scaccia  
Frank Scala  
Jennifer Segal  
Karen Seif  
Raymond Seivright  
Jodie Shapiro  
Thomas Shay  
Thomas Sheerin  
John Sheets  
Liz Sherva  
Keith Shields  
Jillian Shipherd  
Robert Silva  
Kyle Sinclair  
Basil Slavin  
Anthony Slowe  
Laura Smeaton  
Philip Smedile  
Mark Smith  
Peter Smith  
Chris Solorzano  
Laurie Sparks

Ly Jun Spence  
Lawrence Spiegel  
Diana Starke  
John Stazinski  
Deborah Stein  
Mark Stevens  
Jordan Stone  
Thomas Stratis  
Beverly Strauss  
Joseph Straut  
David Stubbart  
Raphael Sulkovitz  
Hilary Sullivan  
Jerry Sullivan  
Mary Sullivan  
Celia Susi  
James Sweeney  
Diane Syverson  
David Tames  
Martin Taylor  
Vic Terawskyj  
Joel Thompson  
Rainey Tisdale  
Bridget Tivnan  
Gregory Tobin  
Eddy Torrez  
Robert Tumposky  
Tom Udale  
George Urlich  
Anna Utech  
Mary Jane Van Tassell  
Jessica Vaverchak  
Charles Vilnis  
Michael Vinal

James Vlachos  
Anton Vrame  
Elisabeth Wageman  
Dan Wainberg  
Gary Walat  
Laurie Jo Wallace  
David Walsh  
Rosemary Walton  
Rick Ward  
Robert Ward  
David Wean  
Darlene Webb  
Moshe Werba  
Meredith West  
Joanne Whitaker  
Cindy Whitcome  
Susan Whitehead  
Carter Wilkie  
Vernee Wilkinson  
Glenn Williams  
Lucy Williams  
Rebecca Witte  
Eugene Woelfel  
Lou Wollrab  
Althea Wright  
Angela Wright  
Ilya Wry  
Timothy Yaecker  
Susan Yeager  
Edmund Zabin  
Noemi Zakarian  
James Zeitler  
James Zigmont  
Ellyn Zitzer

# Business Supporters

A Plus Realty  
Alex Liquors  
Balanced Rock Investment Advisors  
Birch Florist  
Birch St. House & Garden  
Blue Star Restaurant  
Boston Cheese Cellar  
Centre Cuts Corporation  
Clay Auto  
Committee to elect Liz Malia  
Diane's Bakery  
Drs. Spagnuolo & O'Neil  
Dunkin Donuts (Couto Management Group, LLC )  
El Chavo Mexican Products  
Fastachi  
Fetysh Shoes  
Fornax Bread Company  
Greater Roslindale Medical Center  
H.R. Hatch Insurance Agency, Inc  
Harrison Refrigeration & Stove  
JB Edward Uniform Company  
Jean's Ultimate Performance Hair Salon  
Jimmies Ice Cream & Sandwiches

Joanne Rossman  
John Crow Farm  
Karen Kirchoff Acupuncture & Herbs  
Kitchen Central  
Lester Esser, Personal Chef  
Lissa's Hair and Nail Design  
Marla's Obsession  
Meetinghouse Bank  
MVP Liquors  
Neighborhood Farm  
Odessa Piper Inc.  
Open Doors Yoga Studio  
Pate Ceramics  
Peregrine Group LLC  
Pleasant Café  
Real Deal  
Richard Alvrod Architects  
Roche Brothers  
Roslindale ACE Hardware  
Roslindale Fish Market  
Roslindale Village Dental  
Sacred Heart Church  
Sebastians Barber Shop

Seven Star Bistro  
Solera - A Shrine to Wine  
Sophia's Grotto  
Stephanie Cave Design Studio  
Sullivan's Pharmacy  
TAZA Chocolate  
The Cooperative Bank  
The Pet Cabaret  
The Village Market  
Threads  
Thrift Shop of Boston  
Tony's Market  
Tremont Credit Union  
Tretthewey Brothers Plumbing  
Wallpaper City, Inc.  
Waves Car Wash  
Woof It Pet Care  
YMAA Boston



