

A stylized, light-colored map of a city grid is overlaid on a yellow background. The map lines are simple and geometric, representing streets and blocks.

ANNUAL REPORT 2013



ROSLINDALE VILLAGE
MAIN STREET

RVMS Staff & Board Members 2013

BOARD MEMBERS

Steve Gag, *President*

Vernee Wilkinson, *Vice President*

Sue Forti, *Treasurer*

Elizabeth Swanson, *Secretary*, owner of Birch Street Home and Garden

Jake Maliel, Co-Chair, *Economic Development Committee*

Emily Meneer, Co-Chair, *Economic Development Committee*

Darlene Donovan, Chair, *Design Committee*

Jennifer Madar, Chair, *Marketing Committee*

Elizabeth Sherva, Co-Chair, *Substation Committee*

Rokeya Chowdhury, owner of Shanti Taste of India

Deb DeBeneditis, co-owner of Tony's Market

Lucy Galvan, owner of El Chavo Mexican Products

Chris Lang

Vinny Marino, Roslyn Management

Seth Mitchell

Mary Perry, The Cooperative Bank

Silvana Ragusa, owner of Sebastian's Barbershop

Hilary Sullivan

STAFF

Christina DiLisio, *Executive Director*

Ben Sommer, *Project Manager*

Luke Breckenridge, *Community & Economic Development Intern*

Aziz Alsuham, *Northeastern Coop Intern*

roslindale.net/boardandstaff

Letter from the Executive Director

In my role, I have the good fortune of supporting neighbors, community leaders, business owners, and elected officials as they come together in common interest.



Whether it is attending an event like the Taste of Roslindale, shopping locally, or joining forces during Boston Shines to freshen up our community after the last bits of snow have melted, RVMS is honored to be the organization that provides folks the opportunity to think beyond their front door. Just this past year, we've witnessed businesses new and old partner together on cross-promotional activities like the Luminaria, the Posada Navidena, and the Running of the Brides; record numbers of volunteers helping to run everything from political forums to business technical assistance workshops; and City officials working alongside diverse community groups to plan a park design that Olmsted himself would envy. In short, we've all been actively engaged in a place we are proud to call home—Roslindale Village.

In this report, we've highlighted the achievements of this past year and just a small fraction of the many, many people who have made them happen. Between all the data points and synopsis we've provided here, we hope you'll also pick up hints of the energy and enthusiasm that animates the entirety of work that RVMS and its partners are engaged in.

Sincerely,

Christina DiLisio, *Executive Director*

Projects

SUBSTATION REDEVELOPMENT

This past year was a big one for the Substation redevelopment project, starting with a January community meeting with over 350 in attendance in which 28 people spoke and all were in support of the project. In October over 200 residents came together to celebrate the building being listed on the National Register of Historic Places with a community photograph with Mayor Menino. 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. You can view a video about the Substation Redevelopment [here](#).



First Floor Plan - residence, retail and parking

VOLUNTEER PROFILE:



Kristen Halbert,
Farmers Market
Music Coordinator

“ From the minute I stepped off the bus and onto Corinth Street, I knew that Roslindale was the right choice for me. The neighborhood here has the diversity and style of the city combined with the intimacy of a close-knit suburb. Best of all, in a city as transient as Boston, I felt that Roslindale was the kind of community where by volunteering I was giving back to a place that would always be there for me. ”

Projects



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 along with the community in a series of public meetings 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. For more information about the Adams Park redesign, follow this [link](#).





“Traffic” Lighting Campaign

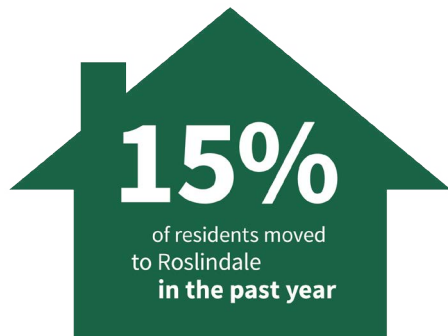
In our End of Year Appeal we focused on raising funds to support a series of lighting installations in the Village. LED Blasters will be installed for George Gre-enamyer’s “Traffic” sculpture and the Roberts street bridge, and sidewalk lights will be embedded for the reconstructed Adams Park.



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](#).

Some stats from the study include:



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. You can view the full study [here](#).



Shop Local Campaigns

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 Farmers Market 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.

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.

Innovation & Impact Grant

RVMS was the recipient of a [Boston Main Streets Foundation Innovation and Impact Grant](#) to develop a comprehensive Shop Local campaign combining successful aspects of the above programs.

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.



Events



Taste of Roslindale

The 7th annual Taste of Roslindale drew a record number of attendees, with over 300 residents enjoying the flavors of our Village from twenty restaurants. Mayor Menino teamed up with Board Member Vinny Marino to compete in a cook off against local chef Lester Esser and RVMS Project Manager Ben Sommer.

Farmers Market

The RVMS Farmers Market continues to grow each year. With an average of 32 fantastic vendors and 2,800 customers a day, the market is bursting at the seams. For special events this year we hosted a pop-up piano in collaboration with the “Play Me I’m Yours” series and the Roslindale Boys and Girls Club, a Taiko drumming workshop, and a diverse range of children’s and musical performers.



Pop Up Shop

RVMS hosted six pop-up shops in a vacant storefront on South Street during the holiday season featuring a rotating cast of craft, art, and specialty food vendors. Over 500 customers attended during the annual Holiday Tree Lighting and Holiday Wander.



District 5 Forum

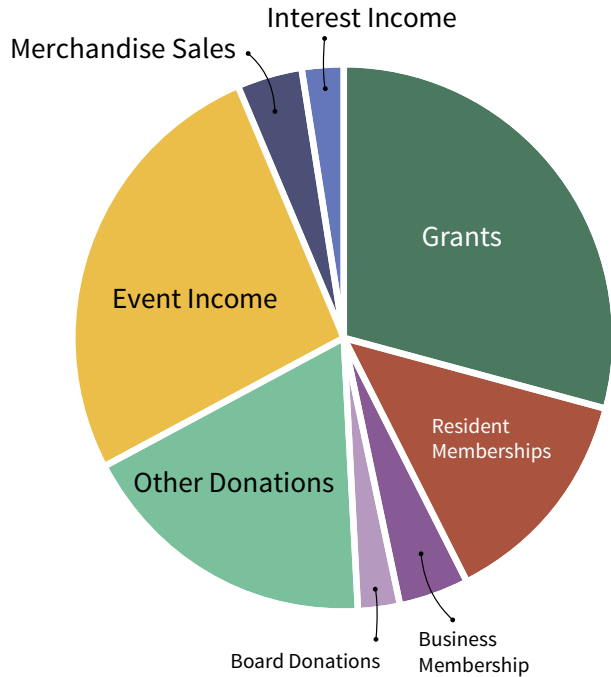
Former City Councilor Rob Consalvo served our community for 11 years. The election to fill his seat this past November posed a unique opportunity to discuss issues impacting our residents and businesses. Roslindale Village Main Street teamed up with the Roslindale Transcript to host and report on a District 5 Forum in which all candidates convened in Saint Nectarios Church to answer questions that ranged from Charter Schools to linkage fees and the importance of Main Street districts. Over 200 attendees helped to insure that the night was full of lively discussion and healthy debate.



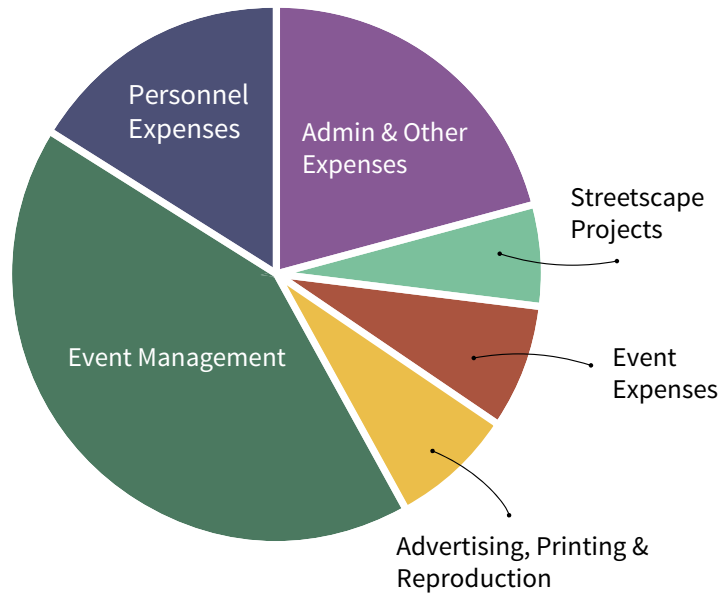
PHOTO CREDIT: ROSLINDALE TRANSCRIPT

Finances

**OPERATIONAL INCOME
(TOTAL = \$196,000)**



**RVMS BUDGET
(TOTAL = \$195,454)**



VOLUNTEER PROFILE:



Darlene Donovan,
Chair of Design Committee
Board Member

“ Shortly after moving to Roslindale in the late 90s I became involved with the RVMS Design Committee. It didn't take me long to see the positive impact that volunteers were having on the community. Over the years, I've seen first hand how actively working on improving the business district increases the day to day quality of life for residents. ”



2013 By The Numbers

\$2.1 MILLION
spent by farmers'
market shoppers
in Roslindale Village

75,000
visitors
attracted to
Roslindale Village
by RVMS events

6,000
hidden eggs
at the annual
egg hunt

96
decorated with
holiday lights
lamp posts

4 Holiday
POP UP SHOPS

3
STAFF
MEMBERS

34 **EVENTS**
sponsored by RVMS



1 **VIBRANT**
COMMUNITY

Resident Supporters

Joshua Abrams & Emily Haber
Donna Adame
Deborah & Ashley Adams
Paivi Albaiti
Deborah Albenberg
Corey Allen & Andi Sabaroff
Deb Allen
Heath & Tina Alva
Anna Marie Alvarado-Allen
Susan Alves
Matthew Anderson
Lay-Hong Ang
Susan Applegate
Justin Armstrong
Katie Arnold
Michael Ashenuga & Elizabeth Vondrak
Rashad Ashraf & Tatiek Hartoyo
Clare Asmussen
Kenneth Aubert
Ricardo Austrich & Douglas Creed
Elias Awad
Nancy Azar
Stephen & Janice Babcock
Ian Bagley & Elizabeth Bodkin
Eleanor Baker
Gina Barile
Matt & Jane Baronas
Marian Barrett
Catherine Bassett
Allison Bayer & Nancy Young
Larry Bayer
Mel Deb Beatty
Gilbert Beers & Mary O'Neal
Wayne Beitler

Amine Benali
Judy Berk
Pam Besold & Kim Godsoe
Irma Betancourt
Jane Bickford
Harvey Bidwell & Nancy Binner
Fred & Jane Bieber
Marie Birdsall
Gilles Bissonnette
Peter Black & Jennifer Rugg
Frank Blanchard & Judy Coughlin
Lee Blasi
Michael Blasnik & Jaime Pullen
Debora Bloom
Meri Bond & Jennifer Gilman
Jay Bordage & Victoria Lane
Ronald & Catherine Bosch
Alexander Bourgeois & Emily Anesta
Carrie Boyd
Eric & Margaret Brewster
Rita Briody & Pauline Gray
Terry Brown
Jonathan & Emilie Bruno
J. Stephen Buck & Dawn Kramer
Meghan Buckley
Chris Burke & Andrea Costello
Linda Burnett
Mary Ellen Burns
Guerry & Kathleen Byers
Conor Byrne & Kate Vaughan
Craig Campagna
James Campbell
Charles Capone
Brian Cartright & Suzanne Mrozak

Liz Carver
Laura Catanzaro
Joan & Thomas Cavanaugh
Jon & Melissa Celli
Barbara & Carlos Cevallos
Richard & Joyce Chalfin
Jenny Chay
Catherine Clancy
Rachel & Gerry Coakley
David Cochs & Rachel Becker
John Cole
Michael & Jennifer Cole
Joseph & Constance Colucci
Tom Conlan
Christine Conlon
Leo Connell
Leslie Connelly
Michael & Rosaleen Coppola
Carolyn Corcoran
Dennis Costello & Diane Beruath
Patricia & J. Costello
John Covert & Emily Harris
Gertrude Cowan
Alisa Coyle
Bill Coyne & Jeanne DuBois
Jeff Coyne & Joan Linden
Cheryl Crawford
David Czekanski
Alexandra Dailey
Talya & Yana Davis
Bradley Day
Dario Deceno
Leah Denlinger & Roberta Dougan
Joe Deponte

Maureen & John Devine
Katherine Dibble
Virginia Dickie
Robert Diettrich
Steven & Elleen Dietzel
TJ DiFeo
Jean Donahue
Tom Donahue
Josh Donat
John & Margaret Donnell
Marge Donnell
Kenneth Duckworth & Mary McCarthy
Carol Duffey
Arthur Duffy & Kristine Erickson
Richard & Diane Duggan
Susan & Eric Dupont
Elizabeth Dwyer
Lisa Dyen
Ellen Dyer
Sheila Eghbali
Franklin Einspruch
Deborah Ellington
Fred & Tirrell Elliott-Hart
Lisa Evans
Kathryn Fairbanks
Chris Fallon & Family
Michael Feloney & Lizabeth Kowalczyk
Louise Ferguson
Elizabeth Ferrenz
Eric Fields
Sean Finan
Kathy Fitzgerald & Bill Rounseville
Maura Fitzgerald
Michael Fitzgerald

Karen Flanagan
Charlotte Fleetwood
Susan Forti
Ezra Freedman
Haley Freeman & Stephanie Cave
Jason Freitas
Lydia French
Paul & Allison Friedmann
Douglas & Kathleen Fuda
Steve Gag & Laura Gang
Brian & Kelly Gallagher
Terese Galuszka
Mary Ellen Gambon
Clifton Gaskill
Patrice Gattozzi
Robert Gehret & Doreet Goldhaber
Erik Gehring & Julie Wright
Alex & Nancy Geourntas
Joseph Germain
Brad Gerratt & Susan Powers
Albert & Donna Gillis
John & Louise Gilmore
Eileen Giorgio
Amy Gitlin
Elizabeth & David Glynn
Kathrin Goldring
Jason & Alyson Goodrow
Diane Graffam
Liz Graham-Meredith
Roger Graybill
Jane Greer & Jos Van der Linde
John Griffin
David Hamilton & Kelley Ray
Malik & Amy Hansen



Resident Supporters

Elaine Harris
Sarah Hart
Sean Heming & Heather Reynolds
Bret & Meghan Hendrickson
Ann Hill
David & Karen Hinchin
Judith Doyle Hines
Judith Hobin
Joseph & Rita Hohmann
Peter Holladay & Elana Wolkoff
Heidi Holland & Ivy Brackup
Andy Hollinger & Kris Liberman
Mark Holman & Deb Kelemen
Helen Horigan & Judith Lennett
Elinor Horner
Nancy Horowitz & Phil Ross
Robert Houlihan & Susan Forti
Evelyn Houston
Mary Alice Howard
Meg Howard
Raymond Hoyt
Polly Hubbard
Erik Hunter
Ruth Hunter
Rick Hyman & Patricia Cartwright
Andrew Innes & Jody Burr
Linda Jackson
Marc Jacobs & Denis Leger
Catherine & Cory Johannessen
Esther Johnson
Charla Jones
Gwyneth Jones
Stephen & Eleanor Joyce
Robin Joyce & Susan Freedman
Jennifer Karl

Carol Katz & Ginny Cutting
Mark Katz & Edith Rees
Margaret Keddie
Paul Kelly & Linda Perrotto
Simone Kernizan
Meenakshi Khanna
Theresa Kim
Deborah Kirrane
Scott Kirschner & Alexa Pinard
Ilene Klein
Mica Knapp
Gary Koeppel & Anastasia Vassos
Gary Koller
Chris & Laura Kollett
Milton Kotelchuck & Judy Kanter
Josh & Rena Kramer
Laurence Kranich
Kenneth & Lora Kudisch
Katherine Kunz
Donald & Mary 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 & Scott Helm
Michael Luke & Betty Jordan
David Lynch

Mark MacCallum
Tom MacDonald & Priscilla Howell
Jennifer Madar
Maureen Maher
Jake Maliel
Shirley Malone
Jennifer Maniates
Vincent Marino
Sarah Markell
Carla Maroun
Bruce & Donna Marshall
Elizabeth Martin
Diane & Johnny Martinez
Erin Martinez
Alan Masow
Carol Massa
Doug Matthews & Sarah Lamitie
Maria Mazzeo
Phil McAlary & Holly Clarke-McAlary
Helen & Peter McArther
Charlie McCarthy & Terry Fitzgerald
Stephen McCarthy & Sally Bunch
Mary McDonagh & Sean Lydon
George & Beverly McDonald
Sam McGraw
Denis & Kelly McKeeney
Kristin McSwain
Emily & Nate Meneer
Dennis Michaud & Nancy Lorenz
Gerald Miley
John Mills
Mary Ann Millsap & Nancy Wilber
Joseph & Lillian Mirabella
Seth Mitchell
Peter Monius & Melissa Robbins

Michael & Mary Moniz
Aileen Montour
Monika Montrymowicz
Steve Mooney & Mary Howard
Ray & Cynthia Morin
Joseph Morris
William & Joanne Mouradian
Steven & Fionna Mullen
Thomas Mullen
Ann Murphy
Bill & Avis Murphy
Dan Murphy
Patricia Ann Murphy
Margaret Murtagh
Derland Myton
Lisa & Regina Nazzaro
Max Nibert & Jane Staunton
Eric & Amy Oalican
Kim & Kathleen O'Byrne
John O'Connell & Mary O'Hara
Julia O'Connor
Patrick & Barbara O'Connor
John & Edna O'Malley
John O'Sullivan & Marrey Embers
Tim Obetz & Mira Levinson
Lawrence & Anne Ollen-Smith
David O'Neill & Elizabeth Powers
Michael Pallares
Jason & Colleen Palmer
Mary & Diane Palombi
Tina Papadinoff
Jennifer Park
Stephen Peckiconis & Dona Nicholas
Richard & Adria Pepp
Rosina Perry

Christine Peterson
Ken & Rebecca Phillips
Odessa Piper
Liz Pottier
Neil & Patricia Provost
Deborah Putnam & Bernadette
Murphy
Dave Ratcliffe
Tim Raycroft & Noelle Cocoros
Estelle Regolsky
John & Jane Ristuccia
Susan Roberts
Christopher Rockett & Anne Kinnane
Amanda Roe
Dennis & Anne Rogers
Paul Romary
Carol Rosensweig & Charlene Grant
Adam & Rachele Rosi-Kessel
John Rudnicki
Jon & Ellen Rudzinski
Mark Rukavina & Barbara McQueen
Jamil Samara
Angelo Scaccia
Frank Scala
Jennifer Segal
Karen Seif & Christine Sanni
Raymond Seivright
Jodie Shapiro
Thomas Shay & Mary Flanagan
Thomas & Janet Sheerin
John & Elaine Sheets
Liz & Richard Sherva
Keith Shields
Jillian Shipherd
Robert Silva

Business Supporters

Kyle & Stephanie Sinclair
 Basil Slavin
 Anthony & Dorothy Slowe
 Laura Smeaton
 Philip & Dorothy Smedile
 Mark Smith & Stacy Swain
 Peter Smith & Jodi Schmidt
 Chris Solorzano
 Laurie Sparks
 Ly Jun Spence
 Lawrence Spiegel & Mary Ellen Foti
 Diana Starke
 John & Carolyn Stazinski
 Deborah Stein
 Mark Stevens
 Jordan Stone
 Thomas Stratis
 Beverly Strauss
 Joseph & Cheryl Straut
 David & Laura Stubbart
 Raphael Sulkovitz
 Hilary Sullivan
 Jerry & Anne Sullivan
 Mary & Paul Sullivan
 Celia & Donna Susi
 James & Therese Sweeney
 Diane Syverson
 David Tames & Alice Apley
 William Tammick & Christine Turnier
 Martin Taylor
 Vic Terawskyj
 Joel & Rachel Thompson
 Rainey Tisdale & Graham Griffin
 Bridget Tivnan
 Gregory & Jeannette Tobin
 Eddy Torrez & Sarah Babb
 Robert Tumposky & Liz Zoob
 Tom Udale
 George Urlich & Judy Flam

Anna Utech & John Jocab
 Mary Jane Van Tassell
 Jessica Vaverchak
 Charles Vilnis & Helen Kelly
 Michael & Maureen Vinal
 James & Patricia Vlachos
 Anton Vrame
 Elisabeth Wageman
 Dan Wainberg
 Gary & Cynthia Walat
 Laurie Jo Wallace
 David & Cyrilla Walsh
 Rosemary Walton
 Rick Ward
 Robert Ward
 David Wean & Cynthia Zabin
 Darlene Webb
 Moshe Werba & Phyllis Bluhm
 Meredith West
 Joanne Whitaker
 Cindy Whitcome
 Susan Whitehead
 Carter Wilkie
 Vernee Wilkinson
 Glenn & Janice Williams
 Lucy Williams & Faith Perry
 Rebecca Witte
 Eugene & Eleanor Woelfel
 Lou Wollrab
 Althea Wright
 Angela Wright
 Ilya Wry
 Timothy Yaecker
 Susan Yeager
 Edmund Zabin & Luz Arevalo
 Noemi Zakarian
 James Zeitler & Kathleen Joint
 James Zigmont
 Ellyn Zitzer

A Plus Realty
 Balanced Rock Investment
 Advisors
 Birch Florist
 Birch St. House & Garden
 Birch Street Bistro
 Blue Star Restaurant
 Boston Cheese Cellar
 Brickhouse Cafe
 Centre Cuts Corporation
 Chance Liquors
 Clay Auto
 Committee to Re-Elect Liz Malia
 Committee to Re-Elect Angelo
 Scaccia
 Delfino Restaurant
 Diane's Bakery
 Drs. Spagnuolo & O'Neil
 Dunkin Donuts (Couto
 Management Group, LLC)
 El Chavo Mexican Products
 Fastachi
 Fetysh Shoes
 Fornax Bread Company
 Gary E. Koeppl Design & Illus-
 tration
 Greater Roslindale Medical and
 Dental Center
 H.R. Hatch Insurance Agency
 Harrison Refrigeration & Stove
 Himalayan Bistro
 Imperial Kitchen
 Jack Conway Realty

JB Edward Uniform Company
 Jean's Ultimate Performance
 Hair Salon
 Jen Kettell
 Jimmies Ice Cream
 Joanne Rossman
 John Crow Farm
 Karen Kirchoff Acupuncture &
 Herbs
 Kitchen Central
 Krupa Insurance
 Lester Esser, Personal Chef
 Linda Burnett, Realtor
 Lissa's Hair and Nail Design
 Marla's Obsession
 Masona Grill
 Meetinghouse Bank
 MVP Liquors
 Napper Tandy's
 Neighborhood Farm
 Next Step Living
 Odessa Piper Inc.
 Open Doors Yoga Studio
 Pate Ceramics
 Peregrine Group LLC
 Pleasant Café
 Redd's in Rozzie
 Richard Alvord Architects
 Roche Brothers
 Romano's Pizzeria & Taqueria
 Roslindale ACE Hardware
 Roslindale Board of Trade

Roslindale Fish Market
 Roslindale Village Dental
 Roslyn Management
 Sacred Heart Church
 Sebastians Barber Shop
 Seven Star Street Bistro
 Shanti: Taste of India
 Solera: A Shrine to Wine
 Sophia's Grotto
 Stephanie Cave Design Studio
 Stir It Up Cuisine
 Sullivan's Pharmacy
 Suya Joint
 TAZA Chocolate
 The Cooperative Bank
 The Corrib Pub and Restaurant
 The Cupcakory
 The Pet Cabaret
 The Real Deal
 The Sign Post
 The Village Market
 Threads
 Thrift Shop of Boston
 Tony's Market
 Tremont Credit Union
 Trethewey Brothers Plumbing
 Village Sushi & Grill
 Wallpaper City, Inc.
 Waves Car Wash
 West on Centre
 Woof It Pet Care
 YMAA Boston

