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www.JCHeights.com

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SPECIAL IMPROVEMENT DISTRICT

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Jersey City

HEIGHTS NEWS

Official Newsletter of the Central Avenue Special Improvement District Management Corporation

Spring 2009

Central Avenue SID
Proudly Presents
the 2nd Annual

Everything Jersey City Festival! Saturday, May 16, 2009 on Central Avenue

Festival Chairman Michael Yun (Central Avenue SID) and co-chair Mayor Jerramiah T. Healy are

pleased to announce that the kickoff and banner-raising event for the second annual Everything Jersey City Festival took place on Wednesday, March 25 at 11 AM at the intersection of Central Avenue and Bowers Street in Jersey City. In addition to the co-chairs, Freeholder Anthony Romano, Councilman-at-Large Peter Brennan and Councilman Bill Gaughan were in attendance along with festival headliner Judy Torres, two members of featured acapella group CHOICE, and many festival sponsors, volunteers, exhibitors and fans.



Festival Chair Michael Yun, Festival Co-Chair Mayor Jerramiah T. Healy, 2009 headliners Judy Torres and members of CHOICE, festival sponsors, performers and supporters gather on Central Avenue at the banner-raising ceremony on March 25th.

“The Everything Jersey City Festival will provide a vital boost for local businesses and the arts in Jersey City,” said Mayor Healy. “I can’t think of a better way to showcase our many outstanding artists, musicians, businesses and community organizations.”

“This year’s festival will be all about family fun and providing a much-needed stimulus for Jersey City’s economy,” said Michael Yun. “We’ve
Continued on page 9

Jitney Buses on Central Avenue??

In recent weeks, jitney buses have been spotted picking up passengers at bus stops on Central Avenue during rush hours. Jitney operators that abide by the law provide a vital public service to residents in Jersey City with inexpensive and frequent service during peak periods. However, a significant number of jitneys, including those operating on Central Avenue, have no certificate/license to operate on the routes they service. Rogue jitneys’ aggressive presence on these routes threatens to undermine the viability of the established routes operated by NJ Transit, Coach USA and legitimate jitney companies. These legitimate operators are committed to running a regular schedule throughout the day. But when rogue jitneys come in and siphon off rush hour riders, the regular service of bus companies becomes financially unsustainable, leading to reduced service and cancelled routes. Losing these routes would hit seniors, people with disabilities and people who commute to work outside of rush hour especially hard, because most jitneys are not handicapped-accessible and have no obligation to service



A tow truck waits to tow jitneys that failed the inspection conducted by the Hudson County Prosecutors Office, the state Motor Vehicles Commission and the West New York Police Department at a parking lot on 59th Street near Bergenline Avenue in September 2008. Photo credit: Reena Rose Sibayan/The Jersey Journal

Continued on page 10

Heights Artist Initiative

There’s new artwork coming to Central Avenue! As part of the Heights Artist Initiative, the CASID is working with the Hudson County Office of Cultural Affairs and Tourism, Pro Arts Jersey City, the Jersey City Museum, Studio Heights and Councilman Bill Gaughan to commission works of art to be applied to seven traffic utility boxes located along Central Avenue.

Utility boxes have traditionally been a target for graffiti and vandalism. By turning them into spaces for beauty and creativity, artists will help deter tagging and add something special to the Central Avenue streetscape. Careful planning is being undertaken in conjunction with the City of Jersey City Division of Engineering to make sure that the artists use materials that are durable enough for an urban environment and that the utility boxes are still easily accessible for maintenance.



Artists submitted proposals for consideration in March 2009, and the members of the Heights Artist Initiative met at the end of the month to

Continued on page 10

Heights Artist Initiative members display some of the selected proposals for Streetscapes. L to R: Bill LaRosa (Director, Hudson County Office of Cultural Affairs & Tourism), Brittany Hopkins (CASID Director), Sandy Martiny (Curator of Education, Jersey City Museum), Michelle Loughlin (Heights Artist), Beverly Brown Ruggia (Studio Heights), Rebecca Feranec (Executive Director, Pro Arts Jersey City), and David Diaz (CASID District Manager).

Central Avenue SID Management Corp.

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Paid for in part by the Jersey City
Urban Enterprise Zone Program

Message from the Board of Trustees

Dear Reader,

It's that time again: time to get ready for the Everything Jersey City Festival on Saturday, May 16th! Whether you're a local resident, artist, business owner, community volunteer, arts and music lover, young child or senior citizen, the festival has something to offer you.

This year's festival is taking place during very challenging economic times for Jersey City's main street businesses and citizens alike. But even in an economic downturn, Central Avenue knows how to give Jersey City a reason to celebrate! We've worked hard to add several new programs that will maximize the festival's ability to stimulate the local economy and reward shoppers with great deals. Keep an eye out for Taste of the Heights gift certificates and One-Day Sale banners at the festival, and read the article on page 3 for more information about the many ways that local businesses will be highlighted through the festival program.

With two main stages filled with performances, kid's rides, DJs and other fun attractions throughout the festival area, and block after block of food booths featuring food, arts, crafts, and more, this year's festival will be an even bigger and better opportunity to meet and greet your neighbors, try something new, and even dance a few steps! Check out pages 6 and 7 for all the info on this year's festival entertainment lineup and kid's attractions.

We would be remiss if we did not take this opportunity to thank the many supporters who have helped us bring you the Everything Jersey City Festival again this year. You can read more about the festival's many sponsors from Jersey City's business and civic community on the back cover, but we want to offer special thanks to Mayor Jerramiah T. Healy and the City of Jersey City Municipal Council, in particular Councilman Bill Gaughan (Ward D), CEO Eugene Nelson and Roberta Farber of the Jersey City Economic Development Corporation, the State of NJ Urban Enterprise Zone Program, Director Maryanne Kelleher and the staff of the city Division of Cultural Affairs, and all the city officials who have served on the Festival Planning Committee, in particular those from the Jersey City Police Department, the Jersey City Fire Department, the Jersey City Parking Authority and the Jersey City Incinerator Authority. Also, we thank Hudson County Executive Tom DeGise, the Board of Chosen Freeholders, and Director Bill LaRosa and Eileen Gaughan from the county Office of Cultural Affairs and Tourism. And last but certainly not least, we want to thank the community leaders and residents in the Heights for their willingness to share their neighborhood with the rest of the city for a day. The support we have received from all of you has made it possible to organize a premiere festival for everyone in our area to enjoy.

In conjunction with the festival, we are very excited to unveil and promote the *Streetscapes* Pilot Program of the Heights Artist Initiative, a coalition the CASID has been participating in since earlier this year. See the front page article for details on this exciting new initiative to turn drab streetscape fixtures into objects of beauty and evidence of the Heights' growing arts scene.

The CASID continues to work with the neighborhood and business community to make the Heights a great place to live, work, dine and shop. Please see the front page article on the appearance of jitney buses on Central Avenue. There are many reasons to be concerned about unauthorized jitenys operating on our main street. By taking the time to educate yourself and others about these concerns, you can help us maintain a safe, sustainable and reliable public transportation system on Central Avenue and throughout Jersey City.

On page 3, you can read about the recent annual meeting of the CASID, where CASID members elected Board of Trustees members for the next two-year term and unanimously passed the corporation's budget for the 2009-2010 fiscal year. We thank all CASID members who participated in these important elections. We also want to welcome Goehrig's Bakery owner Joe Gigante to our Board of Trustees and thank longtime CASID Vice President Domingo Handal for his many years of service. We are glad that he will be continuing on as an honorary member of the board to assist us in the important decisions we make for the benefit of the Central Avenue business district.

If you've picked this newsletter up for the first time at the festival, welcome to Central Avenue! Organizing the Everything Jersey City Festival is just one of the ways that the Central Avenue Special Improvement District Management Corporation (CASID) guides and promotes the positive social growth and economic revitalization occurring in the City of Jersey City. In addition, we provide supplemental management, maintenance, and improvements to the Central Avenue business district. If you have ever seen a street maintenance worker keeping Central Avenue clean, holiday lights brightening our dark winter evenings, or banners and TV commercials promoting our local businesses, you have seen the CASID at work. Visit our website, www.JCHeights.com, for more information about all that we do on behalf of residents and businesses in the Heights and Jersey City as a whole.

Enjoy your spring, and we'll see you at the Everything Jersey City Festival!

Sincerely,

President Michael Yun and

the CASID Board of Trustees

Taste of the Heights & HUGE ONE DAY SALE Saturday May 16th!

Central Avenue businesses will be joining together in a huge One-Day Sale and Taste of the Heights restaurant promotion. These promotions will encourage festivalgoers to connect with Central Avenue businesses at the festival and return to Central Avenue for more shopping and dining throughout the year.

The huge One-Day Sale on May 16th will help shoppers find great discounts on tagged items to give them a hand in these difficult economic times. Each business participating in the One-Day Sale will post a storefront banner to help shoppers find the best deals.

Central Avenue restaurants are offering the first-ever "Taste of the Heights" program, inspired by Heights Councilman Bill Gaughan. Festivalgoers will have a chance to pick up gift certificates offering 50% off a full-course, sit-down meal at 9 participating restaurants, giving festivalgoers a chance to return later in the summer to try out the fare of what could become their new favorite restaurant.

CASID Members Elect Board of Trustees, Approve Budget at Annual Meeting

At the CASID's Annual Meeting of the Corporation on March 24th, CASID members elected seven of their own to the Board of Trustees for a two-year term. Michael Yun (Garden State News, 366 Central Ave.), Gary Solomon (Hauptman Carpets, 307 Central Ave.), Sanford Fishman (Bond Drugs, 371 Central Ave.), Grace Cutri (D.C. Travel, 341 Central Ave.), and Marco LoSchiavo (Nino's Shoes, 344 Central Ave.) were re-elected for an additional term. Joining the Board of Trustees will be Joe Gigante of Goehrig's Bakery (475 Central Ave.).

Members also approved the CASID's 2009-2010 fiscal year budget, which totals \$270,900. Approximately a third of the projected revenues come from the SID Assessment, one third from the Jersey City Urban Enterprise Zone Program matching grant, and one third from sponsorship programs.

Longtime CASID board member and Vice President Domingo Handal (Amourville Ice Cream, 290 Central Ave.) is stepping down from the

Board of Trustees after many years of dedicated service and tenacious advocacy on behalf of Central Avenue and the Heights. Domingo was a founding member of the CASID in 1992 and has been doing business on Central Avenue for 44 years. He will continue to lend his experience as an honorary member of the board. Thank you, Domingo!



Domingo Handal behind the counter at Amourville Ice Cream in 2005.

When you come to the Everything Jersey City Festival this year, come ready to discover great shopping deals and sample the offerings of Central Avenue's many great eateries! For the first time ever this year at the festival, participating

Beyond the One-Day Sale and "Taste of the Heights" programs, the CASID remains committed to designing the festival to highlight the local business community. Unlike most street festivals, the Everything Jersey City Festival features booths arranged in back-to-back rows in the center of the street, allowing festivalgoers to get the full experience of both the booths and Central Avenue storefronts on May 16th.

On Saturday, May 16th, Please Visit:

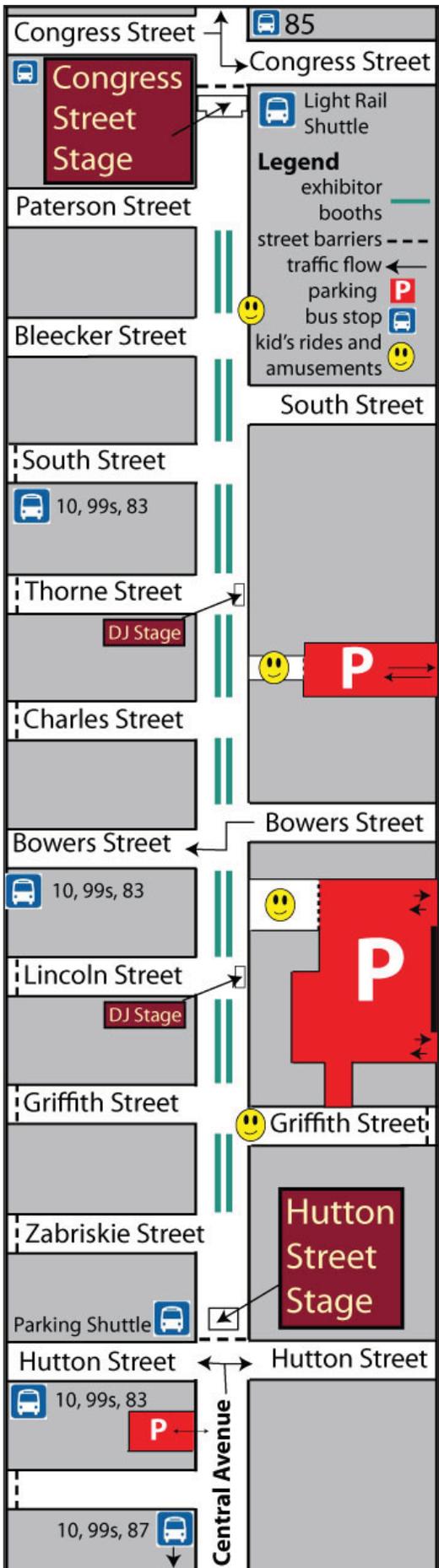
All City Fitted 461 Central Ave. (10-50% Off)	Fresh Cut Flowers 471 Central Ave. (20% Off)	Optical Palace 461 Central Ave. (50% Off - Restrictions Apply)
C. H. Martin 256 Central Ave. (Select Merchandise)	Game City 416 Central Ave. (50% Off)	Payless Shoes 317 Central Ave. (Buy 1, Get 1 50% Off)
Christian Jewelers 390 Central Ave. (30-50% Off)	Garden State News 366 Central Ave. (25-50% Off)	Radio Shack 353 Central Ave. (Select Cellular Phones)
DII Deals & Discounts 361 Central Ave. (25% Off)	Hauptman Floor Covering 307 Central Ave. (25-50% Off)	Rent-A-Center 345 Central Ave. (Manager's Special)
El Dorado Furniture 320 Central Ave. (20-60% Off)	Jersey Drugs 286 Central Ave. (10% Off)	Rite Aid Pharmacy 331 Central Ave. (50% Off)
Express Cash Jewelry 430 Central Ave. (50% Off)	Kennedy Department Store 270 Central Ave. (Select Furniture)	Smart Buyer 438 Central Ave. (50% Off)
Eye Contact Vision Center 368 Central Ave. (30% Off)	King's Son 309 Central Ave. (25-50% Off)	Stanley Prime Meat Market 425 Central Ave. (25-50% Off)
		West Coast Video 370 Central Ave. (DVDs 3/\$25 or 2/\$10, Games 2/\$25)

All Discounts Apply ONLY on Select Merchandise

Attention Central Avenue Businesses: 8 Steps to a Successful Festival

- 1. Inform your regular Saturday customers** and employees about the festival, street closure and parking restrictions ahead of time.
- 2. Prepare for parking constraints.** Because parking will be prohibited on Central Avenue and several side streets, the CASID will provide shuttle service from several parking lots in the area during the festival - see page 4 for details.
- 3. Apply and pay for a sidewalk sale permit or exhibitor space** - call the CASID office at (201) 656-1366 if you haven't already done so. Merchants who set up displays without a permit on the day of the festival WILL be subject to heavy fines from city inspectors.
- 4. Choose inventory** that will show off what your business has to offer and sell well at a festival.
- 5. Plan a professional-looking booth or sidewalk sale** using a canopy, table, skirt and clear signage.
- 6. Clean and decorate your storefront** for the festival. Make it look as inviting as your booth or sidewalk sale so people will stop in!
- 7. Sell, sell, sell and promote, promote, promote** at the festival! Be sure to have enough staff on hand for the day and make your display interactive by demonstrating a product or offering a sample.
- 8. Explore the festival** for a few minutes and gather ideas for the next one!

Heights Residents: Plan Ahead for a Fun-Filled Festival



While the first annual Everything Jersey City Festival will be a great opportunity for those with connections to the Jersey City Heights to come together and celebrate, please be aware of these changes in traffic patterns, parking and access to local businesses on Saturday, May 16th:

- Central Avenue will be closed to traffic between Hutton Street and Congress Street from 6 am to 8pm on May 16th to allow for setup and cleanup.
- Side streets adjacent to Central Avenue between Hutton Street and Congress Street will be closed to all traffic. Police officers will be posted at each closed intersection to assist residents of the closed streets in accessing their homes.
- Parking will be prohibited on Central Avenue and short portions of some side streets during the street closure. Municipal lots will be open to the public. Every effort is being made to encourage festival visitors to take public transportation to the festival to ease the strain on parking near Central Avenue.
- Coach USA bus routes 10 and 99s will be rerouted around the closed portion of Central Avenue during the street closure.
- Central Avenue businesses will be open during the festival, but due to festival traffic, you are highly encouraged to run your weekly errands before May 16th.

The one-day inconvenience of the street closure will be offset by the many positive impacts of the festival, including the many family-friendly attractions that will be brought to Central Avenue, the opportunity for local non-profit and civic organizations to fundraise, and the boost for local businesses who participate as exhibitors.

Volunteers are still needed to help with all aspects of the festival, from setup to cleanup! We have tasks for all ages (teen and up) and abilities. If you would like to volunteer, please contact the CASID at (201) 656-1366 or casid@jcheights.com and make plans to attend one of two 90-minute volunteer training workshops at the CASID office (366 Central Avenue) on Saturday, May 2 at 10 AM or Thursday, May 7 at 6 PM.

The CASID appreciates the interest of the Jersey City community in bringing a memorable festival to Central Avenue. We thank you in advance for your patience and many contributions to the festival.

Getting to the Festival

Festival attendees are highly encouraged to take advantage of Jersey City's extensive mass transit system to get to Central Avenue on May 16th:

Coach USA bus routes: 10 and 99s to Central and Manhattan and detour along Summit

NJ Transit bus routes: 87 to Central and Manhattan, 83 to Summit and Bowers, 85 to Central and Congress

Hudson-Bergen Light Rail to the 9th Street-Congress Street station - take the elevator to Congress Street and take the FREE shuttle to Central Avenue

PATH to Journal Square - take 10/99s bus towards New York, 87 bus towards Hoboken or 83 bus towards Hackensack

Park and Ride: A shuttle will be available for festival goers who park in the Hudson County lot at Central Avenue and Hoboken Avenue. Limited parking will be available in municipal lots near Central Avenue (see map).

See the map on the right for locations of convenient bus and shuttle stops. Visit www.CoachUSA.com and www.NJTransit.com for schedules and fares. For driving directions to Central Avenue, visit www.JCHeights.com/maps.



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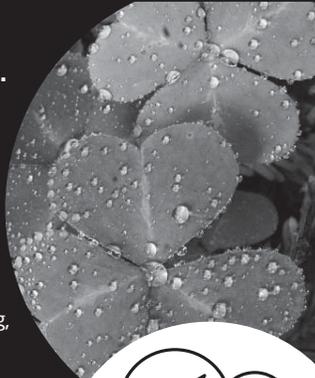
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STEVE ROTHMAN

Please Join Me at the 2nd Annual
Everything Jersey City Festival
Together with

Michael Yun
Festival Committee Chairman

Mayor Jerramiah T. Healy
Festival Committee Co-Chairman

Bill Gaughan
Finance Committee Chairman

Brittany Hopkins
Planning Committee Chairwoman

Paid for by Rothman for New Jersey, Inc. Bart Mongelli, Treasurer



"Heights Legend"

JERSEY CITY
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- MAYOR JERRAMIAH T. HEALY

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Best wishes from the 32nd District Legislators



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Senator

JOAN M. QUIGLEY
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VINCENT PRIETO
Assemblyman

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CITY OF JERSEY CITY
JERRAMIAH T. HEALY, MAYOR



Dear Friend,

Jersey City is home to international dining, several world class hotels, national landmarks, culture and a thriving residential real estate market. All year round, there is a host of premier cultural events, such as art openings, concerts, ethnic festivals and parades.

The growth and expansion of Jersey City continues to attract more businesses, shoppers, and visitors, which are at the core of our economic strength. Jersey City offers incentives including a 3.5 % sales tax at certified UEZ retailers, such as the Newport Centre Mall and of course the Central Avenue Special Improvement District where you will find hundreds of fine retail stores and a wealth of culturally diverse shops and boutiques that reflect Jersey City's diversity.

I urge you to experience everything that Jersey City has to offer. Look around, there are visible signs of our economic and physical rebirth that depict our cultural renaissance. It's no surprise that Jersey City has become the top city in the state to visit, work, live and do business.

I look forward to your visit and hope to see you around.

Sincerely,

J. Healy
Jerramiah T. Healy
Mayor

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GUIDED TOURS

Streetscapes Walking Tours

Tour Central Avenue's newest art installations and meet the artists!

Check www.JCHeights.com for meeting time & place.

Offered by the Heights Artist Initiative

Heights Historical Landmarks

2:00 PM - Meet in front of CapitalOne Bank

(corner of Central & Bowers)

Offered by the Jersey City Landmarks Conservancy

Jersey City Reservoir

12:00 and 3:00 PM

Meet at Zabriskie and Central

Offered by the Jersey City Reservoir Preservation Alliance

Open House and Student Showcase at the

Hope Center for the Visual and Performing Arts

110-116 Cambridge Ave.

(Through the municipal parking lot south of Bowers Street)

With Special Performances By:

Actors
Shakespeare
Company at
NJCU (right)

Jang Star
Taekwondo



Entertainment Lineup

**11 AM
to 6 PM**

Saturday, May 16th on Central Avenue

Meet Your Elected Officials - 12:15 PM
Join Mayor Jerramiah T. Healy, County Executive Thomas A. DeGise, Councilman Bill Gaughan (Ward D), and many more Jersey City leaders accompanied by bagpipers from the Jersey City Fire Department in a procession to the Hutton Street Stage.

Congress Street Stage

Xol Azul
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Judy Torres

The Reigning "Queen of Freestyle" and host of the Sunday night "Freestyle Free for All" on 103.5 KTU!



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Angels Caribbean Band

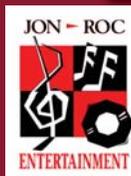
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- Cantigas Women's Choir (left)
- SalsaFever On2 Dance Academy
- Family Fitness Martial Arts



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Visit www.JCHeights.com for updated info on activities at the DJ Stages.

CENTRAL AVENUE BUSINESS SPOTLIGHT: Hauptman Floor Covering



L to R: Ed Solomon, Doug Solomon, Alex Hernandez and Gary Solomon in front of the Central Avenue storefront where Hauptman's has been located for 100 years.

In Jersey City or any city in the US, small businesses that reach the 100-year mark are few and far between. But if you're in the Heights, you don't have to look far for a business with a century's worth of experience and history. Hauptman Floor Covering, located in the heart of the Central Avenue business district, is celebrating its centennial in 2009!

Hauptman's was founded on Central Avenue in 1909 by William Hauptman, who, with his son Julius, managed to keep the business going through the Depression by adding toys to their inventory. The business was purchased by Edward and Geraldine Solomon in the 1960s and is now owned and operated by Edward's son Gary Solomon and his wife Diane with their two sons Ed and Doug.



This carpet sweeper, produced by William Hauptman as a promotional item, was found by Diane Solomon at an antique sale in Pennsylvania and represents the years of history being celebrated during Hauptman's 100th year.

How does a business survive through so many years of economic and generational changes? "We have a lot of good contacts, a lot of good friends," says Gary. "The business has made it through good times and bad because of that." But building those friendships takes consistent attention to customer service. "It's more than 'I want a red carpet' – you need to sell the right carpet for the right job so that you don't have a problem in the future," he says.

Over the years, many loyal Hauptman clients have moved from Hudson County to points west and south, but they've kept coming back to Hauptman for their flooring and window covering needs, keeping Gary, his sons and employees on the road much of the time. Carpeting itself has also changed – products are of a higher quality and more stain-resistant, and green products and practices like recycling have grown in popularity. Hauptman's also does a growing portion of its business online through its website, www.HauptmanFloor.com.

Even for a well-established business owner, it isn't easy to take time away from day-to-day operations. Despite this, Gary was a founding member of the Central Avenue SID and has been serving the greater community on Central Avenue and in the Heights by sharing his experience and vision as the secretary of the CASID Board of Trustees for 16 years.

The Solomons will be inviting the public to celebrate Hauptman's centennial at the Everything Jersey City Festival and with special offers throughout 2009, including a special 100 Year Anniversary coupon available on www.HauptmanFloor.com. Stop in today to talk flooring and see a 100-year-old business in action!



Hauptman Floor Covering is located at 307 Central Avenue and is open 9 AM to 5 PM Monday-Friday, Thursdays until 6 PM and 9 AM to 5 PM on Saturdays. Evenings by appointment. Phone: (201) 659-5195 www.HauptmanFloor.com

2009 BRENNAN COFFEE HOUSE

All shows @ 7:30 p.m.
Ticket prices subject to change.
Please call toll-free number.

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5/15 Jim Dawson
6/19 Ellis Paul
9/25 TBA
10/16 Lucy Kaplansky
11/20 Chuck Brodsky

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Festival, continued from page 1

got something for everyone, from kids to music lovers to bargain-hunters.”

The Everything Jersey City Festival will take place on Central Avenue between Hutton and Congress Streets on Saturday, May 16, 2009 from 11 AM to 6 PM. Admission is free, and the festival is handicap accessible. The festival will feature two stages of free music concerts, including performances by “Queen of Freestyle” Judy Torres, CHOICE, Wayne Gorbea’s Salsa Picante, Angels Caribbean Band, The Doughboys, Celtic Cross, Blue Number Nine, Xol Azul, Cantigas Women’s Choir, and the Actors Shakespeare Company at NJCU, and demonstrations by Family Fitness Martial Arts, Jang Star Taekwondo, and SalsaFever On2 Dance Academy. Additional music will be provided throughout the area by local DJs including Jon-Roc Entertainment (255 Central Avenue).

Kids will be able to enjoy a rock climbing wall, moonwalk, super slide, petting zoo, obstacle course and roving entertainers. The festival will also highlight the 220+ businesses on Central Avenue and will feature hundreds of premiere exhibitors including local artists, crafters, community organizations, and festival food vendors.

In addition to the typical festival offerings, the festival will feature a huge one-day sale (10% to 50% off) at select retail businesses on Central Avenue. “Taste of the Heights” gift certificates offering 50% off a full-course, sit-down meal at a participating Central Avenue restaurant will also be given out to the crowd.

Updated information about the festival is available at www.JCHeights.com or by calling the CASID at (201) 656-1366.

THE HEIGHTS IS ON THE WEB!

Have you visited the CASID website lately? Join the 3,700 folks who did last month - type in **www.JCHeights.com** and find out what’s new!

- Sign up for the **Heights E-News**, a monthly email newsletter with the latest info on community happenings in the Heights
- Peek inside **new businesses** on Central Avenue
- Read about the CASID’s full range of **marketing programs**
- View **photo slideshows** of events in the Heights on our **news page!**
- Check out the new **video page**, where you can view footage of the Everything Jersey City Festival, the Central Avenue Comcast commercial campaign, and more!



www.JCHeights.com



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Jitneys, continued from page 1
routes all day on a regular schedule.

Legitimate bus and jitney companies must also go through a public process in order to get a license to operate their routes. This public process ensures that there is no excessive overlap in routes so that all routes can be maintained in the long term. Rogue jitneys, however, avoid this public process, operating where they find the highest profit rather than providing quality public transportation.

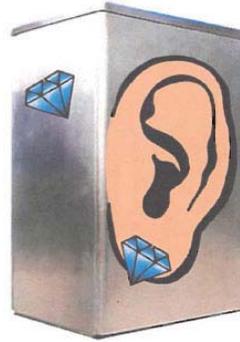


In addition, rogue jitneys pose a real safety concern. Several have been found with false ID numbers or addresses, making them nearly impossible to hold accountable for any problems. For example, one of the jitneys recently observed operating on Central Avenue reports an address that is located within an apartment building, and

another gives the address of an out-of-state company that has no authorization to carry passengers in New Jersey. Many jitneys are taken off the road for failed safety inspections, lack of insurance and unqualified drivers every time the Hudson County Prosecutor's Office's coordinates a surprise inspection.

The CASID recently organized a meeting (pictured above) with Councilman Bill Gaughan, Police Director Sam Jefferson, Police Chief Tom Comey, and representatives of the Mayor's Office, the Hudson County Prosecutor's Office, and Coach USA to discuss concerns about jitney operations and public safety. As a result of the meeting, these parties are proactively pursuing better ways to ensure that all public transportation operators are regulated according to the same standards.

If you are curious as to the location and safety record of a specific jitney company, jot down the D.O.T. number on the side of a jitney, go to www.safersys.org, and click on Company Snapshot to look up the company operating under that D.O.T number. The information you find may surprise you.



Ear with diamond stud earring and Eyes with tears, two winning utility box designs by the Agitators Collective.



Art, continued from page 1

evaluate and select winning proposals. The artists who created the winning proposals bring the uniform surface of the utility boxes to life in a wide variety of ways, from E. Jan Kounitz's "It Ain't Arles," a vinyl application of a photograph of a sunflower taken in the Heights to two selections from the Agitators Collective's "You Say Potato, We Say Po-tah-to" that turn the boxes into the metaphorical eyes and ears of the neighborhood. Others selected include GJ Lee, Milosz Koziej, and Sergio Sandino. Each artist will receive an honorarium funded by Hudson County Executive Thomas A. DeGise, Director Bill LaRosa and the Hudson County Office of Cultural & Heritage Affairs and Tourism with additional support from the CASID.

Artists will create their works of art on the utility boxes in April and early May. Members of the community are encouraged to check www.JCHeights.com for information about the progress of the artwork and the date and time of the official unveiling. Walking tours of the boxes will be offered during the Everything Jersey City Festival and the summer.

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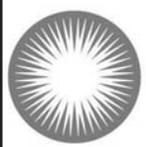
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Jersey City Heights Civic Leader

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STREET MAINTENANCE OPERATION

ASSISTING CENTRAL AVENUE MERCHANTS IN KEEPING A CLEAN AND PRESENTABLE MAIN STREET ENVIRONMENT

The Central Avenue Street Maintenance Operation (SMO) staff can be seen daily on Central Avenue, removing trash and serving as ambassadors for shoppers and business owners alike.



SMO Supervisor Sookram Gokul offers directions to a shopper on Central Avenue.

Reminders from the CASID

- Business owners **must** sweep their sidewalks every day upon opening
- Please don't litter - use the public wastebaskets available on Central Avenue instead
- DO NOT dispose of household or business waste in public wastebaskets
- If you need directions or assistance on Central Avenue, ask a member of the SMO staff. They will be glad to help!

Central Avenue Sanitation Collection Schedule

Garbage

Monday and Thursday Nights ONLY

Garbage may be put out AFTER 7 PM and may be placed **ONLY** in front of your OWN property.



To schedule a pickup of furniture or other bulk waste, call the Jersey City Incinerator Authority at (201) 435-1345.



Recycling

Tuesday Nights ONLY

Paper must be tied in bundles. Other recyclables (plastic, glass, cans, etc.) are collected in large plastic containers, NOT plastic bags.

For other sanitation info, contact the Jersey City Incinerator Authority

www.jciaonline.com

- Main Phone Number: (201) 432-4645**
- Report Illegally Dumped Garbage: x631
- Refrigerator/AC Pickup: x600
- Neighborhood Cleanups: x620
- Container Rental: x620
- Graffiti Removal: x634
- Mechanical Street Cleaning: x67
- Bulk Waste Pickup: (201) 435-1345
- Recycling Collection: (201) 435-1345

Spring Cleanup

CASID members are familiar with the CASID's popular Spring Cleanup program, which brings dumpsters to several locations along Central Avenue to help member businesses get old, broken and unused bulk waste out of their buildings.

The 2009 Spring Cleaning program has already taken place, but if you have additional cleaning out to do, call the JCIA to schedule a bulk waste pickup at (201) 435-1345. Bulk waste left on sidewalks or other unauthorized locations can lead to summonses and fines. Please do your part to keep the Central Avenue streetscape clean and safe for all who use it!



WELCOME NEW CENTRAL AVENUE BUSINESSES!!

Amrit Taste of India

280 Central Ave. • (201) 795-2225

El Sabroso Restaurant

414 Central Ave. • (201) 216-1497

Metro PCS

430 Central Ave. • (201) 798-5118

Rita's Ice Cream Custard

443 Central Ave. • (201) 963-5800

AFS Hudson Realty Corp.

518 Central Ave. • (201) 459-1200

Fresh Facades on Central Avenue



El Sabroso Restaurant
414 Central Ave.



Rita's Ice Cream Custard
443 Central Ave.

The CASID commends these businesses for their quality storefront design, compliance with city signage code, and commitment to improving the aesthetics of the Heights' main street.

For more information about signage regulations and recommendations for Central Avenue, visit www.JCHeights.com/business-signage.

www.JCHeights.com

Everything Jersey City Festival Sponsors Make It Happen!



U.S. Congressman Steven ROTHMAN, SENATOR Sandra B. CUNNINGHAM, SENATOR Nicholas J. SACCO, Assemblyman Vincent PRIETO, Assemblywoman Joan QUIGLEY, County Executive Thomas A. DEGISE, Freeholder Eliu RIVERA, Freeholder Anthony ROMANO, Freeholder Jeffrey DUBLIN, Freeholder William O'DEA, Mayor Jerramiah HEALY, Councilman Bill GAUGHAN, Civic Leader Jim CARROLL

Visitors enjoying the free entertainment at the Everything Jersey City Festival may not realize it, but the bill for all the necessary equipment, performers, marketing and staffing for the event adds up to over \$100,000. While the Central Avenue SID, the City of Jersey City and Hudson County provide significant seed money and in-kind services for the event, sponsors from Jersey City's business and civic communities have enthusiastically stepped forward to make the event a success.

"Given the current economic situation, we are particularly honored to receive ongoing and new support from so many local businesses, leaders and institutions for this year's festival," said CASID treasurer Sanford Fishman. "We truly appreciate our sponsors' involvement and view it as a testament to the festival's success and our ability to offer sponsors significant promotional value in addition to the goodwill created by their support."

"I strongly encourage everyone who enjoys the Everything Jersey City Festival to thank our outstanding sponsors by giving them your business and support," said CASID President and festival chair Michael Yun. "Without their involvement, we could never put on a festival of this scale."

The Everything Jersey City Festival is organized by the Central Avenue Special Improvement District Management Corp. (CASID) in partnership with Mayor Jerramiah T. Healy, the City of Jersey City Municipal Council and Division of Cultural Affairs, the Jersey City Urban Enterprise Zone Program, Hudson County Executive Thomas

DeGise, the Hudson County Board of Chosen Freeholders and Director Bill LaRosa and the Hudson County Office of Cultural Affairs and Tourism. Individual sponsors include Congressman Steve Rothman, State Senator Sandra B. Cunningham, State Senator Nicholas Sacco, Assemblyman Vincent Prieto, Assemblywoman Joan Quigley, Freeholder Jeff Dublin, Freeholder William O'Dea, Freeholder Eliu Rivera, Freeholder Anthony Romano, Councilman Bill Gaughan, and civic leader James Carroll. Additional sponsors include Baines Family Dental (386 Central Avenue), Cambio Newspaper, Central Avenue Liquors (210 Central Avenue), Christ Hospital, Coach USA, El Sabroso Restaurant (414 Central Avenue), Eye Contact Vision Center (368 Central Avenue), Hauptman Floor Covering (307 Central Avenue), Hudson County Community College, Jersey City Parking Authority, Jersey Journal, Jon-Roc Music (255 Central Avenue), Liberty Academy Charter School, LibertyHealth, Milrose Consultants Inc., New Jersey Transit, Oritani Bank (348 Central Avenue), Panepinto Properties, Port Authority of NY and NJ, PSE&G, Renato's Pizza Masters (278 Central Avenue), Richard Seltzer, Esq. (436 Central Avenue), State Farm Insurance (505 Central Avenue), Stop & Shop Supermarket (232 Central Avenue), Susan Newman Design Inc., The American Flag Company, The E-Spot (445 Central Avenue), The Hudson Reporter, The Lincoln Inn (13 Lincoln Street), Uniq Pets (457 Central Avenue), United Water, and United Way of Hudson County.

Businesses and individuals interested in sponsoring future Everything Jersey City Festivals are encouraged to contact the CASID office at (201) 656-1366.