

HEIGHTS NEWS

THANK YOU

For Joining in the 2nd Annual "Everything Jersey City Festival" on Central Avenue



Judy Torres, "Queen of Freestyle"

The second annual Everything Jersey City Festival was a huge hit in Jersey City. The festival area, which expanded in size to ten blocks compared to last years seven, swelled to crowds of an estimated 15,000 attendees.

With 4 stages spread throughout the event area offering acts from headliner, Judy Torres, "Queen of Freestyle", to Muny Haddad's Elvis impersonation, to a Shakespeare performance the festival had a wide variety of entertainment. For the younger crowd, the festival provided six child friendly areas: a petting zoo, an enormous rock wall, an obstacle course, a moonwalk, a super slide, and a puppet show.

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Officials Work with the Community to Save Bus No. 10/ 99s

On June 1, Coach USA Red & Tan of Hudson County cut service in half along its No. 10/ 99s bus route. Jersey City residents, business owners, students, seniors, commuters, and visitors cried out for help with an online campaign that produced nearly 275 emails to the bus company and elected officials. Those voices were heard.

On July 9th, a meeting was held at the CASID office to discuss the bus line's future. In attendance were Assemblyman Vincent Prieto (representing the 32nd Legislative District Senator Nick Sacco and Assemblywoman Joan Quigley), Councilman Bill Gaughan, Mayor's Aide David Donnelly, Deputy Jersey City Police Chief Peter Nalbach, Hudson County TMA Program Manager Jay DiDomenico, and representatives from Coach USA and CASID. The meeting produced both short and long term plans to reverse the downward trend the line has taken in recent weeks.

The No. 10/ 99s bus connects Bayonne, Jersey City (Kennedy Blvd, Journal Square, and the Central Avenue Business District) with the New York City Port Authority Bus Terminal. Given it connects these major destinations, one can easily argue that expanding service on this line will go a long way in improving the infrastructure of public transportation, furthering economic development, increasing property value, and enhancing the quality of life for local residents in Hudson County. Coach USA is the only authorized private operator dedicated to servicing this route including the Central Avenue main street in the Heights section of Jersey City twenty four (24) hours a day, seven (7) days a week. However, this bus line is slowly being destroyed by rogue jitney buses that are illegally overlapping the route. Given that six (6) other private Jersey City bus lines (231, 3, 5, 11, 16, and 99) have disappeared

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Barclays 2009: A "Hole in One" for Jersey City

You do not have to cross rivers, sit on crowded trains, or drive busy parkways this summer to watch excellent golf. This August Jersey City is hosting the prestigious Barclays Golf Tournament at Liberty State Park. The PGA playoffs, previously held at the Westchester Country club since 1967, will bring international attention to Jersey City. With golf superstars like Vijay Singh, Phil Mickelson, and Sergio Garcia, this tournament is sure to bring crowds to Jersey City. Visitors are welcomed to explore the diverse and eclectic restaurants and storefronts offered by the various Jersey City neighborhoods..

The tournament is not only fun to watch, but it provides support for New Jersey and New York charities through the "Tickets Fore Charity" program. Barclays created this charitable program to aid 501c3 organizations. The Heights is ready to embrace the Barclays 2009 tournament and the spectators who support it. For more information on the event visit the CASID website.



The new Liberty National in Jersey City, New Jersey

**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:

First we would like to thank everyone who participated in and enjoyed the Everything Jersey City Festival. It was a fun filled successful event and we could not have done it without you. The first inaugural "One Day Sale" and the "Taste of the Heights" programs were well received.

With the momentum of the festival propelling us into the summer months, the CASID office is introducing a much smaller but still exciting fall event. The Everything Jersey City Bandstand: A Statewide Music Contest will be a family fun event that will have people dancing and grooving on Central Avenue. There will be a wide variety of music, prizes for the top three winners, wonderful food provided by restaurants from the Avenue, and carnival games for all to enjoy. This inaugural fall event is already creating a buzz. Check the CASID website often for more information and the latest updates.

In regards to the 10/99s, the Heights is in jeopardy of losing its only bus service along Central Avenue. The CASID office is working with Coach USA and elected officials to find a long term solution to this very critical issue for the Heights community. In June, CASID organized a successful online email campaign seeking assistance from Coach USA and elected officials. We would like to thank everyone for lending their voice to this critical issue and those who responded.

The Urban Enterprise Zone (U.E.Z.) has some exciting changes taking place this summer that will greatly benefit and encourage our small businesses to join the program. The CASID will be reaching out to those businesses in the following weeks with detailed information. The

U.E.Z. program continues to create incentives for businesses that stimulates growth and job creation. The City of Jersey City and CASID encourage all eligible businesses within the zones (such as the Central Avenue business district) to register for the remarkable U.E.Z. programs. Contact the CASID office for further information at (201) 656-1366 or visit our website.

As many of you already know Director Brittany Hopkins has moved back to her home town in Maine and will be greatly missed in Jersey City. CASID wishes her well in her endeavors. In nearly two years of service she established herself in many ways. Hopkins was an integral component in the creation of the "Everything Jersey City Festival." She will always have friends in Jersey City and we welcome her to visit often.

Hopkins announced her departure two months before this year's festival giving just enough time to help find and train her replacement, Lauren Neaman. The CASID would like to introduce Director Neaman who is now ready to take on her new role.

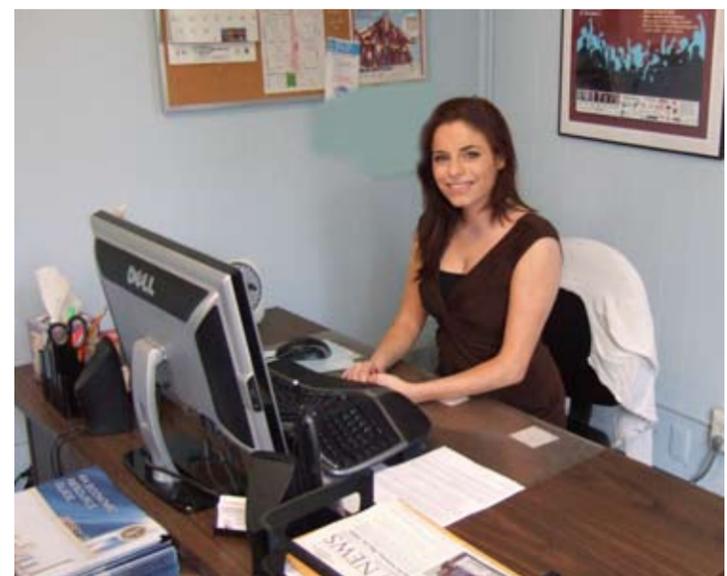
In closing, we wish everyone an enjoyable and safe summer!

Sincerely,

President Michael Yun & Board of Trustees

New CASID Director Lauren Neaman

There is a new face at the CASID office. Lauren Neaman has assumed the role of CASID Director as well as Editor in Chief of Heights News. "Lauren has great potential to push the Jersey City Heights forward. CASID is lucky to have found such a motivated individual," says President, Michael Yun. Lauren attended Gettysburg College where she graduated with a bachelor's degree in Political Science and later attended Seton Hall University School of Law. Following her passion to get involved with not-for-profit organizations, she has dedicated herself to marketing the Heights as an outstanding place to live, work, dine and shop. You can contact her by email at: LN@jcheights.com.



Central Avenue “Streetscapes” Beautification Art Project: Now Online!



L TO R: President, Michael Yun; City Councilman, Peter Brennan; Artist, GJ Lee; Councilman, Bill Gaughan; Deputy Mayor, Kabili Tayari; Director, Lauren Neaman

CASID invites residents and visitors to take a stroll down Central Avenue and experience the growing outdoor art gallery. Local artists were commissioned to transform seven traffic boxes along the Avenue into works of public art for residents, visitors, and shoppers to enjoy. This project not only beautifies the Central Avenue streetscape, but also provides a unique feature to the neighborhood. For more information on traffic boxes and on other future art projects check out www.JCHeights.com. CASID continues to work with the artist community to bring more public art to the Heights and enhance Central Avenue's public outdoor gallery.



Patterns: by Artist Sergio Sandino
Located on Central Ave & Congress St.

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The 10/ 99s Bus Route

since 2006, the possibility of losing the No. 10/ 99s is very real. Having no set bus schedule of their own to follow, these rogue jitneys have been seen mimicking the No. 10/ 99s schedule during peak (rush) hours and are very rarely seen during the rest of the day. Coincidentally, they arrive five minutes before to pick up commuters waiting at the stops leaving scraps for the No. 10/ 99s. As a result of this undermining tactic, Coach USA has had to internally cut costs to compensate for the loss of ridership by drastically reducing service to only once per hour instead of the previous thirty minute intervals.

The U.S. Department of Transportation has a public process in place which regulates private bus/ jitney companies but some jitney operators have found a loop hole while others choose to test both the US DOT and municipality's law enforcement ability. While researching this matter, a database of all US DOT authorized buses in Hudson County, much less Jersey City, was not readily available. This gap of information between the US DOT and local authorities raised many questions and concerns as to which private carriers are licensed in Hudson County, how are those efforts coordinated, and how can licensing regulations be efficiently enforced.

Deputy Chief Nalbach and the Jersey City Police Department have agreed to further investigate this matter by identifying questionable bus operators on the road and enforcing the law on any bus company operating illegally or who compromise public safety. In regards to a long term solution, Senator Nick Sacco, Assemblyman Prieto and Councilman Gaughan are working with Hudson County TMA to create both state and municipal legislation that will bridge the gap between local authorities and US DOT. The spirit of the legislation is to better coordinate the efforts of private bus companies within the county and municipally.

Simultaneously, Coach USA has agreed to gradually rebuild the line. Beginning July 13, the No. 10/ 99s will run an extra two buses (7:00am and 8:15am) during weekday mornings starting at the intersection of Central and Hoboken Avenue

towards the New York Port Authority Bus Terminal. Being that the additional service is a shorter ride; commuters can expect these buses to be consistently on time and as reliable as possible. “As ridership increases, we will then be able to increase service,” said Jim Rutherford, General Manger.

The fare to and from NYC PABT is \$4.00 each way on the No. 10/ 99s. Red & Tan of Hudson County is offering a promotional fare between Central Avenue and New York City for \$2.75 each way via tickets. You can purchase tickets from Goehrig's Bakery (475 Central Ave), Garden State News (366 Central Ave), or at Mendez Agency (263 Central Ave). Promotional tickets apply only to destinations north of Journal Square. A ride from Central Avenue to PABT is approximately 15 to 20 minutes.

“We wish to thank all who participated with the online email campaign and those who responded,” says Michael Yun, President of the CASID. “By working together we can put transit service such as the No. 10/ 99s back on track. This service is vital to both the neighborhood and business communities in Jersey City.” A follow up meeting will be held in early September.



L to R: F. Sharp, Coach USA; J. DiDomenico, TMA Program Manager; D. Donnelly, Mayor's Aid; P. Nalbach, Deputy Chief of Police; D. Diaz, District Manager of CASID; V. Prieto, Assemblyman; W. Gaughan, Councilman; M. Yun CASID President

The 2nd Annual Everything Jersey City Festival

Saturday, May 16, 2009



Photo Credit: InfiniteRob.com



Photo Credit: InfiniteRob.com



Photo Credit: Alton O Neil



Photo Credit: MJED



Photo Credit: M Avalos



Photo Credit: InfiniteRob.com



Photo Credit: R. Yun

Want to see more festival photos? There are 200 pictures from the festival on CASID's facebook page!

Celebrating Pride, Harmony, and Family Fun!



Photo Credit: MJED



Photo Credit: MJED



Photo Credit: Tony Knight Light Events



Photo Credit: Rafael Torres



Photo Credit: InfiniteRob.com



Muny Haddad as Elvis

Photo Credit: Tony Knight Light Events

Business Spotlight: Dental Office of Dr. Discepola & Weil



The office is located at 281 Central Avenue

Ph: (201) 659-0295

Hours of Operation:

Monday: 9:30am- 7:00pm

Tuesday 10:00am- 5:00pm

Wednesday 9:30am - 6:00pm

Thursday: 9:30 am - 6:00pm

Friday: 8:00am-1:00pm

Saturday 8:00am- 3:00pm

expertise of fifty years and a friendly smile.

Dr. Discepola started on Central Avenue in 1976. His first office was located on Central Avenue and Griffith Street. "I wanted to help people, that is why I became a dentist" said Dr. Discepola. His faithful patients are a testament to the quality of care and concern he gives to each person that sits in his chair.

Dr. Discepola and Dr. Weil offer a wide assortment of services from teeth cleaning, to extractions, to root canals, and

teeth whitening. Almost all services are performed in house. The office offers same day appointments as well as emergency appointments.

With their combined years of experience and knowledge of the latest breakthroughs in cosmetic dentistry this dental duo stays on the forefront of the industry while having the skill and know-how which can only come from years of practice. "Doctor Weil has the temperament to cater to the younger clients, but we take patients of all ages" said Dr. Discepola. Both doctors invite the young and old to "experience relatively painless dentistry" at the office and remember, they "cater to cowards".



L to R: Dr. Weil, Dr. Discepola

Artist Community Reenergizes Heights: New Storefront Program is "Pro- Art"

CASID is partnering with Jersey City Pro Arts to bring the Pro Arts Contemporary Art Spaces (PACAS) to Central Avenue. Pro Arts is a non profit organization whose mission is to have Jersey City emerge as a forefront of art and culture.

The goal of PACAS is to take empty storefronts and create art galleries for the public to enjoy. This program brings together culture, community, and education.

Currently Pro Arts is looking for 1st floor vacant storefronts to transform into artist exhibitions. Jersey City Pro Arts administers and organizes each gallery and has accounted for insurance concerns. For more information visit www.proartsjerseycity.org or contact Rebecca Feranec at (201) 736.7057.

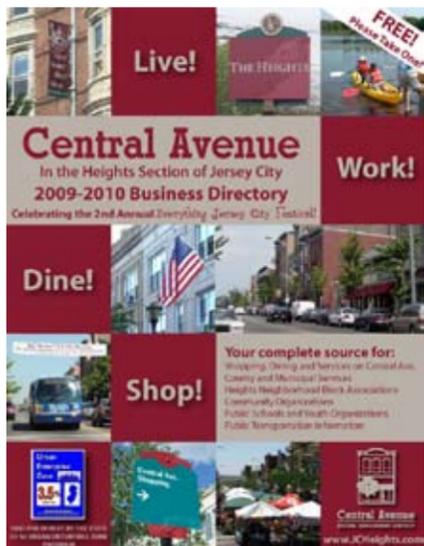


JC Pro Arts Gallery

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The Everything Jersey City Festival

It was not all about the entertainment at this year's festival. The event had more participation from the local business community than last year. Visitors were enticed to shop during the festival as 24 businesses took part in the first annual "One Day Sale" where merchants were offering between 10 to 60 percent off select merchandise. Additionally, 36 Central Avenue businesses took part in sidewalk sales attracting many bargain hunters. This year kicked off the first annual "Taste of the Heights" program. Ten thousand "Taste of the Heights" gift certificates were distributed giving festivalgoers a yummy reason to return to the Avenue during the summer months. CASID produced a new business directory for Central Avenue, handing out approximately 10,000 during the festivities.



The Everything Jersey City Committee would like to thank everyone involved with the planning and coordinating of the Everything Jersey City Festival. If not for the

divine efforts of our sponsors, the City of Jersey City, Hudson County government, our very talented performers, along with volunteers, and local artist groups, this festival would not have achieved the success it did.

Central Avenue Remembers: Howard Sklower

Central Avenue has a long and rich history. What makes the Avenue such a vibrant and special place are the people who create the hustle and bustle each day. When discussing the latter half of the 20th Century one name that must be mentioned is Howard Sklower. Howard and his wife Carry owned Kanter's Ladies Wear previously located at 346 Central Avenue by the Lincoln Street intersection. Howard was in business there from 1955 to 1986. He and Carry settled with their two children, Susan and Jay, in the Heights neighborhood and enjoyed living in Jersey City for many years.

"We had a lot of great times and friends on Central Avenue," recalls Carry. She mentioned how fond she and Howard were of the merchants' dinners which were held annually. "It was always done very nicely," she said. Carry still pictures Howard "walking up and down the Avenue checking in on everything and everyone."

Howard was an innovator in business. Being the president of the Merchant's Council, Howard had many interesting ideas and new ways to approach business on Central Avenue. His "wheel of savings" is just one of many business practices he implemented. "He lent a hand to many in the Heights community. He always tried to help anyway he could. He was great," said Darlene Sanchez, of Al Quick Quality Printers, in regards to the kind of a person Howard was.

"Howard had a great impact on the personal lives and business practices of many merchants on the Avenue," said CASID President Michael Yun, "He was very good at what he did." Howard left his mark on Central Avenue. He was a man who lived for his family and community. The Heights is a better place for all Howard did for it.

Howard passed away in January of this year at the age of 88. He was an inspiration to both the business and the Heights community at large. Jersey City is eternally grateful for his legacy and kind spirit which lives on in today's generation on Central Avenue.

WE'VE GOT YOU COVERED!
 Jersey City Medical Center accepts over 30 insurance plans, including:

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• AmeriGroup	• Health Care Payers Coalition of NJ	• NJ Manufacturers	• University Health Plans
• AmeriHealth	• Health Network America	• Oxford Health Plans	• USA Managed Care Organization
• Anthem Health Insurance Co. of NY	• Health Payers Organization, Ltd.	• PHCS - Private Healthcare Systems	• WellChoice (Empire Health Care)
• BeechStreet Corp. / MediChoice	• Healthfirst NJ	• PPO Next	
• CHN - Consumer Health Network	• Horizon Blue Cross Blue Shield of NJ		
• Cigna	• Horizon BCBS		
• Devon Health	• Horizon NJ Health		
• Family Choice	• Intergroup Services		
• First Health	• Magellan Health		
• Focus	• MagnaCare		

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Significant discounts apply for CASID members.

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STREET MAINTENANCE OPERATION

ASSISTING CENTRAL AVENUE MERCHANTS IN KEEPING A CLEAN AND PRESENTABLE MAIN STREET ENVIRONMENT IN THE JERSEY CITY HEIGHTS

The Central Ave Street Maintenance Operation (SMO) staff can be seen daily on the Avenue managing garbage issues, addressing eyesores, picking up litter, and serving as ambassadors for shoppers and business owners alike.

During the summer months there is an increase in pedestrians on the Avenue. The CASID Office would like to remind merchants to sweep your storefronts every morning, hold sidewalk sales only on the scheduled dates, and call the CASID office if something is of concern on the Avenue. Lets work together to keep our streetscape beautiful!



Above: Our trained SMO staffers are carefully pruning one of the 115 trees along Central Avenue to maintain a professional streetscape appearance.

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.

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
- Recycling Collection: (201) 435-1345

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

New Businesses and Fresh Facade on the Ave



Los Tres Chilitos Mexican Restaurant

456 Central Avenue
(201) 216.9699

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

Other New Businesses:

Good Time Pharmacy

324 Central Avenue
(201) 222-6655

Metro PCS

312 Central Avenue
(201) 778-7700

Maria's Hispanic American Restaurant

431 Central Avenue
(201) 963-4400

Afana Furniture

296 Central Avenue
(201) 792-0015

Are You A Fan of Central Avenue and the Jersey City Heights? Become One on Facebook!



Find Us on **Facebook**

The Central Avenue SID is now on facebook. As the Heights continues to grow, so does our online community. Come see who else in Jersey City is a fan of the Heights. By becoming a fan, you will be one of the first to know what is new on the Avenue as periodic updates are sent out containing event notices and community concerns.