

# EAST VILLAGE NEWS



THE NEWSLETTER OF THE EAST VILLAGE ASSOCIATION

December 2007

5th Edition

## East Village Association November Meeting

by Louise Kripal

2nd Saturday  
*Holiday Art Walk*  
See back page for details

On Wednesday, November 14th at 7:00 p.m., the East Village Association Meeting was held at Gallery Eleven Seven (located at 117 Linden Ave.). Present were speakers Rhey Lee, Legislative Deputy from the Office of Vice Mayor Bonnie Lowenthal, Councilmember, First District and Jemie Sae Koo, Communications and Field Deputy, Second District who gave a summary of Councilmember Lowenthal's monthly endeavors.

The main guest speakers of the night were two Management Team members from the California Repertory, Shera Rosenthal and Ana Rose O'Halloran. In Ms. Rosenthal's talk she informed those present that California Repertory Company (Cal Rep) is a professionally-modeled graduate training program and theatrical laboratory whose primary mission is to train theatre artists and teachers. The company works in partnership with California State University, Long Beach. She further explained that the requirement for retrofitting was the main reason behind Cal Rep's change of venue from the Edison building on Broadway to the current location at the National Guard Armory at 854 E. 7th St. (at the corner of 7th & Alamitos Ave.)

Here they have converted half of the gymnasium into a theater setting with approximately one hundred and thirty seats. She further described the make-up of the present audience to be, in addition to the general public, mostly made up of this semester's 1100 students (18-25 year olds).

Ms. Rosenthal and Ms. O'Halloran concluded their presentation by inviting everyone to attend the current production of "TANGO" written by Slawomir Mrozek and directed by international guest artist Eberhard Kohler. It runs



*Pictured above are Shera Rosenthal and Ana Rose O'Halloran of the California Repertory Theatre of Long Beach State University.*

from November 29th through December 15th. There is parking available at The Talbert Medical Center on the corner of 5th and Alamitos, as well limited parking on the street.

**Other Information (taken from web site):** Tickets range from \$20 for general admission to \$17 for students with I.D., \$15 for military and seniors 55 and up, and \$12 for preview performances. Subscriptions (4 plays for \$65) are also available.

You can view their web site at: [www.calrep.org](http://www.calrep.org)

Or call: (562) 985-5526 for more information.

***The East Village Association will be taking a vacation for the holidays so there will be no meeting in December.***

## 2nd City Council Art Gallery + Performance Space

The exhibition/event honoring and highlighting the work of Long Beach artists is finally here! The exhibition will run from Dec. 1, 2007 through Jan. 10, 2008. The artists' reception with a live performance by "Makena" will take place on Saturday, Dec. 8th from 7 to 9 p.m. CDs will be on sale. Wille's Trapezoid (front of gallery) will feature Long Beach's artistic past through historic photographs and postcards.

435 Alamitos Avenue, Long Beach, CA 90802

(562) 901-0997 • [www.2ndcitycouncil.org](http://www.2ndcitycouncil.org)

Open Wed - Sun Noon - 5 p.m.

## A Holiday Party! Celebrate Frida, Dec. 16

by Karen LaMantia

On Sunday, December 16th. Drop in to Gallery Eleven Seven at 117 Linden from 2-6pm to partake in a fundraiser for Mexico Flood Relief Efforts. Donations of money will be accepted.

Besides Frida Inspired Jewelry and a Fashion Show, an informative lecture about Frida Kahlo, her life and times will be presented. 50% of sales will go to flood relief. In addition there will be food, music and holiday fun. Be there!

Also, every Wednesday at Gallery Eleven Seven from 6-8pm there will be a "Healing Stone of the Week" class

Call for more information call Josephine - 562 999-6711.

# Primes American Kitchen and Lounge

by Louise Kripal



Above seated at their new restaurant in the East Village are owner Masoud Majdi and his executive chef Thomas Bader.

Congratulations are in order! Congratulations to who? you may ask. Well, if you are like us, waiting impatiently for the old Colonial Buffet (located at First and Elm) to reopen; then congratulations are in order to both the new restaurant owner Masoud Majdi, his 55-60 employees and to us, the fortunate customers. And are you in for a surprise? YES! Because the restaurant, now named Primes, opened in early November. It now includes a brand new open kitchen with state-of-the-art equipment under the supervision of European trained executive chef Thomas Bader who has over two decades of professional experience. And what a God send! They not only have a full bakery (to my knowledge there is no full bakery anywhere near the East Village) and a fantastic one at that; they also have a bistro as well as fine dining. Daily, Swiss baker-Alphonso, bakes numerous types of bread including: French baguettes in two sizes, walnut & onion, olive and herb. And their pastries are not to be missed.

On the day we ventured into PRIMES, they had only been open a week and were starting out with what they

called a "soft opening." This meant that only bistro food (salads, sandwiches, soup, pizzas and bakery items) were available. Well, if that was a "soft opening" then I say: "Hold on to your hats for the hard opening."

During our visit we both ordered sandwiches which came on the most fresh and flavorful bread you've ever tasted. Sandwiches come with a choice of either French fries or a salad. We both opted for salad which we found to our pleasure, to be a true green salad. No dull iceberg here, rather the salad was made up of four types of real green lettuce including: butter leaf, red leaf and radicchio. Our choice of sandwiches were, beef for Steve and a grilled vegetable for me. No regrets here either, as both were delicious and came with scrumptious dressing. Dessert? Even though I was beyond full; I couldn't pass up the bakery case without sampling something. So we split a cream-filled carrot cookie. A bit soft, so soft that it crumbled as we bit into it, yet so tasty that we raced each other to devour every morsel. I can hardly wait to get back there and try their cream puffs and cheesecake.

PRIMES should be into full operation by the time this issue hits the streets. By then both the bistro and fine dining will be in full use. Other features include or will shortly: a full bar, banquet/reception room facilities, a Happy Hour, wine tasting and dining on the patio. Their wines include reasonably priced local, domestics as well as others.

Note: Before you leave Primes, don't forget to treat yourself to a look of artist Alan Pappleao's clever "primary colored" Art work exhibited on the Fine Dining room walls.

## **Primes American Kitchen & Lounge**

**355 E. First St.**

**Hours: Monday through Thursday 7 a.m. to 10 p.m.**

**Friday and Saturday 7 a.m. to 11 p. m.**

**Sunday Brunch 10 a.m. to 2 p.m. Closes at 10 p.m.**

**Call to verify times (562) 432-9000**

# Flowers by Vickie

by Louise Kripal

Flowers By Vickie, a third generation florist, located at 1st and Linden in the East Village is almost an icon around here. For over 70 years Esther Ross's father, Bud Benny, the pioneer florist of Long Beach, was a florist. He opened his first shop, B. & B. Florist. on 4th and Atlantic Ave.; and eventually moved to the present location in 1952. In 1972 Esther Ross took over Flowers by Vickie after her sister Vickie, then the owner, passed away.

Ester Joined forces with Robb Gerkin as co-partners in ownership. Together they not only provide flowers to the community; they serve the community with their continuous civic-mindedness. Examples of their Community Spirit is evidenced by their membership commitment to the following groups: Downtown Long Beach Associates, Chamber of Commerce, Soroptimist Club, Long Beach Symphony, Convention & Visitors



Bureau, as well as being Founding Members of The Boys and Girls Club of Long Beach. They are also connected with Women's International and have served as the Official Florist of Long Beach Grand Prix for three years.

If you haven't been down to Flowers by Vickie yet, now is the time to get over there. Their "Winter Wonderland" window and shop display is gorgeous and not to be missed!

**442 E. 1st Street, Long Beach, CA**

**Mon. through Fri. 8 to 5:30, Sat. 8 to 3 p.m., Sun - Closed**

**[www.flowersbyvickie.com](http://www.flowersbyvickie.com)**

**(562) 437-0525 (800) 248-1360 Toll free.**

# Lyons Art Supply and Frame Shop

by Louise Kripal

Anyone who has lived in Long Beach for long, especially artists, are at least familiar with Lyons Art Supply on 4th and Linden. Us old timers even remember when Bill Lyons and his wife Frances took on the ownership of Lyons after buying Saylor's Art Store out of bankruptcy in 1990.

What most of us don't know is the fact that Frances and her sister Kiyo are natives of Long Beach, both being born at the long gone Seaside Hospital. What is even more fascinating is the fact that prior to purchasing Lyons, none of the Lyon's family had a background in art sales. On the contrary, Bill, Frances' husband, is now deceased, background was in the field of Environmental Testing. Frances had been a librarian at Long Beach Memorial Hospital for 35 years, her sister Kiyo Fujimoto, an Accountant with the P.T.A. and her husband Sumi, a Research Chemist.

Frances Lyon told me in the interview, that for years they didn't know if they would make it. Fortunately they were able to retain a few of Saylor's trustworthy employees and with their help, and that of their suppliers, they were able to overcome their inherited reputation and many presented hardships. One such hurdle being - starting out with the costs of an unforeseen earthquake retrofit that mounted to a whopping \$90,000.

Eventually Lyons was able to develop a sizable customer base which today has extended to include: 13 colleges, professors, architects and local artists. Lyons offers discounts year around as well as holds an Annual Sale each October. Lyons Art Supply and Frame Shop is soon to



*Frances and her sister Kiyo standing in the back of Lyons Art Supply where they have worked since they bought the business in 1990.*

undergo a welcome change of a total remodel inside and out. Yet some things will always remain the same; and that is the Lyon's dedication to serve, their love of community and their on going sense of caring.

Stop by today, start your holiday shopping. There are hundreds of discounts items now on sale.

And don't forget to pick up your free calendar flyer!

## Lyons Art Supply and Frame Shop

420 E. 4th St. (562) 435-5383

[www.LYONART.COM](http://www.LYONART.COM)

Hours: Monday through Friday, 9 A.M. To 7:30 P.M.

Sat. 9 A.M. to 5 P.M. Closed-Sunday.

Accepts most major credit cards.

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# Zephyr Vegetarian Café

by Louise Kripal

Zephyr Café opened its doors in July 2005. Owner Breck Dockstader (previous manager at Arrowbear Music Camp) and his eight employees work hard to serve their customers the best vegetarian, vegan and primarily organic food selections. A sample of items include: An array of salads, sandwiches, burgers, vegetable bowls, sushi and soup. Desserts, beer, wine and Spirits are also available. Zephyr provides added ambience via acoustical entertainment and walls adorned with art work by local artists.

Breck and his staff feel that community is important and therefore they have held community potlucks on occasion.

Stop by Zephyr soon and enjoy a truly healthy experience. Note! Also available FREE at Zephyr are: numerous community newspapers, health-related material and event flyers.



*Above Zephyr Vegetarian Restaurant owner Breck Dockstader*

## Zephyr Vegetarian Café

340 East 4th St. (562) 435-7113

Hours: Tues. through Sat. 11 a.m. to 8 p.m.

Sunday 11 a.m. to 4 p.m. Closed Mondays.

On 2nd Saturdays they sometimes stay open until 12 midnight (Note: The kitchen still closes at 8 p.m.)

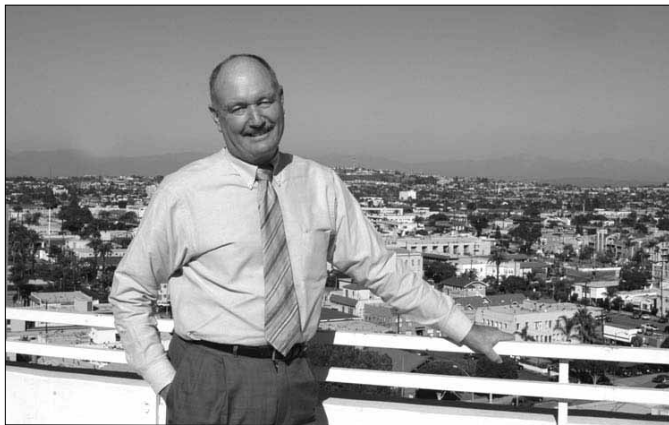
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Let The East Village News know about your new or existing East Village business. Send details to Steven Stein at [sssteevvee@aol.com](mailto:sssteevvee@aol.com) or call Louise Kripal to set up an interview at: (562) 491-5677. Please mention "Newsletter" in your e-mail subject heading.



# Casey Carver *Volunterism at its best!*

by Louise Kripal



Casey Carver (pictured above), standing over Long Beach, the City he loves.

Casey Carver was born in St. Louis, Missouri, and raised in the Lakewood/Long Beach area since age three. One thing is for sure, Casey has never led a dull life. After graduating from L.B.C.C. he joined the Army (and Army Reserve) where he served in the military police and worked in public affairs for over twenty-three years. During those years he served in Germany as a military police investigator and German interpreter. He traveled to thirty countries and learned to speak several languages including fluent German and some Spanish and French. He retired from the Army Reserve as an Army Captain in 1995. During that time, he worked for the Long Beach Police Department as a jail supervisor and taught at the Long Beach Police Academy for 20 years. After retiring from the police department in 2000, he worked for six years in the Mental Health field as a Community Outreach Coordinator for "The Village." There he trained people to work and managed the building facility.

Casey was the chairman of the Anaheim Street International Festival held at MacArthur Park in Long Beach

for two years. The festival's theme being: To bring the diverse people of Long Beach together. Casey's Artistic background includes: from painting storefront windows for Christmas, portrait and landscape painting, to photography and pottery. He even taught pottery on a military base in Kaiserslautern, Germany. Casey has also served as a military and police advisor to Hollywood and has acted in over 30 films and T.V. series productions. He was a personal advisor to "Grey's Anatomy" star, Patrick Dempsey for a prison film that he did years ago.

**Casey and The East Village:** Casey's involvement with the East Village had its beginning when he was 17 years old with attending his high school prom in the Lafayette Ballroom at First and Linden. Casey also has fond memories of visiting the Pike and shopping on Pine Avenue. He remembers going to the beach and even visiting the Jergens Tunnel in his swimsuit. For two years, from 2003 through 2005, Casey served as East Village Association President; where he helped to support the Art Walk. Casey was pivotal in helping The East Village secure several grants including: grants for painting electrical switch boxes, a bicycle rack grant, and two separate grants for tree planting. He also wrote the grant for the sculpture in front of the Armory on 7th Street. In addition Casey also worked with Pat Paris and Phil Appleby to secure a Façade Improvement Grant for First Street & Linden.

Although Casey is currently working for Platt Security in a North Long Beach Housing Project; he still keeps involved as much he can in the East Village.

In closing, I'd like to say that I first met Casey while being involved in the East Village Halloween Event and that I found him to be (and still do) a true dynamo! Casey has never failed to serve as an example to all, that getting involved can and does, pay off in big ways. One only has to take a look around the Village to see evidence of his hard-earned efforts.

Thanks Casey Carver! We are glad you are still around!

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## Don't Miss the Holiday Art Walk!

The next 2nd Saturday Art Walk

East Village Arts District

Linden Avenue between 1st. and Broadway

Saturday, December 8th

4 p.m. to 10 p.m.

Live Music, Carolers

Art Booths, Gallery Openings, Dining

Kids Art Activities - 3:00 to 5:30 p.m.

Holiday Shopping - Unique and Original Gifts!

Come to the Art Walk for some fun!

[www.myspace.com/artwalklbc](http://www.myspace.com/artwalklbc)

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## Art Walk Sponsors:

East Village Association (EVA)

Appleby Brokerage

Downs Properties

Gallery Eleven Seven

Hellada Gallery

Paul Dominguez

Cement Records

[theprimespot.com](http://theprimespot.com)

Carolers sponsored by the

Downtown Long Beach Associates (DLBA)

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