

esna EXTRA

A Not-for-Profit Corporation

The Bulletin of the East Sixties Neighborhood Association

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www.esna-nyc.net

[Summer 2010]

Win a trip to Capella Ixtapa or One of 7 Other Prizes!

The ESNA Raffle 2010 is getting under way! Here's your chance to win a trip to an exotic Mexican resort, airline tickets

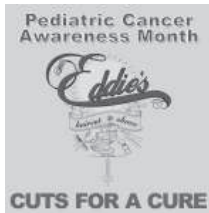


to anywhere in the U.S. and more! Each ticket is only \$1 and all proceeds benefit the community projects sponsored by the East Sixties Neighborhood Association. They include pruning our street trees, beautifying the tree

beds, keeping our sidewalks clean and litter-free and painting over graffiti and in general enhancing the quality of life throughout the neighborhood. To get your ESNA Raffle tickets, call us at 212 713-5826. Or e-mail your request to info@esna-nyc.net. As they say, you've got to be in it to win it!

Local Fund Raiser for Cancer Research

September is pediatric cancer awareness month and ESNA member **Eddie's Haircut and Shave** is joining with **Memorial Sloan Kettering Cancer Center**, also an



ESNA member, to help raise funds for cancer research. The event, "**Cuts for a Cure**", will be held on Sunday, September 19th from 10 am to 3 pm at the shop at 359 East 68th Street. All proceeds from hair cuts and grooming will be donated to

MSKCC to further pediatric cancer research.

Calls to ESNA Hotline Get Action

Earlier this summer, the ESNA Hotline - 212 713-5826 - received a number of calls from our neighbors about the state of the dead and dying trees and shrubbery at the MTA East Side Access (ESA) lot at 2nd Avenue and E. 63rd Street.

After calls to managers at ESA and folks at the MTA Capital Division, we are pleased to report that the dead trees will be replaced in October when the weather cools down. This is the

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"I think that I shall never see..."

Joyce Kilmer would be especially uncomfortable this season! Everyone knows summer 2010 has been a "scorcher" more days than we'd like to remember. Even the



established trees in the ESNA area reflect this. It is extremely important that all our trees, especially the 35 newly planted trees, receive water on a regular basis. A new street tree needs 15-20 gallons a week during its first two seasons to survive. When nature doesn't provide it, it's time for us to step up and help. Please volunteer to

water the trees near you and spread the word about the importance of a regular supply of water for all our trees during the growing season. The ESNA Beautification Committee has a long history of neighbors joining together to care for the trees in the East Sixties. ESNA distributes an excellent TreesNY brochure on street tree care written especially for building staff and management.

Consider joining the Beautification Committee, "adopting" a particular tree, and taking the NYC Citizen's Pruner Course to become a certified Citizen Pruner. Contact the ESNA Beautification Committee for copies of the brochure and information on ways to be involved with supporting the urban forest of over 700 street trees in the ESNA neighborhood. Our e-mail address is info@esna-nyc.net; our phone number is 212 713-5826. The Beautification Committee also tackles the problem of graffiti and other issues affecting the appearance of our community.

- Liz McCracken

Breaking News! In response to the Beautification Committee's outreach efforts with our neighbors, Manhattan Mini Storage is another ESNA member that is now partnering with us to provide much needed water to the street trees.

Contributors: Joan Fabio, Lee Kaye, Liz McCracken, Judy Schneider, Barry Schneider

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appropriate time for tree planting. The caretakers of the lot have also resumed their regular watering and cleaning schedule.

In addition, we can report there will now be a regular monthly cleaning schedule for the Transit Authority lot, the site of the ventilating tower, just east of the ESA lot.



The maintenance mix-up occurred when the lot was turned over to another division at MTA and then returned to ESA. During that time the lot was not taken care of resulting in the current condition. However, the MTA does realize how important

this location is to the community and they are going to rectify the existing conditions.

ESNA appreciates the MTA's prompt response, once they were notified of the situation by the Association.

Upcoming Events on the ESNA Calendar

Late October – date to be determined – ESNA co-sponsors, along with the Lenox Hill Neighborhood House, the 2010 Candidates' Forum, at the House at 331 East 70th Street. Watch for the ESNA postcard with the exact date and time.



Early-to-mid December – date to be determined – ESNA's Annual Holiday Carol Sing. We will be gathering at the TD Bank on the northeast corner of Third Avenue and E. 64th Street. There

we will raise our voices in song while accepting donations of toys and games for the youngsters at the NY-Presbyterian Ambulatory Pediatric Unit. In late November we'll be sending along a flyer with all the pertinent details.

ESNA Salutes This Rejoining Merchant Member

Tower Chemist, a full service pharmacy, **1219 1st Ave, bet. E. 66th & E. 67th**

Full service pharmacy. Compounding. Medications flavored for your child or pet. Free delivery locally. Toys. Cosmetics. Perfume. Candles. Mason Pearson. Caswell Massey. Crabtree & Evelyn. Medical Equipment. Wheel Chairs.

Mon-Fri 9:00am – 7:00pm Sat 10:00am – 5:00pm
212 628-1900 e-mail: towerchemist@gmail.com

10/10/10 - Adds Up to Bus Service Improvements Coming to the East Side

On October 10, 2010 the MTA and the city Department of Transportation will launch Bus Rapid Transit/Select Bus Service on 1st and 2nd Avenues. In effect replacing the M15 Limited, the new

service is designed to reduce travel time and improve reliability. The stops in the ESNA area are 67/68th Streets on both 1st and 2nd Avenue.



The passenger-friendly features in Phase 1 are: off-board fare collection, dedicated bus lanes and low-floor, three-door buses. In Phase 2, in 2012, transit signal priority and "bus bulbs" or sidewalk extensions at bus stops will be implemented. For more information about this innovative transportation solution, visit the website www.nyc.gov/brt

Membership Application

Name _____

Address _____ Apt. _____ Zip _____

Telephone: Day _____ Evening _____

MEMBERSHIP CATEGORY:

(Circle One)

Individual Coop/Condo Owner	\$25.00
Senior Coop/Condo Owner (65+)	\$20.00
Renter	\$15.00
Senior Renter (65+)	\$12.00
Townhouse Owner	\$50.00
Commercial/Business/Professional	\$50.00

Membership Dues Enclosed \$ _____

Contribution Enclosed \$ _____

ESNA's COMMITTEES
(Circle those you want to join.)

- Beautification & Sanitation
- City Services
- Communications
- Fund Development & Social Activities
- Government & Community Relations
- Mailing & Distribution • Membership



Mail your payment to:
ESNA, Inc.
1173A Second Avenue #110
New York, NY 10065