# **Civic Newsletter of the Park Slope Civic Council | www.parkslopeciviccouncil.org**

# **Your Business Here**

The Civic Council's annual forum looks at ways to support, connect, and inspire Park Slope's entrepreneurs.

plus ...

## Southern (Slope) History

A Call for Rezoning on Fourth Avenue

**Expanding the Historic District Northward** 

## Welcome to the New Civic News!

**Over the past few months**, those of you who are regular readers of Civic News have noted one big change: It's now published electronically. Sure, we've been posting *Civic* News on the Park Slope Civic Council's website as a downloadable PDF file for some time now, but distributing it in electronic format is something else. This move has made Civic News more topical, more immediate, and sometimes

Our two-wav communication should you're now reading marks yet be the catalyst for neighbors in the life of the community.

more controversial. The printed issue of *Civic News* another phase in the evolution of this longtime publication. We engaging our plan to issue it in printed form, in color, four times per year. The printed version will have the look and feel of a magazine and more in-depth content to match, both

words and images. The new format gives us the opportunity to feature more in-depth articles about all aspects of the community — what is going on in Park Slope and what went on in the past. And we'll have room for fun things, too. We encourage contributions from all. We will mail this to our members and subscribers as we always have,



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www.warrenlewis.com 123a Seventh Avenue • 718.638.6500 and now you will find Civic News at our local merchants as well, free of charge.

This is one part of our multifaceted approach to engaging our neighbors. Besides the electronic Civic News, we have begun to use social media (Twitter and Facebook) to get information out, and back, guickly.

We are looking for ways to use all the media available to us. So we don't want just to put out Civic News or tweets we also want to get articles and Facebook posts and tweets back. All well and good, you might say, but so what?

Our goal is not to create a gabfest. The point of this two-way communication is that it be the catalyst for engaging our neighbors in the life of the community. Don't wait for someone to knock on your door telling of a community board meeting, a Civic Council event, or a parade. Find out. Get involved. So much information is on the Internet, including the Civic Council's resources, and in our local newspapers. The Civic Council is a long-established, active, and effective advocate for our community. Young, old, new arrival, long-time resident, whatever your station in life, join us. If you don't have time to devote to one of our many initiatives, take part as your time allows, or let's have a cup of coffee and exchange views. But don't sit back. Our community changes every day, in plain sight. Help shape that change.

So whether you get the new *Civic News* in the mail, pick it up where you get your morning bagel, or read it online, let us know what you think and send us what you would like to see printed.

- Michael Cairl is the president of the Park Slope Civic Council. Send ideas and comments to civicnews@parkslopeciviccouncil.org, and register for e-mail updates on our website, www.parkslopeciviccouncil.org.

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## **Civic News**

## The newsletter of the

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Organized as the South Brooklyn Board of Trade in 1896, the Park Slope Civic Council is one of the oldest civic associations in Brooklyn. We identify and address quality-of-life issues important to the community; create and support projects geared to improving and protecting the neighborhood; and assist local nonprofit organizations that benefit those living and working in Park Slope. Our many ongoing programs include the Halloween Parade, the Civic Sweeps, community forums, and a holiday toy drive. Our annual House Tour raises thousands of dollars for neighborhood initiatives. All are welcome to join. To learn more about us, go to **www.parkslopeciviccouncil.org**.

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We welcome submissions. Articles, images, and suggestions submitted become the property of the Park Slope Civic Council upon acceptance for publication. Send unsolicited materials and photos to Editor, Civic News, 729 Carroll St., Brooklyn, NY 11215; or civicnews@parkslopeciviccouncil.org. Tel.: 718.832.8227.



## Your Business Here, in Park Slope

Behind store windows and computer screens in our neighborhood are many people working hard to make their businesses a success. But what's the best way to reach that goal? This year, the Park Slope Civic Council's annual community forum hopes to help answer that question.

## **Southern History**

Hundreds of structures in the South Slope will soon be protected from demolition or inappropriate alterations, a move long sought by the community. So what makes these buildings so special?



page 6

page 2

page 8

page 4

### Comment

**Welcome to the New** *Civic News*! The printed issue of *Civic News* you're now reading marks yet another phase in the evolution of this longtime publication.

## **Civic Council updates**

**Pushing for Northern Expansion** Building on the successful start to a larger historic district, a Civic Council committee's work is now entering its next phase — in the North Slope.

**Council Calls for Rezoning and Participating on Fourth Avenue** The Civic Council has asked that current zoning on Fourth be changed; a new group is launched; and a longtime goal is within reach.

Livable Streets Committee: Speed Cameras, Car Services, Sweeping Kits

### Calendar

page 11

Thanks to our supersponsor for supporting the Park Slope Civic Council:



## Become a member of the Civic Council and help your community!

Turn to page 12 or visit us at www.parkslopeciviccouncil.org/joinus

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## **Contents**



# Your Business, Here in Park Slope

**Take a look** at the storefronts in Park Slope. For a while, as the national economic downturn hit our neighborhood, FOR RENT and FOR LEASE signs seemed to be replacing many favorite spots — both old and new — every week. Now, slowly but surely, many of those signs are coming down, and new stores and restaurants are becoming part of our local economy.

Next, peek into almost any coffee bar along those same streets. Many are packed with people busy at their laptops, working on freelance projects, their own websites and blogs, or other endeavors.

Every person behind those store windows and computer screens is working hard to be a success. But what's the best way to reach that goal?

This year, the Park Slope Civic Council's annual community forum hopes to help answer that question. "Growing a Business in Park Slope: Connecting, Supporting, and Inspiring Our Local Entrepreneurs" will take place Thursday, March 3, 7 p.m. sharp, at the Montauk Club, 25 Eighth Ave. at Lincoln Place. (Seating is limited at this free event, so be sure to register at www.parkslopeciviccouncil.org/ growing-business.)

"I hope that this event is first and foremost educational," said Melinda Morris, Civic Council trustee, a chief organizer of the forum, and owner of Lion in the Sun on Seventh Avenue. "Small-business owners are so often isolated in the intensity of our own business world. I believe we can always learn from each other's experiences in a positive way."

More than 15 presenters from in and around Park Slope are scheduled to appear at the forum, which is being cosponsored by the Park Slope Chamber of Commerce, the Park Slope Fifth Avenue Business Improvement District, and Warren Lewis Realty.

Randy Peers, host of *Sector B: The Business of Brooklyn* on Brooklyn Independent Television, will moderate the forum. He is also executive director of the nonprofit group Opportunities for a Better Tomorrow.

"Now is an important time to talk about small businesses and how we can come together and support them," Peers said. For example, since the downturn began, "small businesses have been having a hard time getting access to working capital. We're fortunate, in New York City, that we can find alternate sources for that capital." Nancy Carin, executive director of the Business Outreach Center Network, agreed. "It takes a lot more effort to identify potential sources when many banks have disinvested in small business. That's changing all the time, however, and sources are available." Carin will be one of the discussion leaders on "The Nuts and Bolts of Business."

Her organization helps small businesses at all stages of development — including access to incentive programs, information, and legal services — and has an affiliate microloan fund. "Financing goes hand in hand with understanding what aspects of a business are generating operating profits," she added. "You have to use that information to make good decisions and then become sustainable and profitable."

Another important issue for local business is engagement with the community. "Here in Brooklyn," said Peers, "we are seeing many small businesses become more responsive to the local marketplace, particularly as lots of people seek to shop locally more often."

"Small businesses must bridge the gap between you and the customers," said Mark Caserta, president of M2C Consulting, which works with nonprofits, and Main Street Complete, which develops web-design solutions. Caserta



trains businesses how to best use social media, whether that means Twitter, Facebook, and other options he'll discuss at the forum. Such tools should be used not just to broadcast information to the consumer but also to have conversations back and forth and to build a following for a store or service.

That type of engagement, said Dylan Goelz of Roadify, may seem formidable at first, but it's necessary to succeed. As manager of public outreach for the 14-month-old parking and transit information system, he's used various forms of social media to publicize the company and to offer fast

#### **Cover story**

customer service. He's also employed "community tactics" — getting the Roadify name in the public eye by actively participating in neighborhood events. "It's good to get our name out there," he told *Civic News* in October, "but the way I like to think about it is it's what we stand for."

"Our motto has become 'never pass up a meeting," Goelz added. "You'll never regret going, and you'll find something useful to offer your business."

Owners of bricks-and-mortar stores sometimes find it difficult to figure out what social media's two-way communication means and how much time may be needed to get it right, Caserta noted. "Freelancers may have it easier, since they can have multiple Twitter accounts open, for instance, as they do other work on their computers."

Freelancing has become a better option for many people in Park Slope and elsewhere. "There's a greater acknowledgement of the freelance movement in New York City," said Peers. "Organizations like the Freelancers Union have done a tremendous job providing benefits and ancillary support."

Goelz, who will be focusing on "Turning Passion Into Profit" at the forum, said that freelancing by definition should be something you're interested in: "You're not working for a company that has 100 employees. That flexibility is both invigorating and scary at the same time."

"I see people finding and using inexpensive tools on the Internet to start their own companies in their Park Slope apartments," Caserta added. "You don't need that big Manhattan office space to be a success."

Physical space is certainly an issue for bricks-and-mortar stores, though, as the cost of real estate in New York can be "a major hurdle," said Peers. "That makes the ability



of a commercial strip to come together and support one another, whether through a merchants' association or business improvement district, so important."

Naomi Hersson-Ringskog of the nonprofit No Longer Empty has another view of real estate. Her organization transforms empty storefronts into thoughtful temporary art exhibitions and programming.

"Our exhibitions are site-specific — we look at the site's former uses and the surrounding neighborhood, and that informs our curatorial process." One recent exhibition took place in the former Tower Records on West Fourth Street in Manhattan, where more than 20 artists created a fantasy version of the once-popular, now-defunct store.

"We want to bring people into the space," said Hersson-Ringskog, who will be discussing "Thinking Outside the Real Estate Box." The organization reaches out to the community — merchants associations, community groups, neighboring stores — and looks for collaborations on performances, panel discussions, and related events. The exhibit also increases traffic flow in the community, getting more people interested in the vacant space and in the neighborhood as a whole.

"This is something interesting for business and property owners," she added. "We see it as a social good. It gives you more investors, but the fact that you've worked to create new programming can really help the community."

Vacant storefronts can also serve as incubators for new businesses, even as temporary spaces, and can be a great asset in building a lively streetscape.

Many other speakers are scheduled to appear at the forum, including Neil F. Carlson, cofounder, Brooklyn Creative League; Catalina Castaño, director, Brooklyn Small Business Development Center; Louise Crawford, Only the Blog Knows Brooklyn; Nicole Davis, publisher, Brooklyn Based; Susan Fox, founder,

Park Slope Parents; Denis Hurley, founder and president, Mobile Meteor; Bob Kalb, owner, Park Slope Copy Center; Brent Langerman, web designer, mimoYmima; Alan Siege, founder/owner, Small Business Management Consulting; R.J. Wafer, owner, Mybeegle.com; and Amy Yang, founder and teacher, Brooklyn Design Lab. In addition, Irene LoRe, executive director of the Park Slope Fifth Avenue Business Improvement District and owner-operator of Aunt Suzie's Restaurant on Fifth Avenue, will focus on "The Past and Future of Park Slope Business."

"I'm looking forward to meeting the businesses and entrepreneurs that are coming out to the forum," Carin said, "learning what they're trying to do and sharing our resources."

"Park Slope is such a vibrant, connected community," added Morris, who opened her store in 2002. "I hope we can draw on that strength as a group to help support local businesses." She would also like to build a network of support beyond this forum, "forging connections and opportunities for the local business owners, entrepreneurs, and independent contractors."

— David Herman; additional reporting by Rebeccah Welch

## Southern History



**Last November, the city's** Landmarks Preservation Commission voted to move ahead on plans to include some 600 South Slope buildings in a larger Park Slope Historic District. The LPC is now documenting those historic structures as part of its designation process, and the expansion will most likely be approved later this year.

Years of research and advocacy by the Civic Council and many volunteers have helped push this process along. When approved, the expansion will be the most significant change in our historic district since it became one of the city's first such zones in 1973. It also means that hundreds of structures will be protected from demolition or inappropriate alterations, a move long sought by the community.

So what makes these buildings in the South Slope so special? A lot, according to documentation culled from the



LPC and the blog Save the Slope.

Most structures in this area are row houses and small apartment buildings built in the 1880s, following Prospect Park's completion and new streetcar routes along major avenues. These blocks offer handsome examples of late-19th-century residential

design. Eighth Street (1) and 11th Street (2) between Seventh and Eighth Avenues offer excellent groups of single- and multi-family houses. These generally well-preserved brick and brownstone houses display simple, mostly classical, details.

The south side of Ninth Street (3), meanwhile, gives us a collage of residential designs — beautiful Neo-Grec and Queen Anne structures from the 1880s.

At the corner of Ninth Street and Seventh Avenue stands

Acme Hall (4), a large Romanesque Revival–style structure built in 1889. Now home to a Brooklyn Industries store, the hall once featured a large ballroom, bowling alleys, and meeting rooms for the South Brooklyn Board of Trade — predecessor to the Civic Council — and other organizations.

A corner building on 10th Street (5), one block south, features "one of those marvelous cantilevered corner window bays projecting into the center of the intersection, and is crowned by the name LIBERTY," wrote Save the Slope. "One suspects the building is named for the Statue of Liberty, which can be glimpsed on its harbor perch from many South Slope blocks. "

Another key factor in the neighborhood's growth was construction of the Ansonia Clock Factory in 1879, on Seventh Avenue between 12th and 13th Streets **(6)**. Now co-op apartments, the factory once employed some 1,500 workers. Many nearby buildings were built to serve this community, particularly the four-story buildings along Seventh and Eighth Avenues that mix walk-up apartments and groundfloor commercial space.

Just a block away from the Ansonia are two impressive firehouses: Ladder Company 122, a two-story red-brick Italianate structure built in 1883 by the then–city of Brooklyn; and Engine Company 220, a three-story tan-brick Beaux Arts–style fire station (7).

The blocks around the Ansonia and the fire stations offer many other architectural delights, including mid-19th-century







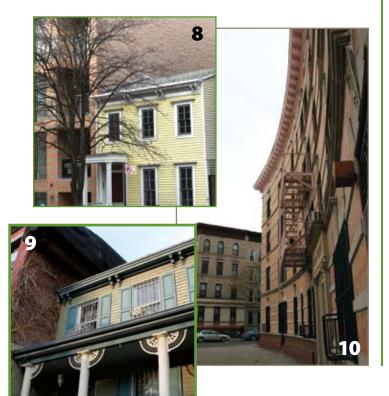
wood-frame houses on 11th Street (8) and 12th Street (9), as well as the Park Slope Jewish Center on Eighth Avenue, which offers an eclectic blend of Romanesque and Baroque elements designed by architect Allen A. Blaustein in 1925.

More-recent buildings in the expansion area can be found close to Bartel Pritchard Square. Off-white-brick apartment buildings follow the curve of the "square" and echo the granite columns that McKim, Mead & White added to the park's southwest entrance in 1906 **(10)**.

With the South Slope expansion well under way, the Historic District Committee is turning its attention to protecting more buildings in the North Slope. (See page 8 for details about an important meeting in March.) For more informa-

tion, e-mail historic.district@parkslopeciviccouncil.org, or read Civic Council trustee David Alquist's Save the Slope blog, savetheslope.blogspot.com.

- Edited and photographed by David Herman



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## **Civic Council updates**

## Pushing for Northern Expansion

Last October, the city's Landmarks Preservation Commission voted to move ahead on expanding the Park Slope Historic District into the South Slope, an effort spearheaded by the Civic Council's Historic District Committee. Building on that successful start, the committee's work is now entering its next phase — in the North Slope.

Phase 2 would add up to 800 buildings to the historic district, in an area roughly bordered by Flatbush Avenue, Fifth Avenue, and President Street. Grassroots support from property owners in that area will be crucial to success.

Volunteers are needed to reach out to residents in the proposed expansion area by distributing fliers, answering questions about what landmarking means, gathering petition signatures, staffing a table or booth at events, and more. Outreach volunteers do not have to live in the North Slope or be property owners to participate.

To learn more about this process and how you can help, the committee is holding a meeting Monday, March 14, 7–8:30 p.m., at the Old First Reformed Church,

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This kind of outreach plan has brought us to where we are in the South Slope: adding about 600 buildings to the historic district. The commission is expected to approve this South Slope expansion later this year. With the same effort and dedication, we can see our success repeated in the North Slope.

E-mail sdoba@nyc.rr.com to RSVP or if you have any questions.

— Peter Bray chairs the Historic District Committee. More information on the district expansion is available on our website, www.parkslopeciviccouncil.org/ historic-district.

#### Plus ...

• Launched in 2010, the Civic Council's Sustainability Committee advocates for responsible use and conservation of natural resources in our community, and promotes practices with beneficial effects on the environment. Meetings are held the third Monday of every month; e-mail co-chairs Robert Gilbert and Chandru Murthi at sustainable@parkslopeciviccouncil.org for details.

• Volunteers will be needed for the Spring Civic Sweep on Sunday, April 10, to pick up litter, paint over graffiti, plant flowers, mulch tree pits, and scrape months of illegal fliers off of lampposts. See listing on page 11 or visit www.parkslopeciviccouncil.org/civicsweep for more information.

• About a month later, volunteers will be able to help out at the annual House Tour. This year's event, on Sunday, May 15, will focus on the South Slope, with a gathering point at P.S. 107. The biggest role will be to serve as house sitters to help mind people's homes during the tour. The House Tour funds the Civic Council's community grants program, and is a great way to learn more about the community's history. More details will be posted at www.parkslopeciviccouncil.org/house-tour.

## **Civic Council updates**

## Council Calls for Rezoning and Participating on Fourth Avenue

**Expanding on recent** efforts to help shape a stronger future for Fourth Avenue, the Civic Council has called on the city's Department of City Planning to revise the current zoning along the thoroughfare to better serve the commu-

nity. In addition, the Council has launched a new group that will focus exclusively on developments along the avenue.

In a letter sent to City Planning Commissioner Amanda Burden in early February, Civic Council President Michael Cairl noted that the Council's recent "Moving Forward on Fourth" walking tour "reminded [us] of the missed opportunities remaining as we strive to improve the corridor and plan for its future. Among the buildings that have been constructed in response to the recent rezoning [that allowed for taller buildings to be built on the avenue], there are several with blank facades and new parking rather than active commercial use facing the avenue. In addition, no development has opted for affordable housing, and it is very affordable units that have been and will be demolished for new construction."

The slowdown in construction due to the national economic downturn can give the department a chance to step back and address these unintended consequences of rezoning, which took place in 2003. "It would be equally timely," Cairl wrote, "to consider including changes in the rezoning boundaries for neighboring Gowanus, which, if overlapped with Fourth Avenue, could permit broader options for development policy, in terms of both housing and preserving and invigorating our vulnerable commercial and industrial base." The Civic Council hopes to work with City Planning "in forging a refined vision for Fourth Avenue."

Meanwhile, a new Civic Council initiative will focus exclusively on the needs of Fourth Avenue. Following up on last bright, vibrant, and successful future for Fourth Avenue," said group organizer and Civic Council trustee Josh Levy. "I believe we can truly make a difference."

The group is open to all. Meetings will take place at least once a month.



year's forum, "The Future of Fourth Avenue," and "Moving Forward on Fourth," this group will address such wide-ranging issues as parking, traffic, biking, and pedestrian safety; green space, zoning, and land use; housing and schooling; public transportation; sewage and water treatment; and retail, commercial, and small business.

"The time is right to take action and work together as enthusiastic, energized, concerned residents to help shape a

Visit our website for more information about your neighborhood: parkslopeciviccouncil.org (The first meeting was held on Feb. 17, after *Civic News* went to press.) For more information, e-mail jlevy@ parkslopeciviccouncil.org.

Finally, New York City Transit will soon begin work to restore access to the east side of the Fourth Avenue–Ninth Street subway station. Long a focus of the Civic Council's efforts on Fourth Avenue, the project will reopen the entrance, improving pedestrian safety for those who would otherwise have to cross the busy street, and allow for greatly needed retail space.

The capital project, which should be completed by the end of the year, received funding of \$2 million from Borough President Marty Markowitz and \$800,000 from Assemblymember Joan Millman.

## **Civic Council updates**

## Livable Streets: Speed Cameras, Car Services, Sweeping Kits

**The Civic Council's** Livable Streets Committee focuses on enriching our community's urban environment and street life. Our agenda is a broad one, and the topics we covered at our Feb. 3 meeting showed that range.

Speed cameras, one of the issues we discussed, represent a means to keep our streets safe for all users. Lindsey Ganson, the safety campaign director for Transportation Alternatives, provided some very compelling data on the effectiveness of speed cameras, and talked about an initiative now afoot to install 40 such devices citywide.

In her presentation, Ganson noted that speeding is the biggest cause of traffic-related deaths in the city (about 44% from 2005 to 2009). Since cameras were first installed at intersections throughout the city in 1994, fatalities have dropped 35% at those sites; collisions, more than 40%.

Currently, there are 175 red-light cameras, which snap two shots of your infraction: a long shot of your car and a close-up of your license plate. A ticket is then mailed to your house. Ganson fended off some of the typical misconceptions about tickets as revenue builders, because when speed cameras do their job, fewer tickets are generated in the long run as drivers become more sensitized and responsive to speed limits.

The Civic Council supports the installation of speed cameras, and would be delighted to have this neighborhood be included in the pilot program.

Meanwhile, the Livable Streets Committee will be issuing a letter to owners of car-service companies. The letters will urge them to re-educate their drivers on the rules of the road, and let drivers know residents are aware of the infractions (speeding, red-light running, U-turns, honking, etc.) and will be watching.

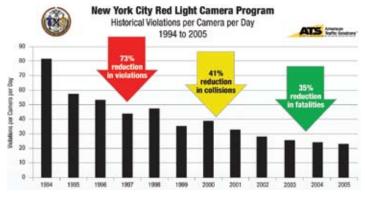
The letters will be issued in English, Spanish, and Arabic, with copies sent to our local elected officials and to Taxi and Limousine Commissioner David Yassky.

Keeping our community clean is another aspect of livable streets. We will be providing

clean-up kits at the next Civic Sweep (now rescheduled for Sunday, April 10) on a first-come, first-served basis to community members who want to beautify their blocks.

The kits — consisting of scrapers, paint and brushes, litter picker-uppers, and other important tools — will cost approximately \$100 each. If this is successful, we will offer more kits at future Civic Sweeps.

We will also broaden our publicity for



Red light cameras were controversial when they first hit city streets in 1994, but the investment has more than paid for itself, in both dollars and human lives.

> clean-up awareness by including schools and PTAs in our efforts. We will reach out to the Park Slope Food Coop (already a partner in our Civic Sweeps) to investigate making regular neighborhood clean-ups a Coop shift.

Livable Streets meetings take place every first Thursday of the month, 8 a.m. at Ozzie's, 249 Fifth Ave. E-mail committee co-chairs Judith Lief and Candace Woodward at livablestreets@parkslopeciviccouncil.org.

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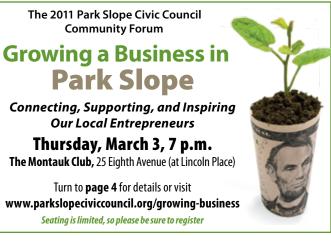
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	-	plember 2007 (Page 2 of 3)				



#### Park Slope Civic Council Monthly Trustees Meeting

The Civic Council's Board of Trustees meets every month to discuss issues in the community. This meeting is open to the public. A full agenda will be posted at www.parkslopeciviccouncil.org a few days prior to the meeting. If you're interested in making a presentation at a meeting, visit www.parkslopeciviccouncil.org/ presentation\_rules for details.

When: April 7, May 5, and June 2 (the first Thursday of every month), 7–9 p.m.

**Where:** New York Methodist Hospital, Executive Dining Room (please be sure to confirm on our website's calendar)

#### Spring Civic Sweep 2011

Help clean and beautify Park Slope! We'll give you the tools and supplies to pick up litter, remove graffiti and signs from lampposts, and mulch tree. You can also plant flowers in pits along commercial streets. We will be giving away a limited number of clean-up kits to anyone interested. Mr. Rubbish will collect unwanted electronics for recycling, and NYC Compost Project in Brooklyn will give composting demonstrations. Visit www.parkslopeciviccouncil.org/civic-sweep or e-mail livablestreets@parkslopeciviccouncil.org for more details. **When:** Sunday, April 10, 10 a.m.–2 p.m.

**Where:** Meet in front of M.S. 51, Fifth Avenue between Fourth and Fifth Streets

#### 52nd Annual Park Slope House Tour

The 2011 tour will focus on homes in the southern part of Park Slope. The tour funds the Civic Council's community grants program, which helps support local active and creative organizations each year. It's also a great way to learn more about the community's history, and a fun way to volunteer. E-mail housetour@parkslopeciviccouncil.org. When: Sunday, May 15, noon–5 p.m.

Where: Starting point: P.S. 107, 1301 Eighth Ave. (between 13th and 14th Streets)

## Calendar

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#### Join the Park Slope Civic Council! Become part of one of Brooklyn's most influential community organizations. Sign up online at www.parkslopeciviccouncil.org/joinus, or mail this form and a check to Park Slope Civic Council, 729 Carroll St., Brooklyn, NY 11215 Name(s) Address State Zip City Phone e-mail Household: \$40 Senior Citizen: \$20 Nonprofit Organization: \$30 Business/Professional: \$100 Patron: \$100 Benefactor: \$250 or more Address guestions to mail@parkslopeciviccouncil.org, or call 718.832.8227

And join us for our monthly meetings — see page 11 for details