



The Rosedalian

ROSEDALE DEVELOPMENT ASSOCIATION NEWSLETTER

www.rosedale.org


KUMC's Dr. Gibson teams with Rosedale

Rosedale is blessed to be partnering with Dr. Cheryl Gibson, KUMC Department of Internal Medicine, and her research staff for the past two years. Her expertise is in research, education, and collaboration. Gibson's commitment and follow-through on projects is exemplary. RDA and the Healthy Kids Initiative (HKI) have teamed up with her to gather data from our Farmers Market, the walk-ability and bike-ability of Rosedale,

access to healthy foods, the condition of our parks, and health data of residents within the Green Corridor.

This past summer some of her interns worked with us to further our initiatives. Recently staff and students have assisted with a Rosedale Health Fair and our Healthy Halloween event by providing health screenings and organizational assistance. Gibson also has provided us with opportuni-

ties to learn about childhood obesity through attending local conferences and providing connections with other resources.

Gibson's work enhances our programs through professional research and documentation and also helps her students gain real-life experience working in communities. We are indebted to her for strengthening our ability to build a better Rosedale. 

Help Feed-A-Family in November

With the poor economy, job losses, and bills still coming in, many people throughout the metropolitan area and Rosedale are feeling the pinch to their pocketbooks.


In response — as we have for the past 25 years — RDA will partner with the Ministerial Alliance, residents, and businesses to provide holiday food gift baskets to Rosedale families and senior citizens in need as part of our annual Feed-A-Family program.

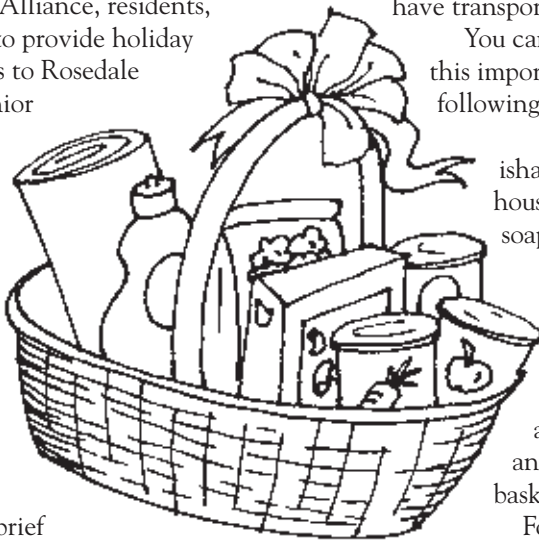
RDA receives referrals for the program from neighborhood groups, schools, churches, and others. After a brief screening process, RDA contacts each referral and determines the specific needs of each family or older adult. We then seek donations of cash and nonperishable food items, and com-

pile the donations into baskets for each recipient. A few days before Thanksgiving, RDA purchases perishable items (milk, butter, eggs, etc.) and contacts the families to pick up their baskets at RDA's office. Baskets are delivered to those who are homebound or do not have transportation.

You can get involved in this important effort in the following ways:

- Donate nonperishable food items and household products (dish soap, toilet paper, etc.).
- Make a cash donation.
- Sponsor a complete basket.
- Volunteer to assist with the sorting and distribution of the baskets.

For more details, to get a list of needed donation items, or to make a referral and/or get involved in the Feed-a-Family program, call the RDA office **before November 18** at (913) 677-5097. 



RDA Board nominations due

Annually RDA members nominate and elect persons to fill two at-large positions on the RDA Board of Directors. One represents the business community; the other represents the residential community. Nominations are now being accepted for these positions. Dues-paying members of RDA are eligible to vote. Ballots will be mailed in December. Newly elected Board members terms will begin in January.

If you would like to nominate yourself or someone you know for either of the available positions, contact the RDA office by **Dec. 1**.

Healthcare law information

The new healthcare laws are beginning to be implemented and you and your friends need to know what advantages you can gain from the law as an individual or business owner. To be well informed, visit

www.healthcare.gov

Volunteer Spotlight:

Joshua Hoffman

Joshua Hoffman fondly recalls using a huge pile of uprooted trees stacked together as a play place near his old home in Nebraska. There, he said, they used to reenact their favorite stories such as Star Wars and the Swiss Family Robinson. The point, Hoffman will excitedly share, is that kids can and want to live active, imaginative, and healthy lives with little to no encouragement from parents. He sees those same opportunities for children here in Rosedale.



WENDY WILSON PHOTO

Hoffman, as the first Americorps volunteer at the Rosedale Healthy Kids Initiative (HKI), now has a professional interest and obligation to sort out — and remove — the barriers standing between children in Rosedale and their own pile of uprooted trees.

With two years of advocacy, HKI has built up a broad base of community connections that resulted in a farmers market, community gardens, soccer teams, interest in walking to school, and fun events such as the Healthy Kids Carnival. With Hoffman's arrival, HKI hopes to accomplish even more.

Jane Heide, co-director of HKI, said that, "Joshua brings a willing spirit, new ideas, and high energy to HKI." She went on to say that in his short time at HKI, he has already become integral to many aspects of the organization and now knows many community members.

Hoffman has a keen interest in meeting people and integrating himself into the community. He indicated his desire to work with a community in a very meaningful way led him to ap-

ply for his position. This job, he said, combines his interest in "community building, providing food security, youth, and environment."

His enthusiasm for the job is perhaps his greatest asset. Hoffman is excited about the prospect of doing creative things with kids and is passionate about making neighborhoods and communities excellent places for children to thrive.

He also sees excitement all around him. "I have met energetic people in schools, in churches, and in organizations, and learned that Rosedale is a living place," Hoffman said. "Before I didn't know that people cared about community and doing the right thing as much as I hoped they would . . . I've been nothing but encouraged."

While this position at HKI seems to fit Hoffman well, being a volunteer is not a new thing for him. He spent time working in inner city Omaha and has been part of volunteer projects in South Africa, Uruguay, and Mexico.

While those were short-term projects, Hoffman expects to be part of the community of Rosedale for a much longer period of time, and Rosedale can expect to benefit greatly from his efforts as a part of HKI. ☒

Rosedale developments move forward

Rainbow projects

RDA is working with developers to move forward two important new projects — the CVS at 43rd and Rainbow and a mixed-use development at 39th and Rainbow. CVS corporate offices decided to begin construction on their new store during the first quarter of 2011. The developers of the 39th and Rainbow project will keep their commitments to the community, and are hopeful they will begin construction during the first part of 2011.

Master Plan

RDA is working to guide these new developments to fit Rosedale's best interests and the Rosedale Master Plan. We are hopeful the developers will follow the master plan guidelines so everyone can begin to reap the benefits of these much-needed new developments.

Turkey Creek

ESI Constructing is building a walled channel along a portion of Turkey Creek beginning at the 3.8 railroad bridge, and continuing to the southwest where the I-35 Mission Road off-ramp is located. They have put down rock to secure access to the creek channel and have been drilling and pouring piers. ESI has purchased two buildings, the old Century Fire Sprinklers and Olympic Cabinet at 1233 and 1235 Southwest Blvd. respectively, and will use this site as their work staging area. Eventually both buildings will be demolished with a plan for future development once the walled channel work is completed. RDA hopes to work with ESI to determine the future of these new developments.

Volunteers keep the triangle looking good



LINDA WRIGHT PHOTO

Although the Mission Road, Southwest Blvd. triangle is city right-of-way, it has been community volunteers that have been beautifying and mowing it. For the past two years RDA has provided funds for the beautification project to plant bulbs and flowers in the triangle. Since sprucing up this entry into our community, many different volunteers have stepped forward to provide maintenance and additional plantings. Thank you to all the individual volunteers and groups who have donated valuable time and money to keep this piece of land in good shape.

Kansas City Art Institute class helping Rosedale

Solving real-world problems in creative ways is not an easy task. This fall however, a group of graphic design majors from the Kansas City Art Institute will be looking to do just that in Rosedale.

The students are taking part in a class taught by Tyler Galloway titled *Visual Advocacy*. Galloway says the class is meant to, “show students how graphic design can be used in noncommercial types of contexts.”

“The most important lesson [for students] is an understanding that they can use their skills as citizens . . . to affect change,” Galloway said. The class often opens up students to possible applications of their craft they had not considered.

The students met with members of RDA and the Rosedale Healthy Kids Initiative (HKI) to learn about the various challenges that face our community. They all have chosen issues they hope to address and are in the process of completing background research. After the research stage, each student will come up with three possible solutions before choosing one and entering the design phase.

Sean Shockley, for example, will be working with local corner stores to

“The most important lesson [for students] is an understanding that they can use their skills as citizens.”

encourage customers to buy healthier options. Abigail Gallagher and her group will try to find ways to bring more people to the Rosedale Farmers Market.

“We want more parents to take advantage of the wonderful resources available to them through the farmer’s market,” Gallagher said.

Other students are working on problems that include making access to Rosedale Park easier, increasing awareness of safe walking routes, and creating a circulatory library system for the mentally handicapped.

The lofty goals of the students, however, are matched by big challenges.

Gallagher indicated it was a challenge for her to learn how to integrate individual concepts into a community that has already been working on the



WENDY WILSON PHOTO

Lance Flores is one of the KCAI Visual Advocacy students working with RDA to bring attention to community needs and issues.

issues she’s trying to help with. “It is an interesting process and one I’ve already learned a great deal from. I hope I can find a way to successfully integrate a design solution into the community.”

Instructor Galloway said it can be difficult for students to go beyond the classroom setting into the real world and contact key community people to learn about the issues they’ve been working on and to work jointly to solve these problems.

Shockley said, “I hope to think in a more need based way and less lofty ‘what if’ ideas.”

Staff members at RDA and HKI are very excited about the creative design solutions these bright students will develop. Together we hope to implement as many ideas as possible to positively impact the people in our community. ☞

ROSEDALE DEVELOPMENT ASSOCIATION

Working in partnership with residents, businesses, and institutions to build a strong and healthy community and to improve the quality of life for those who live, work, and play in Rosedale.

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who_board.htm

Membership application

Annual business dues: \$100 ☞ Annual household dues: \$15

Name of business **or** name of household

Address City State ZIP code

Contact person

Day phone Evening phone Fax

E-mail address

Please mail application, along with check made payable to:
Rosedale Development Association
1403 Southwest Blvd.
Kansas City, Kan. 66103

Volunteers in action:

Christmas in October

Each year RDA partners with KU Hospital and Medical Center and other local volunteers to help those in Rosedale in need of basic improvements to their homes. This year 235 volunteers assisted 11 families and spruced up the RDA community room. Here are some photos of the event that took place October 9, 2010. We thank all the volunteers who helped with these projects! ☺

WENDY WILSON PHOTOS



Painting was a large part of the work completed by the KU volunteers, above and right. But not all of it went on the homes. Some enjoyed painting each other.



One of the many groups of volunteers, left, pose for a final photo before leaving for the day.



RDA's Community Room received some much needed TLC from our KU volunteers, right.



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