

This Month at El Cajon CDC

Lend A Hand Day 1: Landscaping April 26, 2008



Community residents on Millar Avenue took advantage of Lend A Hand Day to do some spring cleaning. Neighbors not involved began to mow their lawns and give attention to their properties.



Ben Grisez (right) brought his youth group to be part of Lend A Hand Day. Guadalupe, a resident from 445 Millar Avenue said "Lend A Hand definitely instilled a sense of pride in the community."



Members of Brownie Troop 3369 help lay donated grass from AmSod. Their injection of beauty and pride into the area inspired residents to begin plans for a neighborhood watch and gatherings such as a block party.



Alan Whitmire and Rick Rutstein were two of over 150 volunteers donating 1,200+ hours of service during phase one of Lend A Hand Day.



Another great event of El Cajon CDC
168 East Main Street Ph: (619) 401-8858
El Cajon, CA 92020 Fx: (619) 401-8870
www.downtownelcajon.com

This Month at El Cajon CDC

Staff Training and Events

Board retreat as part of the Vista Village Main Street program

Attended by Claire Carpenter

On May 5th Claire drove up to our friendly North County to facilitate a Board retreat and strategic planning session for the Vista Village Main Street program. It was very successful and she was able to share many of our ideas. As part of the National Main Street philosophy, members are asked to share experiences and information with other communities.

Urban Forum presented by LISC

Attended by Claire Carpenter

Claire attended the LISC Urban Forum in Indianapolis with two objectives: 1. To meet and make friends with the folks who fund the various programs at the national level (which she did) and 2. To learn the most cutting edge urban business recruiting techniques available (which she also did.) She also brought back new database software which could revolutionize our reporting capabilities and hand-outs for many staff members.

"Train the Trainer" hosted by LISC AmeriCorps

Attended by Jeremy Cullimore

Jeremy attended this financial literacy workshop and discussion as part of his LISC AmeriCorps service. The workshop covered program development, approaching local banks as both trainers and customers, understanding the needs of various populations whether it is simple saving or checking accounts, basic budgeting or home buyers assistance. They also critically reviewed bank policies and procedures, and discussed setting up a financial literacy program. As a result of the training, Jeremy has a more thorough understanding of financial litera-

cy and is better equipped to help El Cajon move toward establishing a successful financial literacy program.

Leadership Workshop presented by LISC AmeriCorps

Attended by Jeremy Cullimore

Jeremy attended a workshop on developing leadership potential. The training looked at values, qualities, and skills of leaders and how different individuals lead. This included critically assessing leaders you identify with as well as the skills you hold yourself. Lastly, in discussion the workshop asked 'How can you use your assets to bring others in?' Once the individual's leadership skills were identified, the workshop looked at how that person can bring similar leadership qualities out of residents.

Kudos

Thank you to the Local Initiatives Support Corporation (LISC) AmeriCorps members who have dedicated their service to the residents and business owners in Downtown El Cajon. Jeremy Cullimore, Nara Alvarez, and Rebecca Reyes are LISC AmeriCorps members currently serving on our staff. Nara assists with the Housing Program and her efforts helped the Wisconsin Cottages homeownership project run smoothly. Jeremy and Rebecca are part of the Community Development team where they communicate directly with residents to make sure needs are being met in district neighborhoods.

"Working as a LISC AmeriCorps member at the El Cajon CDC has allowed me to assist residents to finally take ownership over their neighborhood. Gaining resident participation in community processes ensures that the work I engage in will carry on long after my year of service," says Jeremy.

May 12 -16 is AmeriCorps Week and we want to recognize the countless hours Jeremy, Nara and Rebecca have dedicated.



Another great event of El Cajon CDC

168 East Main Street Ph: (619) 401-8858
El Cajon, CA 92020 Fx: (619) 401-8870
www.downtownelcajon.com

This Month at El Cajon CDC

El Cajon CDC Happenings

Welcome Max Schell

We welcome the newest member of the El Cajon CDC, Max Schell. He joins us as Event Supervisor, and will be helping with the implementation of all our upcoming special events. Max is a US Navy retiree of 20 years and has worked in special events since 1989. Currently he is an independent promotional product distributor, and is excited to get the opportunity to round out his experiences in the event planning world. Max has lived in San Diego for 14 years, enjoys sports and outside activities, and is very active in the SCA, a medieval reenactment group. He likes to make things happen, and looks forward to working with everyone at the El Cajon CDC. If you see Max at the CDC or one of our many events, please say hello and introduce yourself.

A Toast to Music Ticket Sales Update

Tickets for A Toast to Music continue to sell, thanks to the hard work of the Board and staff. As of Monday, May 19 at 2:30pm, here are the latest numbers:

- Total Raised: \$9,450
- Total Premier Tables sold: 1
- Total Regular Admission Tables sold: 6
- Total Premier Tickets sold (includes complimentary tickets for sponsors and VIPs): 54
- Total Regular Admission Tickets sold (includes complimentary tickets for sponsors and VIPs): 110
- Total Tickets Sold (includes complimentary tickets for sponsors and VIPs): 164

The ticket selling competition is really heating up. In the lead is Bobbi Pearson with 28 credits and in second place is Kirk Gentry with 25

credits. Continue to sell tickets and make some money for Downtown El Cajon!

Cajon Classic Cruise – Save the Date

Can you hear the sound of engines starting? They're getting ready for the return of the Cajon Classic Cruise, now in its 8th season. The Cajon Classic Cruise begins June 4, running every Wednesday evening from 5:00 – 8:00 pm through September 24, in the newly redeveloped Downtown El Cajon at Main Street and Magnolia Avenue.

Concerts on the Green – The Stilettos

Concerts on the Green starts this Friday, with the rockabilly group The Stilettos. This year we are proud to announce the return of Ed Waymire as the official emcee. Concerts run in the Prescott Promenade every Friday through September 5, beginning at 6:00 pm with two sets, and ending at 8:00 pm. Bench seating is limited so please bring a chair or blanket to sit on, and remember you can always enjoy dinner at one of Downtown El Cajon's restaurants before or after the show. See you there!

Lend A Hand Success

On Saturday, April 26 the El Cajon CDC held the first work day of Lend A Hand Day 2008. 150 volunteers attended the event to landscape 10 single and multi-family homes on Millar Avenue and hauled away over 14,000 lbs of yard and trash waste. Our amazing volunteers also covered 2.5 miles of the larger neighborhood, removing litter and identifying and reporting graffiti to be removed.

If you missed out on April 26, Lend A Hand Day's first work day, breathe easy because we have two more to come! On June 28 we will be building fences and performing minor home repairs and on August 30 we will be painting all the buildings. Those interested in volunteering should contact Christina Burke, Community Development Coordinator, at (619) 401-8858 or register online at www.downtownelcajon.com.



Another great event of El Cajon CDC

168 East Main Street Ph: (619) 401-8858
El Cajon, CA 92020 Fx: (619) 401-8870
www.downtownelcajon.com

This Month at El Cajon CDC

We would like to thank our recent Donors

Valerie Valentine of Access E & S Services
Susan Ferrara of California Bank & Trust
Bob & Cindy Clevenger
Russ & Debbie Comstock
Allison Cummings
Alane Gray of Curiosita Art Studios
Cindy Lan of Cymer
Steve Lordigyan of Discount Pest Control
Mike McCarthy of Gear Vendors
Mike Anderson of German American
Society of San Diego
The Goertz Family Revocable Trust
Steve Grieger
James Renner of Inland Pacific
Commercial Properties
Wing Tam of Kip's Café
Karen Lawrence
Kay LeMenager
Fred & Vickie Luedtke
Roger Milstein
Doug & Jackie Murphy of
Murphy's Creativity

Virginia Levenson of The Olaf
Wieghorst Museum Foundation
Eric Mercer of Pat & Oscar's
Robert Argyelan
Don Parent of SDG&E
David & Marlette Seward
Michelle Brown
Dana Kessler of Target
Tony Margott of Tony's Funnel Cake
Linda & George Toussaint
Stu Greenwalt of Trader Joe's
Kristen Johnson with The Union-Tribune Perks
Program
Allan Roth with Valley Muffler
Chuck Hansen with Viejas Enterprises
Les Hart with Waste Management
John Krueger with West Coast Air
Conditioning Co., Inc.
Maria Jack with Wireless Works
Ed Zouhar



Another great event of El Cajon CDC

168 East Main Street Ph: (619) 401-8858
El Cajon, CA 92020 Fx: (619) 401-8870
www.downtownelcajon.com