



# WINDOW TO WEST CHICAGO

March/April 2011 • volume 6, number 2

20

**Which three local businesses would you miss if they closed their doors?** Maybe it's that deli on the corner where you grab the best sandwiches. Perhaps it's the video store down the street where the clerk stashes the latest release behind the counter so it will still be there when you stop after work late on Friday night. Is it the florist who already seems to know exactly what your wife will love for her birthday—and is good enough to give you a reminder call so you never forget the date?

Small business (defined as having 500 or fewer employees) is the lifeblood of the American economy, accounting for an astounding 99.7 percent of all employer firms, according to a 2007 study by the U.S. Department of Commerce. Yet locally owned independent businesses are under far more pressure than ever. Trying economic times that have consumers closing their wallets, the credit crunch, and shoppers searching for perceived bargains at large chain stores have taken a severe toll, while buyouts of corporations that are “too big to fail” largely don't benefit the little guys. It was that combination of factors that was weighting heavily on Cinda Baxter, a Minneapolis-based retail consultant, early in 2009.



Baxter's idea was simple: **if half of the employed U.S. population chose three locally owned independent businesses they would hate to lose, and then spent a combined total of \$50 a month with them, it would have a major impact—generating an estimated \$42.6 billion of revenue annually.** What Baxter couldn't have envisioned was how quickly what she dubbed The 3/50 Project would take off. What caused the groundswell? Perhaps it's the straightforward way Baxter presents the facts: For every \$100 spent in locally owned stores, \$68 remains in the local economy. In contrast, only \$43 of every \$100 remains local when spent in national chains, and little or no local revenue results

from online purchases.

Another difference is that The 3/50 Project takes a realistic approach. “We're the only buy local movement that doesn't ask consumers to stop going to big boxes. I understand that while you can find many things in a local business, there are some items that people will continue to go to big boxes for. We just ask them to balance their spending a little better; that all or nothing mentality is what got us into this mess in the first place,” she states. What is essential to helping small business is gaining and maintaining local support. “The 3/50 Project is definitely having an impact,” Baxter says.

Thanks to The 3/50 Project, many local business owners may be sleeping a bit more soundly as well.

*Editors Note: This article was reprinted with permission from Cinda Baxter and The 3/50 Project. The City of West Chicago proudly supports its local business community.*

*Kid's CORNER*

**Celebrating with Green Day  
March 17**

**Celebrate Spring  
March 20**

**Murder Mystery Party  
April 14**

Public Library – (630) 231-1552

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**Benny Bunny Bundles  
April 23**

Park District – (630) 231-9474

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**Egg Hunt at Reed-Kepler  
April 23**

American Legion – (630) 231-2112



## IMPORTANT DATES

- March 5. . . . . Gallery 200 Opening Reception
- March 8. . . . . Voter Registration Deadline
- March 13. . . . . Daylight Saving Time
- March 14 – 31. . . . . Early Voting Dates
- March 18. . . . . Local Music Night

- March 19 . . . . . Coffee with the Mayor
- April 1 . . . . . Gallery 200 Opening Reception
- April 5 . . . . . Consolidated General Election
- April 15 . . . . . Local Music Night
- April 16 . . . . . Coffee with the Mayor
- April 19 . . . . . Annual Senior Fair

For more community events, visit [www.westchicago.org](http://www.westchicago.org)

# FROM THE mayor

**West Chicago is down on crime. That's not only our philosophy, it's our reality.** City leadership has made public safety a number one priority, evidenced by the addition of 10 – 15 officers to the force since the 1990s. While other communities are laying-off police officers, we are in the process of replacing two. Plus, we take a realistic approach to crime that acknowledges the issues and deals with them head-on.

Crime is tracked internally by our full-time Crime Analyst. Reports generated by this unit assist us in following crime patterns and in deploying the resources with which to combat them. I am proud to report that our overall crime rate dropped almost 27% from 2007 to 2010. The City experienced a 17% decrease in violent crime and a 20% decrease in the rate of property crime since 2009.

Over the last several years, we have seen a dramatic decrease in the number of gang incidents and graffiti. We have aggressively targeted gang crimes and are committed to continuing our efforts in that area.

Proactive measures and community involvement are responsible for much of our success.

The Police Department provides community youth with positive, interactive programs taught in our schools. *Too Good for Drugs* and *Too Good for Violence* are taught to fifth-graders by police officers in a classroom setting at every grammar school in our jurisdiction. The programs help the youth develop life skills, which hopefully assist them in staying away from drugs and violence.

There are several other venues for youth. One is the Open Gym recreation program, which is geared for youths in fifth through eighth grade, and another is an after school program at Pioneer School, which provides the students with homework assistance, exercise and a healthy snack. The department's part-time Youth Service Coordinator, in partnership with School District 33, administers these programs. Additionally, programs like National Night Out, Neighborhood Watch, and the Neighborhood Resource Centers contribute to the City's continuing decline in crime.

Most importantly, a citywide culture that prioritizes community relationship-building between residents, businesses and the police department is key to our success, and credit is owed to the joint efforts of many. We have successfully embraced the philosophy of 'community policing' which emphasizes open, honest and approachable communication with community members. It's working, our crime stats are down. That's good news for our community!



*Editor's note: An informational meeting for the Cornerstone Lakes Subdivision Neighborhood Watch is planned for Thursday, March 3, 2011 at 8:00 p.m. in the Community Room at Norton Creek School, 2033 Smith Road. Anyone interested in learning more about any of these programs should contact the Police Department at (630) 293-2222.*



**“I am proud to report that our overall crime rate dropped almost 27% from 2007 to 2010.”**

## Voter's Registration

The last day to register or transfer a registration to be eligible to vote in the upcoming April 5, 2011 Election is March 8, 2011.

To register to vote you must be an American citizen, at least 18 years old on the date of the election, and present TWO forms of identification (one with your current address). Registration re-opens on April 7, 2011.



**ELECTION:  
APRIL 5, 2011  
REGISTRATION  
DEADLINE:  
MARCH 8, 2011**

Registration is available at these locations:

### City Hall

475 Main Street, West Chicago, IL  
(630) 293-2200

### West Chicago Public Library

118 W. Washington Street, West Chicago, IL  
(630) 231-1552

### Wayne Township Office

27W031 North Avenue, West Chicago, IL  
(630) 231-7140

### Winfield Township Office

130 Arbor Avenue, West Chicago, IL  
(630) 231-3591

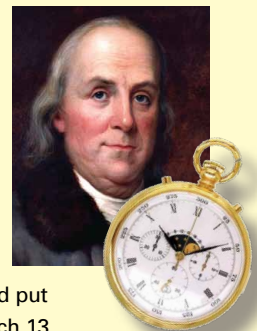
### DuPage County Board of Elections

421 N. County Farm Rd., Wheaton, IL  
(630) 407-5600

Two additional items will appear on the April 5, 2011 ballot of the City's Consolidated Election. The first will seek voter input on the elimination of the elected Office of the City Treasurer, and consolidation of its duties with those of existing staff. The second will ask voters to decide whether or not the City should impose a real estate transfer tax (\$10.00 per transfer) to assist in debt collection.

## Daylight Saving Time

There is a long, and somewhat convoluted, history to the beginnings of daylight saving time, but it is commonly held that Benjamin Franklin, who contended, "early to bed, and early to rise, makes a man healthy, wealthy and wise", conceived the idea as a way to economize on the use of candles. However, it wasn't until over a century later that the idea was advanced and put into practice. This year, we "spring ahead" on March 13, 2011 at 2:00 a.m. This has also become the traditional time of year to check the batteries in our smoke and carbon monoxide detectors to ensure they continue to work properly. Benjamin Franklin would definitely approve.



## Save the Date

Get ready for a day of flower-filled pull-carts, children's smiling faces, neighbors gathering to catch-up after a long, cold winter and more local artists and musicians than ever before. Blooming Fest returns downtown on **May 21, 2011 from 9:00 a.m. - 3:00 p.m.**

@ [www.westchicago.org](http://www.westchicago.org)

- ➔ WEST NILE VIRUS UPDATE
- ➔ A SENSE OF PLACE - MUSEUM BLOG
- ➔ WASHINGTON & GALENA STREET IMPROVEMENT PROJECTS
- ➔ GALLERY 200 MUSICIAN & ARTIST BIOS



# CITY Services

Along with the joy of homeownership, comes associated responsibility for seasonal upkeep and maintenance. The information below should assist you in planning for your spring cleanup and home improvements. Keep in mind that many construction or remodeling projects **require a building permit**, which are available at [www.westchicago.org](http://www.westchicago.org) under Forms.



Melting snow and thawing groundcover are welcome reminders to “spring ahead”. They’re also a reminder to clear the way for the changing season by **removing garbage, dead brush and animal waste from the yard**. Doing so will not only enhance the look of your property, it will also provide a safe and healthy home and neighborhood. Remember to **keep parked cars off grassy areas** to avoid fines and prevent unsightly ruts and soil erosion from developing. Also, City ordinance requires **garbage and recycling containers** to be stored out of sight from the public right-of-way.

## LEAF COLLECTION

Residents may dispose of an unlimited quantity of leaves during the week of **April 25 – April 29, 2011** on their regularly scheduled garbage pickup day. No stickers are required for leaves during this week; however, no other yard waste may be mixed in with them. All leaves must be placed in a biodegradable “Kraft” yard waste bag or a 95-gallon yard waste cart. Leaves will not be accepted in plastic bags or cardboard boxes.

## YARD WASTE

Yard waste collection will resume **April 1, 2011 through November 30, 2011**. All yard waste that is not placed in a 95-gallon yard waste

cart must be placed in a biodegradable “Kraft” yard waste bag with a universal sticker attached.

## BRUSH

The City’s monthly brush pickup program, which runs May through November of each year, is scheduled to **begin on May 2, 2011**. Brush must be placed at the curb no earlier than two days prior to the first Monday of each month. Limbs should be no larger than eight (8) inches in diameter (length is unimportant), and neatly stacked with all butt ends in the same direction facing the curb line. Limbs should not be bundled. This program is not designed for pick up of whole tree removals. For more information, please visit the City’s website at [www.westchicago.org](http://www.westchicago.org).

## CITYWIDE COLLECTION EVENT

The City of West Chicago encourages all residents to take advantage of its annual community improvement event. The Citywide Collection Event will be offered to residents on the **regularly scheduled** garbage collection day during the period of **May 2 – 6, 2011**. If you live in a single or two-family residence, you must affix a total of eight (8) universal stickers on your pile of ACCEPTABLE items. Please refer to [www.westchicago.org](http://www.westchicago.org) under Public Works for examples of acceptable and unacceptable items or call the event coordinator, Michelle Baldino at (630) 293-2255.

## RECYCLE EVENT

Wayne Township (27W031 North Avenue, rear parking lot) will hold a Recycle Event on **Saturday, May 21, 2011** from 9:00 a.m. – 1:00 p.m. Electronics, household batteries, fire extinguishers, propane tanks, cell phones, inkjet cartridges, American flags, car/sump batteries, scrap metal, pet items, eye glasses and working bicycles will be collected. Call Cindy at (630) 231-7140 for more information.



## Good news for our ponds and lakes.

The State of Illinois Lawn Care Products Application and Notice Act was recently amended effective July 2010. It states that no applicator for hire shall apply phosphorus-containing fertilizer to a lawn, except as demonstrated to be necessary by a soil test, conducted no more than 36 months before the intended application of the fertilizer, that establishes that the soil is lacking in phosphorus when compared against the standard established by the University of Illinois. Soil tests must be done by laboratories that have been identified by the University of Illinois as an acceptable laboratory for soil testing. For more information, visit [www.ilga.gov/legislation](http://www.ilga.gov/legislation).

## Backflow Protection Devices Need Annual Testing

As a means of protecting the City’s public water supply system from contamination due to backsiphonage or backflow of contaminants or pollutants through residential or business water service connections, the City of West Chicago requires residents with irrigation systems to install and maintain an approved backflow prevention device. The purpose of the device is to prevent materials from entering the public water system. It must be tested annually by a licensed professional, at the homeowner’s expense, and documentation of such inspection must be provided to the City’s Public Works Department.

## Help Us Name the West Chicago Flower

The City is launching a campaign to name an **official flower**. While the petunia has had some past notoriety in our community, it has never been officially designated, and Dixon, Illinois has claimed the title of Petunia City. Resident, and business, input is sought and a submission form has been created on the City’s website for nominations of an official flower. Let us know what flower would represent West Chicago, Illinois. The most convincing entries will be chosen for a communitywide vote at this year’s Blooming Fest.



# Culture

**West Chicago City Museum, 132 Main Street (630) 231-3376 • www.westchicago.org/museum**

**Tues.- Fri. 10:30 a.m. - 3:30 p.m. Sat. 12:00 - 3:00 p.m.**

The City Museum will continue reduced Saturday hours for the month of March. The Museum galleries will be open on March 12, 2011 from 12:00 – 3:00. The Museum will be open every Saturday, 12:00 – 3:00 starting April 2, 2011.

“All Aboard”, the current exhibit at the Museum explores the history of West Chicago train stations and the important role they played as a communication center for the community. Historic photos, artifacts and a kid’s play area are all part of this exhibit which runs through December 2011. The exhibit has a video component, a map for locating West Chicago depots, some wonderful railroad artifacts and a Lego model created by Joe Ellenbecker, which depicts West Chicago’s Chicago & North Western depot, now the Fox Community Center.

It’s not too late! There are just a few of the 2011 “History of Public Schools in West Chicago” calendars left and they can be purchased at the City Museum for only \$10.00. This collectable calendar contains archival and current images of local schools from the 19<sup>th</sup> century to the present. The



Hello Girls, painting by Heide Morris

2010 commemorative ornaments featuring the West Chicago Fire Protection District’s historic fire engine, “The General”, and St. Michael’s United Church of Christ are also still available.

**Heide Morris**

will be displaying

her art work in the public hallway at City Hall through March 2011. Ms. Morris is the Chairman of the Cultural Arts Commission and is a founding member of Gallery 200. Starting in March, the West Chicago City Museum will launch its new blog, **A Sense of Place**. The blog will appear twice a month at www.westchicago.org and feature short essays on local history. Also, starting in April, the blog will feature the Civil War as we commemorate the sesquicentennial of that conflict.

## GALLERY 200

200 Main Street • (630) 293-9550 • www.gallery200.org

**Thurs. & Fri. 12:00 - 8:00 p.m. Sat. & Sun. 12:00 - 4:00 p.m.**



Sheets, photograph by Mike Smith

Professional photographer Mike Smith and advanced photographer Scott Evans exhibit nautical photography throughout March featuring the 2010 summer arrival of the tall ships at Navy Pier in Chicago. A free

**Opening Reception**

on **Saturday, March 5, 2011 from 6:00 - 9:00 p.m.** at the Gallery offers an opportunity to meet the artists and includes light refreshments, songs of the sea performed by “Bounding Main” and a Captain Jack Sparrow impersonator.

Award-winning artist Margaret Bucholz will display “Paintings by Margaret – Pets, Portraits and Petals” as the April Featured Artist at Gallery 200. A free **Opening Reception** on **Friday, April 1, 2011, from 6:00 – 9:00 p.m.** will include light refreshments and an opportunity to meet the artist.

Area musicians, 610, Mike Felten, and Cassandra and the Gravel Road Band, will perform at the Gallery 200/Studio,

located at 201 Turner Court, on March 18, 2011 from 7 - 9 pm. Gregory Morland, Jason Benefield, and Michael McClead make appearances on April 15, 2011.



Cassandra and the Gravel Road Band

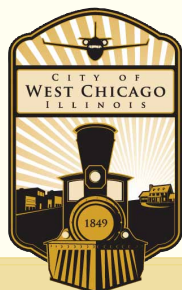
Jason Benefield

## NUMBERS TO KNOW

- Fire Administration** . . . . . (630) 231-2123
- Fire Emergency** . . . . . 911
- Police Administration** . . . (630) 293-2222
- Police Response** . . . . . 911

**City Administration**

- City Hall . . . . . (630) 293-2200
- Michael B. Kwasman, *Mayor*
- Nancy Smith, *City Clerk*
- Don Earley, *City Treasurer*
- Michael Guttman, *City Administrator*



Window to West Chicago is published six times a year by the City of West Chicago. It is designed to keep our residents informed about city government, services and events. Check out [www.westchicago.org](http://www.westchicago.org) for more information.

### CITY COUNCIL

**Ward 1**

- Lori Chassee . . . . . (630) 231-8709
- James Beifuss . . . . . (630) 231-0584

**Ward 2**

- Ronald Monroe . . . . . (630) 231-6967
- James Smith . . . . . (630) 231-1524

**Ward 3**

- Ruben Pineda . . . . . (630) 231-3181
- Russell Radkiewicz . . . . . (630) 231-5679

**Ward 4**

- Al Murphy . . . . . (630) 231-4624
- Sandy Dimas . . . . . (630) 293-5170

**Ward 5**

- Joseph Gianforte . . . . . (630) 293-8990
- John C. Smith, Jr. . . . . (630) 293-3802

**Ward 6**

- Rebecca Stout . . . . . (630) 293-7335
- Nanette Connelly . . . . . (630) 231-2482

**Ward 7**

- Nicholas Dzierzanowski . . . (630) 587-9608
- Matt Fuesting . . . . . (630) 762-1996



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