

egent Neighborho ASSOCIATION

Spring 2015 Newsletter | regentneighborhood.org

RNA Spring Meeting Wednesday, May 27 at 7 p.m.

> Best Western InnTowner 2424 University Avenue

The Regent Neighborhood Association invites you to a conversation with:

- · A representative of the UW Athletic Dep't will share plans and respond to neighborhood question and concerns.
- Gary Brown, Director, Campus Planning & Landscape Architecture of UW-Madison Facilities Planning & Management, will introduce Campus Master Plan and process.

Every 10 years, Facilities Planning & Management works with a team of planning consultants and the university community to update the university's Campus Master Plan. The Master Plan Update will serve as a tool to help establish a continuing framework to guide the orderly growth and development of the campus. You can learn more and follow the planning process at masterplan.wisc.edu/

Call for Volunteers!

RNA Board

At the Spring Meeting we will welcome a new board slate. The RNA invites interested neighbors to serve our neighborhood and our community by joining the RNA board. The board is looking for a Chair of the Membership Committee along with two At-Large board members. If you'd like to learn more about board service, call Jon Miskowski at 216-6208 or send an email to jonmiskowski@gmail.com.

RNA Fourth of July Festival

Summer is coming (honest) and we're looking forward to the RNA Fourth of July festival. There'll be the opening parade with the Rag-Tag Band, lots of home-made games, prizes, water balloons, catapult, cake walk, and face painting. And we're planning a return of the Box Maze! Don't forget the brats and dogs and legendary The Egg Toss.

Planning is under way, and we're in need of volunteers to help organize, and assist on the day of the event. If you've never helped out, it usually only requires an hour or two during the festival. Groups of volunteers are also welcome! Contact organizer Dave Hughes, hubiehughes@sbcglobal.net or 695-8707. We'll see you on the field this summer! ■

Renew Your RNA Membership with the enclosed form. Also, consider contributing to the new RNA West High scholarship. (See page 4 for info.)



Regent Neighborhood Association P.O. Box 5655 Madison, WI 53705

Officers

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Secretary Mary Czynszak-Lyne, 231-3674, mczynsza@wisc.edu

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Communications Mary Sarnowski, 469-0284, sarnowski@mac.com

Development & Preservation ${\tt OPEN}$

Festival
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Membership Eric Steege, 213-5025, eric.steege@gmail.com School Relations Jen McDonald, 332-0673, jenmariealt@gmail.com

Streets & Transportation Charlie Peters, 238-8343, capeters53@gmail.com

Sustainability
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A Note from the President —

Not long ago, the Regent
Neighborhood Association was
the Fourth of July Festival and
a meeting my wife went to every
month. When she came home she
seemed to enjoy it and the people.
That's about all it was to me.

Then four minutes later, I was president of the RNA board in the middle of developing a neighborhood plan that seemed to be an issue of some controversy and intrigue. I never did find the intrigue but I did find some extraordinary,



RNA Board President Jon Miskowski

knowledgeable, and dedicated neighbors who poured themselves into that work. The highlight for me was finding myself in a disagreement about the number of parking spots at the Blue Moon and running out on a break in the meeting to count. If anyone asks, it's 24, I think. By the end of the process, I could say things like variance and special use permit as if I understood what they meant.

Since I hadn't served on the RNA board before I became president, I didn't know what I was getting into. I certainly didn't expect it to be so much fun — not Fourth of July kind of fun exactly but still fun. I'm looking forward to continuing to serve on the RNA board and encourage folks to join us.

I'll end with a bit from my first President's Message — which I feel even more strongly: When Mary and I moved to Madison, we wanted our children — children we didn't have yet — to go to Randall School. Starting with Randall School, we fell in love with the neighborhood. From walks through University Heights, Badger games, breakfasts at Mickey's and lunch at Dotty's — we were drawn to the neighborhood. After we found our apartment on Breese Terrace, we never wanted to live anywhere else — unless it was next door to Shorewood Pool.

To our interesting and engaged neighbors who make our neighborhood a great place to live, thank you.

— Jon

RNA Board Meeting Schedule

May 27, 2015
June 24, 2015
September 23, 2015

The RNA Board meets on the fourth Wednesday of each month from 7–9 p.m. at the Best Western InnTowner at 2424 University Avenue. These meetings are open to the general public. Agenda items are solicited through the RNA listserv or can be emailed to RNA President Jon Miskowski at jonmiskowski@gmail.com. ■

Historic Architecture Walking Tour Season Begins

Slip on your walking shoes and get ready to set your inner history-lover free. The Madison Trust for Historic Preservation historic architecture walking tour season begins May 23.

Knowledgeable volunteer docents will lead eight walking tours that offer a close-up view of Madison's historic buildings, neighborhoods, and landscapes. Tours are scheduled at 11 a.m. Saturdays and 6 p.m. Thursdays from late May through late September.

The season begins Memorial Day Saturday, May 23, with a tour of Madison's most famous street, State Street, which stretches from the state Capitol to the bottom of UW–Madison's Bascom Hill. June 11 marks the debut of the new Orton Park neighborhood tour. This near-east-side tour showcases houses in many different styles from the late 19th and early 20th centuries and reveals that Orton Park was originally a cemetery.

Two tours are returning after being on hiatus. The Mansion Hill East neighborhood includes the elegant sandstone houses that were home to Madison's wealthy elite in the late 1800s. The King Street area is where Madison began. While early settlers'



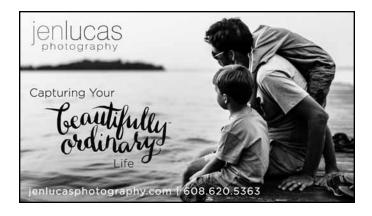
Architect Louis Sullivan's Harold C. Bradley House is included on the historic walking tour of the University Heights neighborhood. Photo by Paul McMahon.

log cabins are long gone, 19th-century cast-iron storefronts and 20th-century art deco skyscrapers evince the evolution of this vibrant downtown area.

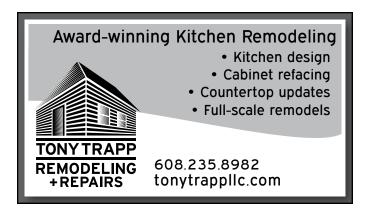
Popular returning tours include University Heights, location of homes designed by Frank Lloyd Wright and Louis Sullivan; Westmorland, a pioneering west-

(continued on page 4)

Welcome to Our New Advertisers—









RNA Scholarship Fund

Enclosed in this issue you'll find a RNA Membership form. Proceeds from RNA Membership contributions pay for our quarterly newsletter and annual directory, support RNA projects, enable the RNA contribute to neighborhood projects, such as recent major contributions to playground equipment at Randall and Franklin Schools, and support neighborhood gardening projects.

At its April meeting, the RNA Board authorized a \$2,500 contribution to Madison West High School's scholarship funds with a directed priority in equity and social justice. This needs-based scholarship will be given to a graduating West High student this spring. You can help continue this next year by making an additional contribution along with your RNA membership gift. One hundred percent of your additional gift will be attributed to this scholarship.



Walking Tour (continued from page 1)

side suburb; the Bascom Hill area of the University of Wisconsin-Madison; and the near-east-side Marquette Bungalows Historic District.

"Each of the neighborhoods featured this season is remarkable in its own way," said Jeri Grogg, chair of Madison Trust for Historic Preservation's Tour Committee. "Many long-time Madison residents who have taken a tour tell us that they learned several things about Madison's past that they hadn't known before."

The Madison Trust for Historic Preservation is dedicated to the conservation of Madison's historic places through advocacy and education. The independent, nonprofit, community-supported organization is guided by a volunteer board of trustees. Madison Trust works with the Madison Landmarks Commission and other municipal agencies as well as Historic Madison Inc., the Wisconsin Historical Society, and the Wisconsin Trust for Historic Preservation. Madison Trust is a Local Partner of the National Trust for Historic Preservation.

For tour dates and times, ticket prices and meeting locations, please visit madisonpreservation.org/tours.

University Heights WalkingTours Saturdays at 11:00 a.m., August 1 & August 29 Thursday at 6:00 p.m., June 4 & July 2

Here is where homes by Frank Lloyd Wright, his mentor Louis Sullivan, and local architects Claude & Starck and Alvan Small stand side-by-side. This early suburban neighborhood features styles from all decades of the 20th century.

The tour meets at the corner of Prospect Avenue and Van Hise Avenue, in front of Sullivan's Harold C. Bradley House.

Cost: \$10 Adults, \$5 Students, FREE for MTHP members. (Memberships start at \$40. Student Membership is \$25. Join online!)

Special arrangements: We are happy to arrange private tours. The per person fee is \$15. We require a non-refundable deposit of \$10 per person; the \$5 balance should be paid to the docent the day of the tour. Please call (608) 441-8864 for more information or to arrange a private tour. (Note: we will do our utmost to accommodate your party's desired schedule, but times are ultimately dependent upon our docents' availability).

Alder Report — District 5

by Alder Shiva Bidar-Sielaff

Dear Neighbors,

I am delighted to have been re-elected to serve you as your alder for another term. I look forward to continuing to work with you on issues affecting our neighborhood and the City. We are at a critical time in our City's history with lots of work ahead of us in ensuring that our City is a great place to live, work, and play for everyone. The next two years



Alder Shiva Bidar-Sielaff

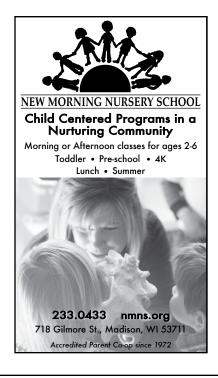
will require a steadfast focus on issues of racial equity and I hope to engage you in the discussions on initiatives and priorities.

As far as our neighborhood, here is a summary of some key neighborhood issues:

- Stevens Street Park is scheduled to be renovated this summer.
- The development proposals for 2501 University Avenue and 2583 University Avenue were approved earlier this year and construction should start soon.
- A new coffee shop will be opening soon in the Mullins building on the 2500 block of University Avenue. This will be a great addition to our neighborhood!

Thank you for your continued involvement in neighborhood and city issues. Please do not hesitate to contact me with any comments, questions, and/or concerns. I can be reached at district5@cityofmadison.com or (608) 220-6986. ■









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Midtown Police Station

An Excerpt from Madison Police Chief Koval's Blog, March 24, 2015

In 2008, the Madison Police Department held a five year Strategic Planning session at American Family Training Center, which included community members as well as other city staff. One of the groups looked at city growth. The outcome from this group was a continuation of the Midtown police discussion, which had initially begun in 2006. This group predicted and saw the growth of the west side of Madison, the annexation of the Town of Madison, and how this would affect the West and South Police Districts. Currently, the West Police District serves over one-third of the Madison population and the station is over capacity with staff and parking. When the West police district was first built in 2001, there were 58 employees working out of it. Today there are more than 90. The current population of the West District is more than 80,000 and is equivalent to the fifth largest city in the State of Wisconsin by population. The total square mileage in the West District is 28 square miles and covers more than 330 miles of roadway. The South Police District is having some of the same problems with capacity and does not have room for the increase in staff that will be needed when the Town of Madison is annexed into the City. The Midtown station will also help the Central Police District in removing UW football game planning and other events that occur on the UW property, including the UW Hospital.

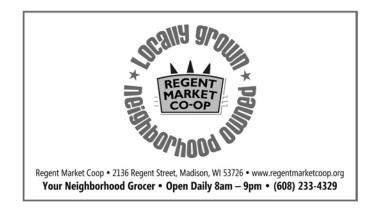
Over the years, the Department has continued to work on this project and in late 2013 the building located at 4018 Mineral Point Road (old Mount Oliver Church) came available to the City for purchase. The City closed on the property in March of 2014 and has sold many of the items that were left in the

building. The pews, organ, stain glass, to name a few, have found new homes. Habitat for Humanity has removed many items that will be used in future projects and will return for possibly additional items when we get closer to the demolition date. In January of this year, the City purchased and closed on the house located at 4016 Mineral Point Road, which was part of the church property. By adding this property to the project, it will give us many more options for the design of the station and placement.

The City has budgeted funds for the demolition of the house and church for this year, as well as the design of the station. There are funds for the construction of the station in 2016 and the station should be serving the community in 2017. The Department has formed three committees to work on this project. The first is the Executive Guidance Team, which is made up of city staff who will be kept informed of the progress of the project and will bring expertise to the project. The second team is the Design Team who will be responsible for guiding the architect in designing the station. This team is made up of a cross section of the Department and a citizen member of the Sunset Village Neighborhood Association. The third team is the Logistic Team, which is responsible for staffing and other resources needed for the station.

Preliminary boundaries for the Midtown station are still being developed and will assist our Department in balancing the geographic boundaries, workload, staff and resources for the West, South and Central Districts.





Regent Neighborhood Streets and Transportation

by Charlie Peters

Neighbors continue to express concerns about speeds on Highland, Grand, and Farley Avenues, especially as they relate to the Kendall Bike Boulevard crossings. These streets are often used as cutthroughs from Mineral Point Road,

Speedway Road, and Regent Street to reach the UW Hospital and University of Wisconsin area. As you may be aware, the city added traffic constriction to each of those intersections in the recent past to help alleviate these concerns.

At RNA request, the city will add new signage at these three intersections this spring in an ongoing attempt to reduce safety concerns. Additionally, it was suggested that residences on those streets consider placing "Slow down Watch for kids" signs in their yards (safercommunity.net/slow_down_campaign.php). If you are interested in participating, I will help obtain signage (capeters53@gmail.com).

Also, in an effort to gain consideration of motorists as they drive through our neighborhood, we are looking into the possibility of adding Entering Regent



Neighborhood signs at strategic entry points. We hope to include a pithy and engaging statement on the signs to further encourage drivers to slow down. If you have some ideas for such a slogan, please let me know.

And, finally, the RNA has recently begun discussions with West High School, City of Madison bicycle-pedestrian safety coordinator, and locally owned SARIS cycling group (producers of bike racks, etc.) to increase bicycle commuting to WHS by improving bike parking infrastructure and locations. The RNA hopes that this will, in addition to showing our support for the use of bicycles as a mode of transport, help reduce parking pressures on the neighborhood as well as drop-off and pick-up automobile congestion. As these plans are developed we will be requesting both your input and support for the project.

Please let me know if there are any streets and transportation issues you would like the RNA address and, as always, we welcome your help.



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News From Regent Market Co-op

by Jim Widder, RMC Board President

All the talk and discussion over the past several years around the expansion of the Regent Market Cooperative has come to fruition. The ink on the sale of the two buildings at 2136 and 2138 Regent by Joe Heggestedt to the Regent Market Cooperative is not yet dry, but the wheels of planning and putting out the word to raise the necessary funds to complete the equity portion of the purchase are well underway. Several long-time residents and former board emeritus Mary Rouse are honing the message to neighbors and supporters on how important the neighborhood-owned market is to the vitality of our little corner business district. The co-op has retained Denny Bauer of Bauer Rather construction and Bob Corbett a local resident architect to complete plans and specifications for the new remodeling and expansion into Mike's Liquor space.

John Wendt, the newly-promoted store manager, is looking forward to the new produce coolers which will keep those green peppers crisp and fresh, energy-efficient refrigerated coolers and freezers, and not having to get a step ladder for customers to reach the last shelf, or squeeze through an aisle. The new floor plan will feature our fresh meats by bringing the counter to the front and opening up into a community deli with a small seating area for salads, subs, and some prepared food. The seating area will expand to some outside tables starting later this summer. The rest of the store will be anchored by a central customer service island which helps provide visibility and convenience in making special orders or checking out your purchase.

We know that there will be some short-term pain as we make this big gain in floor area and product quality and selection—including spirits, wine, and beer—but it is worth it for the long-term success of the market. Although we will need to close one of the storefronts this year to start the construction, the little store with the reputation of being open 364 ½ days a year, will not close and will remain open throughout the construction. The construction activities will be phased to allow one side of the new address to stay open while the other is remodeled. We are also taking another step to maintain our sales volumes throughout the construction by building a virtual storefront as an expanded online grocery delivery service working with GrocerKey, a local food delivery service.



One of the key components of the fundraising drive will include issuing neighborhood bonds with an attractive maturity and annual return. We believe that if one-in-four of our members invests in a \$500 building bond for the store expansion, then we will easily raise the required funds for the newly-remodeled store. We are also asking those members who have achieved a level of wealth and financial security, to contribute to our building fund and help build a lasting legacy to our corner and neighborhood commerce. We are sending out our first mailing this week, so look for some information from us in the mail. We hope to celebrate the centennial of the Regent Market building later this decade and we will look back on these days as a period of community growth and vitality which helps to sustain the character and fabric of the Regent and University Heights neighborhoods.

The next time you stop in the store, stuff a dollar in the bratwurst and take a look at the images of the new store. We are building to better serve you. We look forward to seeing all of our loyal customers and the new residents who are looking for a grocery store with character, in the store for groceries, libations and deli items. See you soon!

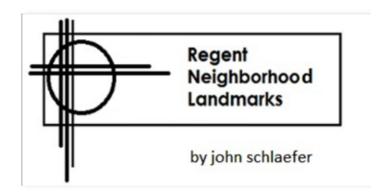
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ELY HOUSE, 405 Prospect Avenue (1896)

While this house was designed by a prominent Chicago architect, Charles Sumner Frost, its inclusion in the National Registry of Historic Places and designation as a local landmark, both in 1974, is more because of the prominence of the person who had it built and lived in it, Professor Richard T. Ely.

Ely came to the University of Wisconsin from Johns Hopkins University in 1892 to become director of



Photo: John Schlaefer

the School of Economics, Political Science and History, holding that post until 1925 when he left UW to go to Northwestern.

He was a strong critic of laissez-faire economics, at a time when laissez-faire was accepted, absolutely, both in business and education. He argued that it didn't address the problems of the working man. Instead, he was an advocate for labor unions and some aspects of socialism – although overall he was a critic of socialism – and the need for government regulation of private industry. Because of his views, the state Superintendent of Schools criticized his teaching in a letter to the *Nation* magazine in 1894, accusing Ely of teaching socialism. This brought about an investigation by the university's Board of Regents. In the end, Ely was exonerated and was kept on the faculty. In the report of the investigating committee to the Board of Regents was the proclamation on academic freedom that contains the famous phrase, "... continual and fearless sifting and winnowing by which alone the truth can be found" that is on the plaque on Bascom Hall.

Richard T. Ely was one of the founders of the American Economic Association, as well as the Christian Social Union (CSU). A deeply religious man, it was through the CSU that he advocated for the application of Christian principles to address the inequity of the working masses. Through his writing, teaching and leadership positions in various organizations, Ely became known as the "father of New Economics" and was one of the chief theorists of the Progressive Era.

The Architect

The house was designed in the Georgian style by Charles Sumner Frost while he was in partnership with Henry Ives Cobb.

After the partnership with Cobb was dissolved, Frost went into partnership with Alfred Hoyt Granger. That firm was famous for the design of hundreds of railroad stations throughout the Midwest, including the now-demolished Northwestern and LaSalle Street stations in Chicago.

Frost's most famous work, done in 1916, long after his partnership with Granger had dissolved, was the Navy Pier Auditorium. Frost died in Chicago in December of 1931.

References:

Heggland, Timothy F., *The University Heights Historic District: A Walking Tour*, Katherine Rankin, editor, Madison Landmarks Commission and Regent Neighborhood Association, 1987

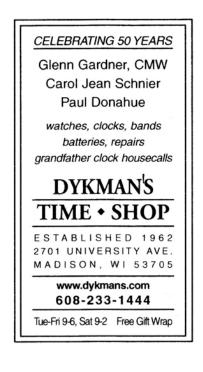
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Schlabach, Theron F., "An Aristocrat on Trial: The Case of Richard T. Ely", in *Academic Freedom on Trial: 100 Years of Sifting and Winnowing at the University of Wisconsin*, W. Lee Hanson, editor, Office of University Publications, Madison, 1998.

"Charles Sumner Frost", from Wikipedia - the free encyclopedia.

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Summer Shakespeare at Randall

Join students from Randall,
Shorewood, Hamilton, and
across Madison this summer
in a drama camp offered by
MMSD teacher, Richard Hamel.
Learn drama techniques
through skits and games, and
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The drama camp is open to students entering 4th through 9th grades (or 3rd grade with teacher recommendation). Contact Richard Hamel at hamelrc7@gmail.com or call 886-5841 for more details. This is not a school-sponsored activity, and the Madison Metropolitan School District does not approve, support, supervise or endorse this program activity.



Greetings from Randall!

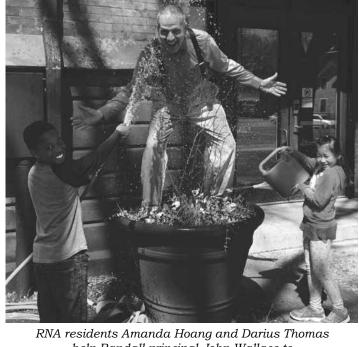
Entering a large district meeting, I asked a fellow school administrator how the end-of-the-year challenges were treating him. He responded, "You know, John, when your memories outnumber your dreams, the end is near." Once seated, I pondered my friend's words and realized they didn't really address my question. That is not to say that the end of the school year is not chock full of both memories and dreams, but I sensed my colleague was referring to the Big E, the Grand Finale.

I took assessment of where I lie on the continuum my colleague referenced, seeing the present as the seesaw's fulcrum and noting which end - the past or the future – hosted feet closer to the ground. The future was declared the heavyweight, at least for now.

I've often been described as a dreamer of sorts, or an "idea person," which is a euphemism for being abstract random. My challenge has always been to bring my seeds of thought to fruition. More than one brainchild has been orphaned by my failure to stay the course and not heed the Sirens of new quests. Recognizing this pattern, I devised a ritual that has transformed me into a true closer. I might patent the process, if I ever get around to it.

I stopped at a Scandinavian shop a while back and purchased a set of Finnish flag magnets. The national symbol hosts a light blue cross lying on a field of white. I placed the magnets at strategic points – my car dashboard, my home computer, my bed stand. Upon completing a task, I apply my "Finnishing touch" on the flag, gliding my index finger across the blue lines to "cross" the to-do item off my list.

Some tasks are more involved than others. When students ask me what I want to be when I grow up, I answer, "the principal of Sesame Street Elementary School." I'm told such a place doesn't exist, but in a Ponce De Leon spirit I believe it does. When I visit my son in New York City, I tip garbage cans in alley ways. Some onlookers may mistake me for a transient



RNA residents Amanda Hoang and Darius Thomas help Randall principal John Wallace to "bloom where he is planted."

dumpster-diver. I'm actually leaving no lid unturned in my search for Oscar the Grouch. Surely he can tell me how to get . . . how to get to Sesame Street.

I see my practice at Randall as preparation for the realization of my Big Apple dream. I am honoring the adage, "Bloom where you're planted," and what a fantastic garden Randall is for wee sprouts as well as hardy hedges! I can't imagine why I would ever leave. Still, remaining here would result in yet one more unfulfilled goal – one more uncompleted task. Instead, I will strive to put the finishing touches on this fabulous school year and others to follow as I prepare for the day when Big Bird's fluffy feathered finger follows my lead along the hue of blue.

Go Raccoons!

John Wallace, Principal ■



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Dane County Board Report — District 10

by Supervisor Jeremy Levin

I hope this edition of the RNA Newsletter finds you and your family well. As a follow-up from my last article, the County has a selected vendor and they will begin conducting the Racial Equity Analysis soon. While we have been working to address racial disparities on a number of fronts, the county still has some of the highest racial disparities of all counties in



Supervisor Jeremy Levin

the nation and inequities exist at every age and in every aspect of life, including: economic well-being, family structure, education, child welfare, juvenile justice, health, housing, and the adult criminal justice system. The analysis will focus on racial equity issues across all Dane County Government operations, programs, and policies to identify strategies that all of us can work on together to address inequities within county government.

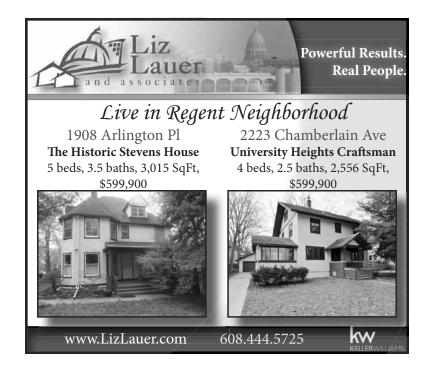
A couple of tangential efforts are being made that impact racial minorities to a greater extent. The County Executive introduced his "Access to Opportunity," which included initiatives to begin to address some of the very real barriers to work. Providing County funds to fund a pilot with the Madison Metropolitan School District to help

students afford to take driver's education and funds to assist those who have lost their driver's license to regain their licenses through the highly successful "Driver's License Recovery Program" at the YWCA. Also providing funds to support an evidence-based, successful, transitional jobs program operating in Southwest Madison that has demonstrated effectiveness in finding jobs for residents with multiple barriers to employment. Collaborators on this initiative include the City of Madison, the County, local businesses, churches, and community volunteers.

Finally, the County Board has been debating Resolution 556 in effort to address ongoing concerns of racial disparity and mental health in the criminal justice system. The resolution establishes three work groups of the Board's Public Protection & Judiciary Committee: one workgroup to study inmates' length of stay; one to study mental health issues facing inmates; and one to study alternatives to incarceration. The County has retained the consulting firm Mead & Hunt to assist in making recommendations regarding space needs of the jail and its population based on work group recommendations.

Should you or your family have an interest in specific Dane County projects or initiatives, please contact me at levin.jeremy@co.dane.wi.us or call me at 608.577.9335. ■





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Sunday Worship Schedule

8:00 Said Eucharist 9:00 a.m. Nursery Opens 9:30 a.m. Christian Formation for all ages 10:30 a.m. Choral Eucharist

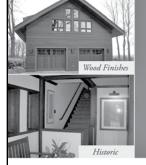
Wednesday Worship Schedule

7:00 a.m. Said Eucharist

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Dane County Executive Report

by Dane County Executive Joe Parisi

Dane County is repeatedly ranked as one of the best places to live in America — with practically limitless opportunity. However, not all of our residents have access to all our community has to offer. My top priority as County Executive is to work with our entire community to ensure that every single resident has access to opportunity which is why I recently launched my Access to Opportunity initiative.

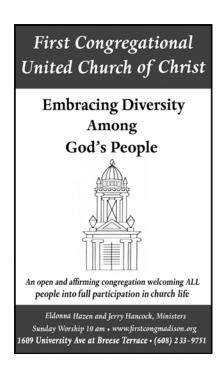


Joe Parisi Dane County Executive

We know the most reliable vehicle out of poverty and toward upward mobility is accessing and maintaining family sustaining employment. All of my efforts will support our residents in accomplishing that goal by addressing barriers that they may face along the way. Some of the most urgent challenges include: access to a valid drivers license, successful reentry to the community after incarceration, employment training and placement, and mental health services. My Access to Opportunity initiative will work with the community, businesses, and other levels of government, including the state, to tackle some of these challenges in a practical way.

We are embarking on challenging, yet exciting, work in our efforts to make Dane County a better place to work, play, and live for all its residents. I am optimistic that Access for Opportunity will take a large step forward towards addressing some of the long-standing issues of inequity and racial disparities we face in this community. We no longer have the luxury of discussing the problems without taking bold and meaningful action steps towards addressing them. That's what my plan attempts to do.

For more details on this initiative go to: opportunity. countyofdane.com/ $\ \blacksquare$









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2014-2015 RNA Newsletter and Directory Ad Rates and Schedule

RNA publishes 4 newsletters and a member directory during calendar year June 1, 2014 – May 31, 2015. Newsletters are mailed to approximately 1,900 households and businesses, and directories are delivered to RNA members (approximately 400).

Ads are black-and-white and are available in 4 sizes:

Small: 1 business card-size, 3.5" x 2" **Half-page:** 5" (height) x 7.5" (width)

Large: 2 business card-size, 7" x 2" or 3.5" x 4" **Full-page:** 7.5" x 10"

Advertise in 4 or more publications and receive at least 10% discount on the package.

Circle Your Choices		Newsletters				Yearly Package (Reflects discounted price)
Small \$55 each	Directory	Fall	Winter	Spring	Summer	4 for \$195 or 5 for \$240
Large \$110 each	Directory	Fall	Winter	Spring	Summer	4 for \$375 or 5 for \$475
Half-page \$250	Directory	Fall	Winter	Spring	Summer	4 for \$900 or 5 for \$1125
Full-page \$500	Directory	Fall	Winter	Spring	Summer	4 for \$1800 or 5 for \$2250

Deadlines: Winter Newsletter—January 5, 2015

Spring Newsletter—March 31, 2015 Summer Newsletter—May 31, 2015 Member Directory—August 30, 2015 Fall Newsletter—September 30, 2015 **Distributions:** Winter Newsletter—early February

Spring Newsletter—early May
Summer Newsletter—mid-June
Directory—mid September
Fall Newsletter—early November

Business Name:		
Address:		
Contact Name:		
Phone:	_ Fax:	Email:
Use same ad as last year		Send me a tearsheet (printed sample) of my ad
New ad to be sent		Send me the publication(s) with my ad
Total Payment Due:		

- Mail this form with payment to RNA, PO Box 5655, Madison, WI 53705
- Email ads (grayscale PDFs, at least 300 ppi) to sarnowski@mac.com
- Questions? Contact Matt Costello at 209-0019 or mcostellowi@gmail.com
- Thank you for supporting the Regent Neighborhood Association!

^{*}Ad Policy: The RNA reserves the right not to print ads it deems unacceptable.



Regent Neighborhood Association P.O. Box 5655 Madison, WI 53705

Announcements—

Friends of the UW Arboretum Native Plant Sale

May 9, 9 am−2:00 pm UW Arboretum, 1270 Seminole Highway ■

St. Andrew's Episcopal Church Concert Series

Music for Saxophone and Organ Friday, May 22, 7:30 pm 1833 Regent Street ■

RNA Spring Meeting (see page 1)

Wednesday, May 27, 7:00 pm
Best Western InnTowner, 2424 University Avenue ■

Movie Night at Camp Randall

Thursday, June 25, time to be announced Family Movie Night at Camp Randall Watch the RNA listserv for more details.



Photo by Sandra Witkauskas. Visit the RNA website at regentneighborhood.org/photos to see more of Sandra's Winter into Spring photos and other photo tours of the Regent Neighborhood.

Monroe Street Library Events:

Preschool Parade

- Drop-in Preschool Storytime Tuesdays, June 16-August 18, 10:30 am
- Storytime for the Very Young Tuesdays, June 16-August 18, 11:30 am

School Age Groove

- Circuit Blocks (A Bubbler Junior Program)
 Thursday, June 25, 2:00 pm, registration requested
- Screen Printing Mini-Project
 (A Bubbler Junior Program)
 Saturday, June 27, 11:00 am, registration requested

Fun for Families

- Paste Paper Exploration (A Bubbler Junior Program) Saturday, May 16, 10:30 am
- Library LEGO Club Thursdays, May 21 & June 18
- Elephant & Piggie Party Friday, June 19, 2:00 pm, registration requested

Teens and Adults

- Hand Lettering Presented by Anthology Wed., June 10, 6:00 pm, registration requested
- Monroe Street Library Book Discussion Wednesdays, May 27 & June 24

Summer Reading Program

Sign-up begins in early June, the theme for children is "Every Hero Has a Story," and once again, we'll be offering a program for children, teens, and adults. ■

Join the RNA Listserv — groups.google.com/group/regentneighborhoodassn

This newsletter is a quarterly publication of the Regent Neighborhood Association with a circulation of 1,900. The deadline for the summer edition is May 31, 2015. We welcome articles of general interest to the neighborhood, discussions of local issues, personal interest stories, etc. Please address items or inquiries, or for current ad rates, to Mary Sarnowski, 469-0284, sarnowski@mac.com. Letters to the editor do not necessarily reflect the views of the Regent Neighborhood Association.