

**Plaza Voice**  
**Village of Great Neck Plaza**  
**March 2012**



Mayor Jean A. Celender, Deputy Mayor Ted M. Rosen  
 Trustees Ted M. Rosen, Gerry Schneiderman, Pam Marksheid,  
 and Marion Green  
 Clerk Treasurer - Patricia O'Byrne  
 Editor - Brian Hetey

**Village of Great Neck Plaza Inducts Winning Students into the  
 "Traffic & Pedestrian Safety Hall of Fame"**



**Village of Great Neck Plaza Traffic and Pedestrian Safety Hall of Fame Induction Ceremony**

The Resident Parking and Pedestrian Safety Committee of the Village of Great Neck Plaza asked students in grades three through eight to submit a poster entry or essay answering the question of ways to promote and improve traffic and pedestrian safety in Great Neck. The Committee is pleased to announce that the following students (and current grade) won first place in our Poster & Essay Contest "Promoting Traffic and Safety": Joseph Ni, 6<sup>th</sup> Grade, Luis Pais, 7<sup>th</sup> Grade, Sahar Vacnich, 9<sup>th</sup> Grade, and Kayla Delafraz, 9<sup>th</sup> Grade.

Winners were invited, along with their families, to be inducted into the "Village of Great Neck Plaza Traffic & Pedestrian Safety Hall of Fame," at the Village Hall court room. Each student received a certificate from Mayor Jean Celender, and got a chance to meet Village Justice Neil Finkston, and members of the Resident Parking and Pedestrian Safety Committee. The court room was filled with joy and excitement as the students presented their entries to the public.

Committee Chairman Daniel R. Wotman exclaimed, "This Committee focuses, in part, on public education. By involving students

from our local schools, we hope to increase awareness to future drivers and their parents of the issue of pedestrian safety. I want to take this opportunity to thank the students and all who participated on their commendable work and insight into increasing driver awareness and pedestrian safety."

Some suggestions presented by these students for improving safety included: limiting distracted driving, better adherence to stopping at stop signs, using pedestrian signals, increasing the number of traffic lights, wearing reflector vests and other such clothing, everyone should respect traffic laws and people need to have more patience and respect for others.

The Village of Great Neck Plaza is looking forward to hosting the 2<sup>nd</sup> Annual Poster and Essay Contest that will promote traffic safety and pedestrian awareness. If you would like your school or child to participate in the next contest, call Brian Hetey, Mayor's Assistant, at Village Hall for more information at (516) 482-4500.

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**VILLAGE ELECTION NOTICE**

Mark your calendar to come out to vote in the Village Election on Tuesday, March 20 from 9 a.m. to 9 p.m. Two Trustees and the Mayor's position will be up for election. The polling location: Great Neck Plaza Village Hall, 2 Gussack Plaza. Free parking will be reserved in the surface lot across from Village Hall in spots designated for voters.

## Message from the Mayor

Dear Friends,

They say, "March roars in like a lion and out like a lamb," but this month could very well be like two lambs. With a little over five inches of snow from December through February, we have been lucky for this mild winter. The lack of snow has been good news for our DPW crew and for our roads and parking lots. Our merchants are also thankful for the many beautiful sunny days this past winter that helped encourage shopping.

March 1 is the beginning of a new fiscal year in the Plaza. The Board of Trustees and I were proud to adopt the 2012-2013 Budget with a "zero" increase in our general tax rate. This is the fifth consecutive year the Board has held the line on village taxes. Our General Tax Rate remains the same at \$4.36 per \$100 of assessed value. We believe this budget represents good fiscal management and accountability. The adoption of a budget with no tax increase is something few other Long Island or Great Neck villages, cities and towns will be able to achieve. We have continued to limit spending increases while reducing expenses where we can, to seek grants where possible to leverage our monies, and to provide good governance and oversight.

We recently completed the last of our five traffic calming and enhancement grant programs. The pedestrian and bicyclist improvements at Middle Neck Road and the Long Island Rail Road station parking lot have greatly improved safety and the overall appearance of this major gateway to the community. It is a significant revitalization effort and also one to enhance pedestrian safety, calm traffic and beautify the station area. The reconstruction included wider brick medians and pathways, more visible crosswalks, organized bicycle racks, new benches, additional site

lighting with the Village's standard Central Park luminaire, trees and landscaping, repaving and restriping the parking lot and installing a beautiful public art mural of a serene Long Island Sound landscape scene.

The newly planted trees at the train station were adorned with white LED rope lighting throughout the holiday season, and swapped out for red lights as part of a promotion with our Business Improvement District (BID) for Valentine's Day, and to promote February as National Heart Month. This created a dramatic, beautiful lighting scheme for the nighttime, a welcoming ambience in the downtown. Our street lights along Middle Neck Road, Bond Street and North Station Plaza were also wrapped with the colorful ropes for dramatic lighting and a festive look.



Your village government is here to provide you with many local services and programs to maintain quality of life and to continue to be one of the best places to live. Our dedicated staff maintains our streets and public spaces, trees and plantings, and ensures a safe, clean and beautiful village for all of us to enjoy.

I want to wish you a healthy and wonderful spring!

Jean A. Celender, Mayor

### E-Newsletter

Receive News and Information via E-mail  
Join Mayor Jean's E-Newsletter!

If you would like to receive news and information from our office pertaining to our Village, including our e-newsletter via e-mail, fill out the form below and return it to us at Village Hall. You can also go on-line to register on the Village's web site at [www.greatneckplaza.net](http://www.greatneckplaza.net). Your submitted information will be used solely by the Mayor's office to keep you current on important matters.

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP CODE \_\_\_\_\_

PHONE \* \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

\* Indicates Optional Information



## DEC Announces New Provisions

The New York State Department of Environmental Conservation has announced that several provisions included in the 2010 NYS Dishwasher Detergent and Nutrient Runoff Law have taken effect at the beginning of the new year. Among the provisions include the sale and use of fertilizers containing phosphorus.

The provisions that went into effect on January 1, 2012 are as follows:

- Prohibits use of phosphorus fertilizers on lawns or non-agricultural turf, except where a new lawn is being established or where a soil test indicated the need for additional phosphorus.
- Prohibits the application of any fertilizer on lawns or non-agricultural turf between December 1<sup>st</sup> and April 1<sup>st</sup>.
- Restricts application of any fertilizer on lawns or non-agricultural turf within 20 feet of a body of water or on paved surfaces, with limited exceptions.
- Requires that retailers display phosphorus fertilizers from non-phosphorus fertilizers and post an educational sign where the phosphorus fertilizer is displayed.



Residents are reminded that our storm drains are for collecting rainwater only. Please do not discard any liquid or other waste in the catch basins. All our catch basins have decals on the top indicating "Don't Pollute." Our local stormwater regulations strictly prohibit it. With your help, the local surface waters nearby in Little Neck Bay that receive our stormwater runoff will maintain higher water quality by adhering to simple measures such as this.

So we urge residents to ensure that you or your landscaper only use non-phosphorus fertilizers and that the application of fertilizers be done at the appropriate time of year within the new provisions. With the new provisions in effect, the amount of phosphorus found in stormwater runoff will significantly decrease, with improved water quality in bodies of water previously affected by phosphorus. Let's all do our part to help improve the quality of our stormwater runoff!

## Did You Know...

...that the Village of Great Neck Plaza has a Village Flag? Well, if you did not know, we do! The Plaza's flag, which debuted this past Veterans Day at events at the two local Atrias, is a very stylish, modern looking version of the current New York State seal, since we are an incorporated village in the state.

After a thorough search for a company to produce the flags, the Village ended up going with AAA Flags, a company based out of California. With the production cost of the flags being very reasonable, the Village decided to purchase two flags; a 1-sided flag that would be for displaying in our court room, and a 2-sided flag for displaying on the flag pole outside of Village Hall.

Mayor Celender and Trustee Schneiderman spearheaded the project to create a village flag. Stated Trustee Schneiderman, "As a forward thinking Village, we wanted a flag that was true to the state seal, but with a more modern design. It has an updated, refreshing look that I think most people will find attractive."



**Trustee Schneiderman and Mayor Celender unveil the new Village flag to much fanfare at the Atria Great Neck**

So if you get a chance, swing by Village Hall, or come into our court room and take a look at our new flag. We'd like you to tell us what you think.

## Great Neck Plaza Adopts “Complete Streets” Policy



**The Tri-State Transportation Campaign recently named the Village of Great Neck Plaza a “winner” in tri-state transportation and development for transforming local streets into a more walkable and bikeable environment. The TSTC applauded the Village for “creating a road system that will accommodate the needs of all users.”**

The Board of Trustees recently adopted a Village of Great Neck Plaza “Complete Streets” Policy consistent with state law that became effective February 15, 2012. This new law signed by Governor Cuomo requires state and local transportation agencies to consider complete streets designs that will make streets and roadways across the state safe and accessible to all New Yorkers.

“The Complete Streets law will help to ensure New York’s roadways safely accommodate all pedestrians, motorists and cyclists,” stated Mayor Celender. “This adopted policy by the Village includes local examples of our five implemented traffic calming and TEP grant projects that have incorporated Complete Streets design measures. With an adopted Village policy, it will assist us in competing for future state roadway funds as these monies become available.”

Under the new law, Complete Streets design principles will be considered on New York State Department of Transportation (DOT) projects and local and county projects which receive both federal and state funding and are subject to state DOT oversight. Complete Streets principles facilitate improved joint use of roadways by all users, including pedestrians, motorists, and bicyclists as well as promote a cleaner, greener transportation system with reduced traffic congestion and the resultant air pollution. Design features may include sidewalks, bicycle lanes, crosswalks, pedestrian control signalization, bus pull outs, curb cuts, raised crosswalks, ramps, and traffic calming measures. Complete Streets design principles have been proven to reduce fatalities and injuries, and by taking them into consideration on future projects it will greatly improve the safety of pedestrians, bicyclists, and drivers of all ages and abilities.

Mayor Celender further said, “Thanks to the state DOT, and to Town Clerk Leslie Gross of the Town of North Hempstead for sharing their adopted town policy with the Village, which we used as our model document. This new state law and our Complete Streets Policy will result in safer roadways and will help save lives, prevent injuries, and make Great Neck Plaza a safer place for all.

## Katherine M. Trunk Art Exhibit

Award winning artist, Katherine M. Trunk, of East Meadow is participating in the Plaza’s monthly art exhibit in March 2012. An Artist Reception will be held in the court room at Village Hall on Wed., March 21 from 6 p.m. to 7:45 p.m.. The public is invited to meet the artist and view her work. The exhibit is free, open to the public and will be on display through March 30 during normal office hours, which are Mon. through Fri., 9:00 a.m. to 4:45 p.m.

Ms. Trunk’s work exudes expressionism, as seen in the natural world, and the human condition. The public will be treated to a very unique exhibit, which portrays a wide range of mediums and themes, including compelling portraits of “Norman Schwarzkopf,” “Chief Justice Antonin Scalia,” and “Philip Roth,” as well as abstracts, “Through the Lens of a Child,” and animals depicted in “Sunday Cat.” Katherine’s stylized paintings of animals and nature on glass ornaments have been displayed throughout Long Island.

Katherine Trunk has created illustrative art for numerous publications, such as National Review Magazine, The New York Sun, The New York Times, and America Press among others. Published artwork includes political portraits as well as maps, calligraphy, and stylized design. Moreover, Ms. Trunk is a member of the National Art League in Douglaston, and a member of the Long Island Council for the Arts in Freeport.



**“By the Door”  
- Self Portrait**

Creativity is something that runs in the family as Katherine exclaims, “I am inspired by my late Grand Uncle Herman Trunk, Jr., one of the pioneers in American Modern Art (cubism, early 1900’s), and whose work was displayed at the Whitney’s first Biennial and is listed in the Smithsonian Institute of the American Art Archives.” Be sure to stop by and catch a glimpse of Katherine Trunk’s work, you will most assuredly be delighted.

# Get in Shape, "Reshape Your Plate"

"Get Your Plate in Shape!" That is the message the Academy of Nutrition and Dietetics is sending out in honor of March being National Nutrition Month. At a time when about one-third of adults, 33.8%, and 17% of children and adolescents aged 2-19 years old living in the United States qualify as being obese, the campaign is stressing the importance of making informed food and life choices. An easy way the Academy of Nutrition and Dietetics is suggesting to start eating smarter is by "reshaping your plate." The Academy is offering the following simple tips for people to reshape their plate:

- **Make half your plate fruits and vegetables** – the Academy suggests eating a variety of vegetables, especially dark-green, red, and orange varieties. Regarding fruits, dried and frozen fruits and those canned in their own juice or water are good options when fresh fruits aren't available.
- **Make at least half your grains whole** – when choosing grain products, the Academy suggests choosing brown rice, barley, and oats for side dishes or ingredients in meals.
- **Switch to fat-free or low-fat milk** – fat-free milk and low-fat milk have the same amount of calcium and other essential nutrients as whole milk, but less fat and fewer calories than whole milk.
- **Vary your protein choice** – registered dietitians with the Academy suggest eating a variety of food each week from different protein groups such as seafood, nuts, and beans, as well lean meat, poultry, and eggs.

- **Cut back on sodium and empty calories from solid fats and added sugars** – one of the things that the Academy cites as one of the main factors that leads to obesity is the high intake of sugary drinks, especially among children. For help cutting sodium levels, the Academy advises seasoning foods with all natural spices and herbs instead of salt.

**App of the Month**

In honor of National Nutrition Month, we at the village suggest downloading "Calorie Counter & Diet Tracker by MyFitnessPal" from [MyFitnessPal.com](http://MyFitnessPal.com). Compatible with Apple, Android, and BlackBerry software, the MyFitnessPal app allows users to set a daily calorie goal based on height, weight, and gender, then allows users to record their meals and exercise regiment. With one of the largest food databases of any calorie counter app, over 1.4 million foods, users will be able to record meals from restaurants and products by scanning the barcodes on food products. Furthermore, the app easily syncs with any computer the user chooses, allowing users to be able to keep tab on their progress from home or the office. With a 100% free membership price, there are no excuses to not have this valuable app.



To make it easier for older folks to eat and enjoy to plan a diet, the government is offering the free publication, "What's on Your Plate? Smart Food Choices for Healthy Aging." The booklet is available for download at [1.usa.gov/eatingchoices](http://1.usa.gov/eatingchoices). You can also order a free printed copy by calling 800-222-2225.

There are many great options for those looking to eat healthy here in the Village of Great Neck Plaza. For those looking to cut down on empty calories found in high sugared drinks, **bee-ORGANIC**, located at 4 Bond Street, offers a wide range of all natural juices and smoothies that include many fruits and vegetables for patrons to enjoy. **Entré Café**, located at 10 Grace Avenue, has an array of low calorie salad and wraps for patrons to munch on for that mid-afternoon snack. For those who are looking to snack on some low-fat treats, **Plaza Café and Yogurt Bar**, located at 14 Great Neck Road in The Gardens of Great Neck Shopping Center, has a wide selection of yogurt desserts for customers to choose from.

## Poetry in the Plaza

In celebration of Poetry Month, April 2012, the Village of Great Neck Plaza, in association with Long Island Traditions and Poetry Coordinator, Carolyn Raphael, hosted the second annual poetry contest. **Winners Day readings will be held Sun., April 22nd at the Great Neck Plaza Village Hall at 2:00 p.m.** The event is free and open to the public. So in honor of Poetry Month, come down to Village Hall and be prepared to listen to some of the most beautiful poetry our contestants have to offer. You won't be sorry!



Plaza officials and the Great Neck Plaza Historic Preservation Commission officially commemorated the newly installed plaque at 51 Middle Neck Road, which has been designated a local landmark. We thank Guy Loremil, CitiBank branch manager, who helped on this project (fifth from left).

## Next Star Performer Awards



To nominate someone for the Star Performer Award you select someone who works in a shop or business who goes out of their way to make you feel special, and who makes Great Neck Plaza a better place for you to live, work, shop and play. Potential "Star Performers" greet you with a smile, are eager to help, treat you with dignity, respect and patience so that it's a genuine pleasure to do business in the Plaza.

Just fill out the Nomination Form and mail it back to us. It's that simple. Call Brian Hetey, Mayor's Assistant, at (516) 482-4500 for more information or to nominate a "Star Performer," and join us on Thursday, May 24, 2012 at 9:30 a.m. for a really "feel good" ceremony at Village Hall.

### "STAR PERFORMER" NOMINATION FORM

If you wish to nominate a "Star Performer", please complete this form and mail it to: **Star Performer, Village of Great Neck Plaza, Village Hall, 2 Gussack Plaza, P.O. Box 440, Great Neck NY 11022, Attn: Star Performer.** We will invite you and your "Star" to attend the next award presentation.

Name of your nominee:

\_\_\_\_\_

Their employer\_\_\_\_\_

Four words that best describe the nominee:

\_\_\_\_\_

\_\_\_\_\_

My name & phone number:

\_\_\_\_\_

## Six Honored at Star Performer Ceremony

On a recent February morning, the Village of Great Neck Plaza honored six "Star Performers" for their outstanding customer service, and for making the Plaza an even better place to live, shop, work and play. Many of the Star Performers honored are long-time employees, who have fostered strong relationships with patrons over time.

Those who were honored as Star Performers on February 2nd were:

- **LuAnn Caciapaglia**, of Moon River Hair Salon, located at 5 Grace Avenue.
- **Rosalyn Gomez & Shelly Hicks**, tellers at Citibank, located at 111 Great Neck Road.
- **Guy Loremil**, branch manager at CitiBank, located at 51 Middle Neck Road.
- **Cort Zink**, branch manager at Bank of America, located at 10 Middle Neck Road.

- **Barbara Rodgers**, cashier at Waldbaum's, located at 40 Great Neck Road.

We would like to thank our Star Performers for going above and beyond to help the people of Great Neck.



Village of Great Neck Plaza Star Performers with their nominators on February 2, 2012

## S.T.O.P. (Stop Throwing Out Pollutants) Household Waste Disposal Dates

The S.T.O.P. (Stop Throwing Out Pollutants) program offers residents of the Town of North Hempstead the opportunity to dispose of their household hazardous waste in an environmentally friendly manner. Many people do not realize that ordinary household products, such as aerosols and cleaners, can be corrosive, explosive, or toxic if mixed indiscriminately with regular household garbage. It is important to take an extra moment to check labels for warnings, and please take advantage of this year's S.T.O.P. dates to ensure safe disposal. The next S.T.O.P. collection disposal dates in our area are as follows:

- **March 31st** at Michael J. Tully Park (1801 Evergreen Ave., New Hyde Park, NY 11040)
- **June 9th** at Solid Waste Management Authority (802 West Shore Road, Port Washington, NY 11050)

For each day, drop off times are from 9:30 a.m. - 3:00 p.m. For safety reasons, **NO** materials will be accepted **PRIOR** to 9:30 a.m. or **AFTER** 3:00 p.m. Those who plan on participating in the drop are reminded that latex/water-based paint, once hardened/dried out (24-36 hours after the lid is removed) may be disposed of in your regular trash. However, oil based paints are considered hazardous and will be accepted at S.T.O.P. collection days.

Any questions regarding the collection days, feel free to call the S.T.O.P. hotline at **(516) 767 - 4600**.

### Every Vote Counts... Don't Forget to Vote!

Are you ready to cast your ballot on Tuesday, March 20? Remember, every vote is a vote of confidence for the candidate you vote for. On Tues., March 20 from 9 a.m. to 9 p.m. at Village Hall, 2 Gussack Plaza, the following elected offices will be decided in our Village election:

- Mayor for a two-year term
- Two Trustees for two-year terms

Residents that will be away, are homebound or ill, may request an absentee ballot for the March 20th election. You can still register to vote, up to March 9, for the upcoming election. Voter Registration Forms are available on-line at Nassau County's Board of Elections website (<http://www.nassaucountyny.gov/agencies/BOE/index.html>) and copies are also available at Village Hall.

## Call for Artists; Village of Great Neck Plaza Looking for Artists to Exhibit



The Village's most recent art exhibit showing the wonderful artwork by Amy Finkston

If you are an emerging or established artist, looking for a new venue to showcase your work, then you may want to consider exhibiting with the Village of Great Neck Plaza. We are interested in seeing your work and publicly displaying it in the community.

Our court room, in a public municipal building space, is outfitted as a gallery with hanging wires to accommodate a variety of picture sizes. We are currently putting out this call for artists and portfolio submissions for exhibits for the remainder of 2012.

If you wish to consider exhibiting with us, please contact the Mayor's Assistant, at (516) 482-4500, or email [mayorsassistant@greatneckplaza.net](mailto:mayorsassistant@greatneckplaza.net), to set up an appointment to view your portfolio and our exhibit hall. Generally an exhibit is displayed for approximately 4 to 6 weeks. Works can be for sale; however, artists may not label prices on their pieces, and instead may offer their artwork for sale in a separate catalog handout listing.



## VILLAGE OF GREAT NECK PLAZA

2 Gussack Plaza, P.O. Box 440

Great Neck, NY 11022-0440

Phone: (516) 482-4500

FAX: (516) 482-3503

E-mail: [info@greatneckplaza.net](mailto:info@greatneckplaza.net)

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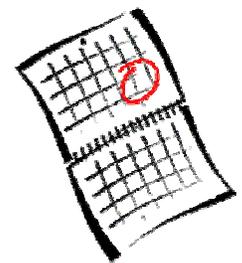
PERMIT NO. 286

*We're on the web...*

[www.greatneckplaza.org](http://www.greatneckplaza.org)

### Dates to Remember:

- March 20 - Village Election at Village Hall. Polls are open from 9 a.m. to 9 p.m.
- March 21 - Artist reception for Katherine Trunk from 6 p.m. to 7:45 p.m. in the Village Hall court room
- March 22 - Poetry Contest Winners Announcement online at [www.greatneckplaza.net](http://www.greatneckplaza.net)
- April 19 - Free Senior Span Seminar in association with the Nassau County Mental Health Association, "Am I Too Old to Feel Better?" at Village Hall at 10 a.m.
- April 22 - Awards Day Poetry Contest Readings open to the public at Village Hall at 2 p.m.
- May 24 - Star Performer Award Ceremony at Village Hall at 9:30 a.m.



## The Plaza Welcomes New Merchants

The Village is happy to welcome new businesses that have opened in the Plaza. Stop in and greet these merchants and say "hello." They bring vitality, diversity and new life to our community. If you are a new storeowner in town, new management, or are celebrating a milestone anniversary, the Plaza would be happy to provide a free Ribbon Cutting Ceremony to celebrate your event. Just call the Mayor's Office at 482-4500. Some recent additions are:

- Fahrenheit Physical Therapy, 15 Barstow Road, (516) 441 - 5440
- Fine Wines and Liquors, 40B Great Neck Road (Gardens Shopping Center), (516) 441 - 5040
- Mathnasium (Tutoring & Math Services to Middle and High School Students), 11 Great Neck Road, (516) 482 - 6284



**A recent ribbon cutting event welcoming Fine Wines and Liquors to the Plaza**