South End *News*

April 20, 2017 [Vol. 38 , No. 15]

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Inside

News from...

United South End Settlements

Congratulations, Team USES

Monday, two amazing individuals, Jana Eggers and Steve Holt, ran 26.2 miles for United South End Settlements in the 2017 Boston Marathon. Together, they have raised $25,583 for USES.

As Jana put it, "Running Boston for my home team, United South EndSettlements, made every step in training and during the race uplifting for me and the 30% of people in the South End living below the poverty line. Thank you to the South End and my friends for the incredible support for this amazing organization."

USES125 Exhibit Opened April 6

On April 6, neighbors and friends of USES came out to celebrate the opening of the USES125 Exhibit, which celebrates the history and legacy of settlement houses in theSouth End and Lower Roxbury.

Come by the Harriet Tubman House soon to see the exhibit and leave your mark on our interactive community board.

Continued on page 6

Jana Eggers and Steve Holt

SoWa Market

The artists of SoWa Artists Guild in the SoWa Art and Design District in Boston's South End will participate in the annual SoWa ArtWalk at 450 Harrison Avenue, Boston, Ma On Saturday & Sunday May 6 - 7 2016 11:00 Am – 5:00 Pm.

SoWa ArtWalk is one of only two times a year when ALL artists' studios at 450 Harrison Avenue open their doors and welcome the public. The SoWa Art and District is home to the largest community of working artists in New England.

SoWa ArtWalk is a fun and enlightening self-guided tour that brings visitors to the studios of more than 100 artists to meet and speak with the people who make the art. SoWa ArtWalk is an opportunity for art enthusiasts, collectors, dealers and the curious to see, experience and purchase art directly from the artists--- paintings, photography, sculpture and hand-designed jewelry.

SoWa ArtWalk is free and open to the public. Artists'studios are located at 450 Harrison Avenue and immediately surrounding locations. Parking is available.

or more information visit http://sowaartwalk.com or http://facebook.com/SoWaArtistsGuild.

Pepsi ad failed its multicultural audience

By Rev. Irene Monroe

Pepsi ads aim to emphasize its youthful brand by championing it as "the choice of a new generation." Not a bad marketing tool to turn its second-class status to Coca-Cola, its archrival, into an advantage.

However, Pepsi's recent commercial starring Kendall Jenner (of the Kardashian clan) was a fiasco. And, the backlash was fast and furious, because it preyed on racial and ethnic stereotypes: Asian as a classical musician; Muslim woman wearing a hijab; black males as reggae and hip-hop artists; white riot gear police holding fort against a multi-ethnic crowd. And, of course, the reenactment of the white hero/ rescuer trope. Jenner thwarts a possible riot simply offering a cop a Pepsi. However, before the denouement Jenner removes her blonde wig to give to a black woman because natural hair - any Eurocentric fashion- conscious female knows- won't do.

Front and center of the com-

Continued on page 2

Kick it!

South End Health Center's Annual Fundraiser

South End Kicks is South End Community Health Center's (SECHC) re-imagined annual fundraiser in support of our Wellness Initiatives that promote physical activity and good nutrition for 14,000+ patients.

Guests are invited to don their favorite "kicks" and/or bring a new pair for a SECHC patient at this festive catered reception featuring hearty hors d'oeuvres, fine wines and signature cocktails.

South End Community Health Center's re-imagined annual event, South End Kicks is a fundraiser in support of Wellness Initiatives that promote physical activity and good nutrition for our 14,000+ patients.

Lace up your favorite "kicks" for this festive reception.

Bring a new pair of sneakers to donate to an adult or pediatric SECHC patient.

Enjoy hearty hors d'oeuvres by Above and Beyond Catering, accompanied by fine wines, signature cocktails, and funky Latin/Reggae band, Los Four.

South End Kicks will also feature a curated silent auction and brief speaking program emceed by WBUR reporter, Martha Bebinger.

DATE:

Wednesday, April 26, 2017 from 6pm to 9pm

LOCATION:

Ink Block's Entertainment Lounge | 300 Harrison Ave. Boston, MA 02118

TICKET PRICES:

Kicks Tix: $150

Super Kicks Tix: $250, includes a pair of "kicks" donated in your name.

Rockin' Kicks Tix: $1,000, includes two (2) Super Kicks Tix and name recognition in event materials.

South End Kicks is a 21+ event.

http://www.sechc.org/

Cathedral of Holy Cross Celebrates Easter

More Photos on page 3

(Left) Cardinal Sean greeting people after Mass outside the Cathedral on Easter Sunday. (Right) Surrounded by Easter lilies, the Cardinal preaching. Photos by Patrick O'Connor

Community Meetings

District 4 Monthly Public Safety Meeting

District 4 Headquarters,
650 Harrison Avenue, South End
Monday, April 24th from 6PM-8PM

Flower Exchange Development Open House

540 Albany Street, South End
Wednesday, April 26th from 5PM-7PM

11 Fayette Abutters Meeting

11 Fayette Street, Bay Village (On-Site)
Thursday, April 27th from 6PM-7PM

Monroe

Continued from page 1

mercial's narrative arch is the misappropriation of the iconic and viral photo of Ieshia Evans. Evans is the 28-year-old African American mother who in 2016 during a Black Lives Matter protest in Baton Rouge stunned the nation as well as the world when she silently walked to the front line of heavily-armed police and offered her hands to be arrested.

The ad was not only tone deaf in culturally appropriating the Black Lives Matter struggle, but it was also an ill-conceived ambitious project overreaching to tap into a multicultural new market- Millennials.

Of all previous generations, however, Millennials are the most health-conscious customers, and non-alcoholic carbonated drinks-like both Coke and Pepsi-well, they are just not that into them., a consumer analytics provider revealed as recent as December 2016 that Millennials, between the ages of 18-24, consume mostly natural drinks.

However, both cola conglomerates gear their ad commercials mainly to the children of their most loyal fan base - African Americans and Latino Americans.

Pepsi and Coke have a long history with its African American community. Pepsi, however, has nearly a century-old loyal fan base because Coke- once referred to as the 'Jim Crow drink" -would not sell to African American markets. Pepsi- derisively referred to as the "N-word drink" -exploited the opportunity, narrowing its competition with Coke by opening markets in the Southern black belt and the Northern inner cities and hiring an all-black sales team. Pepsi ads flooded stores patronized by us and in African American publications with black models and celebrities. And Pepsi is still doing that. As recent as 2013, Beyoncé and Christiana Aguilar were hired to promote domestic sales in black and Latino markets, respectively.

Despite public outcry, many multicultural marketers at soft-drink industries applauded Pepsi with their recent ad for recognizing the expanding face of its consumer base and for aiming to employ "guerrilla advertising" and "rebel marketing" at disaffected Millennials, especially in urban cities.

With pushback from healthcare professionals, activists and environmentalists about marketing these drinks, like Pepsi, to economically distress area where fast-food chains also disproportionately target African American and Latino populations, especially our children, the plea has fallen on deaf ears.

"But let's face it. Hispanics and African Americans are much less interested in diet products. Sugary drinks — often the sweeter the better — do well with them," Todd Putman, a white professional multicultural marketer, quoted in the Advertising Age article "Soft-Drink Industry Is Smart to Target Hispanics and Blacks." There are a lot of cultural barriers to getting both these groups to understand the importance of being lean."

There are a lot of cultural and socioeconomic barriers and the inundation of these ads are one of them. For example, with both former NYC mayor Michael Bloomberg of NYC and former First Lady Michelle Obama campaigns against unhealthy sugary drinks to combat childhood obesity and Type 2 diabetes, Coke and Pepsi, notwithstanding, are the beverages of choice among both groups, exceeding water. During black and Latino prime time TV shows, especially on networks like Black Entertainment Television (BET) and the American Spanish-language Telemundo, Coke and Pepsi ads run disproportionally higher than on general prime TV show- 13 percent of their ads on those networks compared to 2 percent on the others.

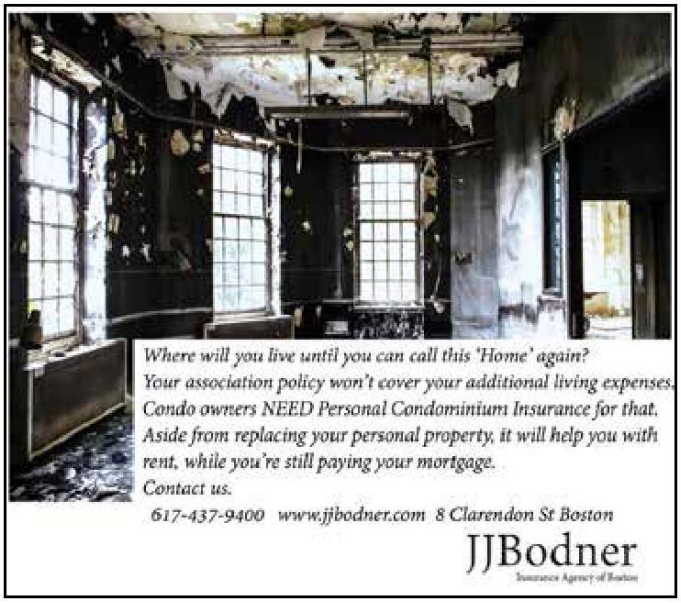
With African Americans and Latinos markets viewed as providing soft drink companies a "lifetime of opportunity" these companies are disincentivized to create healthier beverages. And they don't see it as exploitation, but rather as niche marketing.

"Do they owe these groups an apology? I don't think so.... On many levels, the soft-drink industry is being demonized as if it were the new big tobacco."

Pepsi is lauded as a friend to African American and Latinos communities. As a corporate philanthropist, Pepsi gives generously to African American and Latinos causes and organizations. In 2015, Pepsi celebrated its 50th Anniversary Giving Back program. One of its big grant recipients was Big Brothers Big Sister of Metropolitan Chicago, an at-risk youth program that aims to improve their changes at the American Dream.

But how could their chances be improved upon drinking their product?

Pepsi has a high concentration of sugar and caffeine. Both are addictive ingredients keeping our children coming back for more. Their ads are, too.



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DIVORCE SUMMONS BY PUBLICATION AND MAILING	Commonwealth of Massachusetts The Trial Court Probate and Family Court Docket No. SU17D0551DR
Nwora Adim vs. Charlene Barton	
To the Defendant: **Charlene Barton**	Suffolk Probate and Family Court 24 New Chardon Street PO Box 9667 Boston, MA 02114

The Plaintiff has filed a Complaint for Divorce requesting that the Court direct the defendant to appear, plead, answer, or otherwise move with respect to the complaint herein.
The Complaint is on file at the Court.

An Automatic Restraining Order has been entered in this matter preventing you from taking any action which would negatively impact the current financial status of either party. **SEE Supplemental Probate Court Rule 411.**

You are hereby summoned and required to serve upon:
John Joseph Loscocco, Esq.
Barker, Epstein & Loscocco
10 Winthrop Square, 2nd Floor
Boston, MA 02110
your answer, if any, on or before **04/27/2017**. If you fail to do so, the court will proceed to the hearing and adjudication of this action. You are also required to file a copy of your answer, if any, in the office of the Register of this Court.

WITNESS, Hon. Joan P. Armstrong, First Justice of this Court.
Date: March 23, 2017 ***Ann Marie Passanisi, Register of Probate***

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Cathedral

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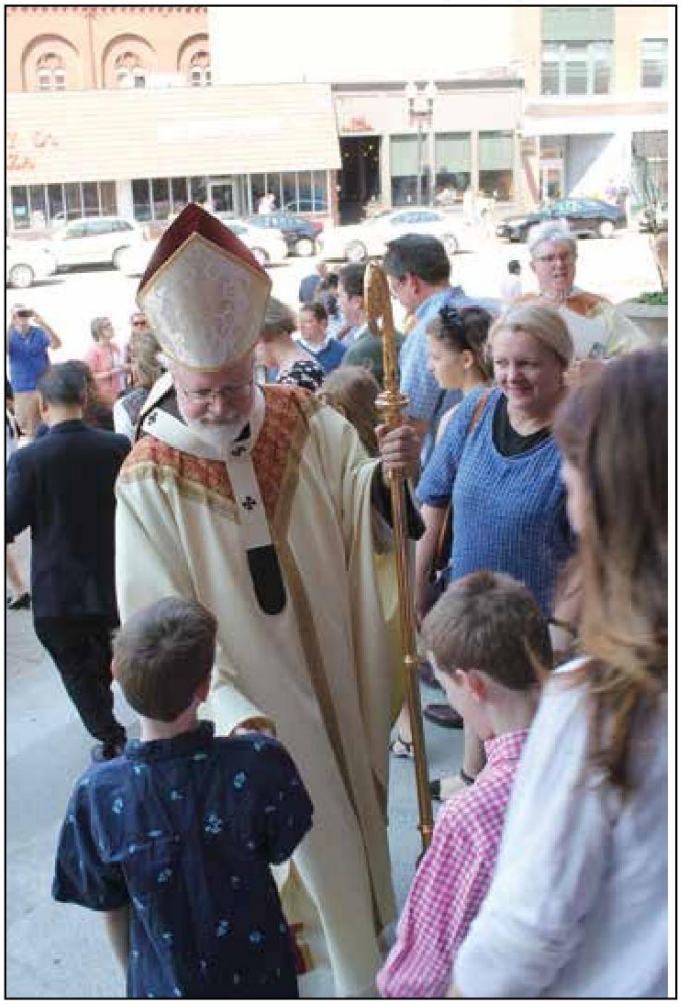

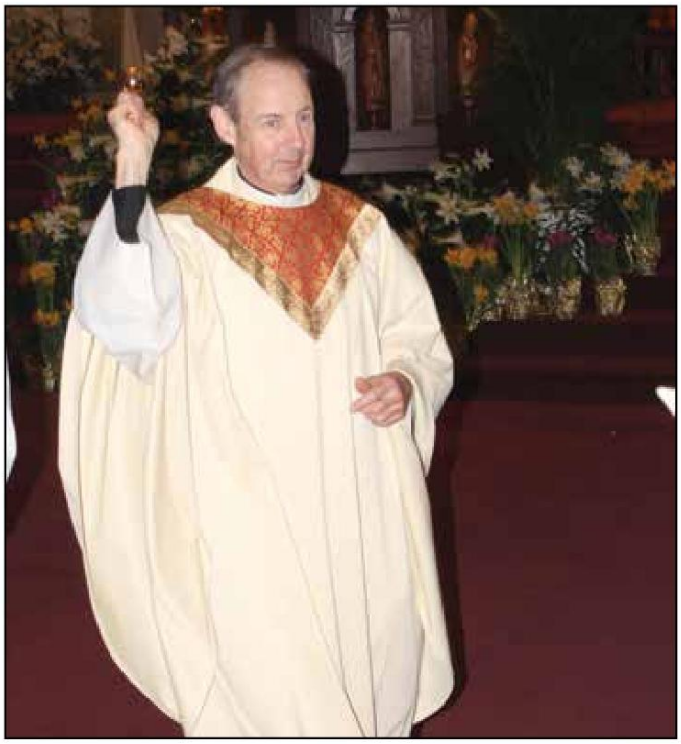

(Top Left) Easter flowers decorate the sanctuary (Top Right & Bottom Left) Cardinal Sean greeting people after Mass outside the Cathedral on Easter Sunday. (Bottom Right) Fr. Kickham blessing the congregation. All photos by Patrick O'Connor

Mayor Walsh Announces Imagine Boston Capital Plan

Submitted by the Office of the Mayor

Mayor Martin J. Walsh presented his $2.08 billion proposed Fiscal Year 2018 - Fiscal Year 2022 (FY18-FY22) Capital Plan, which makes critical investments in the City's infrastructure in every Boston neighborhood, guided by Boston's citywide plan, Imagine Boston 2030. With the City's planning efforts well underway, Mayor Walsh is proposing to maximize the use of all resources available for capital investment in this year's plan. The initiatives included in this Capital Plan will move Boston residents' priorities from idea to action by:

• Investing $1 billion over ten years to bring Boston's school buildings into the 21st century;

• Implementing core initiatives outlined in Go Boston 2030 to strive for streets that are safer, travel that is more reliable, and transportation choices that will interconnect our neighborhoods;

• Carrying out Imagine Boston 2030 open space goals to invest in the City's public parks by leveraging Winthrop Square sale proceeds, City capital dollars and external funds;

• Improving quality of life for residents by enabling affordable housing development through public infrastructure projects;

• Demonstrating the City's leadership and commitment to sustainable funding for the arts through the Percent for Art program, which will support the commissioning of public art.

• "This Capital Plan prioritizes investments in Boston's neighborhoods and is a direct reflection of the feedback we received from thousands of residents who contributed ideas to our planning processes," said Mayor Walsh. "I am proud that we are able to put the wheels in motion to begin investing in projects that are important to Boston's people, and that will prepare our City for a year of groundbreaking success."

Under the Imagine Boston 2030 umbrella, the City is investing in the core goals of BuildBPS, Go Boston 2030, Boston Creates, and Climate Ready Boston. An estimated 77 percent of the investment in the FY18-22 Capital Plan is aligned with the City's planning efforts. In order to more expeditiously address the City's investment aspirations, Mayor Walsh has increased planned borrowings by 22.5 percent over last year's plan, leveraged one-time funding sources including Winthrop Square Garage sale proceeds and the Parking Meter Fund surplus balance, and advanced the City's usage of the Massachusetts School Building Authority (MSBA) Accelerated Repair Program.

"As we begin the process of reviewing Mayor Walsh's budget, I am pleased to see the inclusion of increased funding for longstanding facility and infrastructure improvements throughout the entire city," said City Councilor Mark Ciommo, Chair of the Ways and Means Committee. "I look forward to working with my City Council colleagues and the Administration during the upcoming budget hearings, and I am confident that further collaboration will lead to a fiscally responsible budget for a sustainable and equitable future in Boston."

Today's budget complements Mayor Walsh's proposed FY18 operating budget, which was released last week, and is designed to balance sustainability and increased investments in key initiatives to more fully support Boston's neighborhoods.

For more information about the Capital Plan, please visit budget.boston.gov, a new website about the operating budget and capital plan that unites the budget numbers with the context so residents can understand how Boston's budget works.

Education

Mayor Walsh has committed $1 billion over ten years to bring Boston's school buildings into the 21st century, and this Capital Plan launches that investment with funding for 21st century classrooms, MSBA Accelerated Repair Program partnerships, completion of projects in the pipeline, and reserves for future projects identified by BuildBPS community engagement and feedback. Through a dedication of City capital funds and a strong working relationship with the Massachusetts School Building Authority (MSBA), the plan will more than double the capital spending on BPS facilities over the next decade.

• Slated to be completed in winter of 2017/2018, the $73 million Dearborn STEM Academy (Dorchester) will open for students in September 2018. The project, which leverages a projected $37 million match from the MSBA, is designed based upon a project-based learning curriculum, with an emphasis on STEM education.

• Over the next two years, the Eliot School (North End) construction projects will be completed. The new $23 million North Bennet Street building will welcome 5th to 8th graders this fall into a 21st century learning environment, while this summer, the final phase of construction will begin at the Commercial Street building.

Transportation

Mayor Walsh's FY18-22 Capital Plan, drawing on city, state and federal sources, will invest $709 million over the next five years in implementing the core initiatives outlined in Go Boston 2030: streets that are safer for all users of our roads and sidewalks, particularly pedestrians and cyclists; travel that is more reliable and predictable; and quality transportation choices that improve access to interconnect our neighborhoods for all modes of travel. The Capital Plan notably invests in the transformation of Hyde Square, North Square, Central Square, Dudley Street, and Boylston Street.

The FY18-22 Capital Plan focuses on adding protected bicycle lanes on every "Great Streets" project, and on off-street paths, such as the Fenway-Roxbury Connector, South Bay Harbor Trail, and Connect Historic Boston, all complemented by continuing the $900,000 annual investment in the Strategic Bicycle Network.

Technology

Consistent with Imagine Boston 2030 and Go Boston 2030, the Capital Plan funds a multi-year program to create improved and signalized intersections, including the Father Hart Bridge area in Hyde Park, where the City aims to install new traffic signals at each end of the bridge, as well as at the interconnected signals in Wolcott Square.

The City will invest $10 million in Boston Fiber Network (BoNet) to improve Boston's fiber backbone and infrastructure. The project will provide broadband services to 73 Boston Public Schools, 24 family public housing developments and more than 100 City buildings, while also strengthening public safety communications.

Open Space

Through the use of Winthrop Square proceeds, City capital dollars, and leveraging external funds, Mayor Walsh plans to carry out early actions to implement Imagine Boston 2030's Open Space goals, including investing in Franklin Park as a keystone park for

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Capital Plan

Continued from page 4

the city and restoring Boston Common to its full vibrancy.

Mayor Walsh recognizes the need for inclusive design and has created robust budgets for park renovation projects at Martin's Park in the Seaport, Smith Playground in Allston, and McConnell and Garvey Parks in Dorchester. This year, Mayor Walsh will launch a $4.8 million pathway improvement around Jamaica Pond, Phase II of Mary Hannon Playground in Roxbury, and a $4 million renovation of Reservation Road Park in Hyde Park. FY18 will also bring the beginning of the renovation of the 45-acre Harambee Park.

Energy and Environment

Leveraging outside funding, the Capital Plan allows for development of more detailed climate plans for Boston neighborhoods, especially those most at risk for coastal flooding, as recommended in Climate Ready Boston.

Through Renew Boston Trust, Boston will undertake renovation projects to reduce City buildings' energy consumption and capture the resulting financial savings.

Health

Boston is renovating several neighborhood community centers to better serve residents' needs. In FY18, Mayor Walsh is launching a major renovation to the BCYF Curley Community Center, an asset of the South Boston community. Construction will begin in FY18 on renovations to the BCYF Vine Street Community Center in Roxbury and the BCYF Gallivan Community Center in Mattapan.

Housing

Mayor Walsh's Capital Plan invests in reconstruction of roads and sidewalks in the Whittier Street housing development in conjunction with a $30 million Housing and Urban Development grant to revitalize the development and surrounding neighborhood. Known as Whittier Choice, the project will ultimately create a total of 387 mixed-income rental units.

Boston will also be renovating the second floor of the Woods Mullen Shelter to increase programming space, including housing search services and front door triage that enables shelter staff to meet with every new guest entering the shelters to conduct an in-depth assessment.

Arts and Culture

The Percent for Art Program, funded for the first time in Mayor's Capital Plan, demonstrates the City's leadership and commitment to sustainable funding for the arts by setting aside one percent of the City's annual capital borrowing for the commissioning of public art. The City projects to borrow $170 million in FY18 to support the capital plan, and will invest one percent, or $1.7 million, in public art projects in FY18.

Continued on page 6

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Capital Plan

Continued from page 5

In FY18, a $15.7 million project will be launched to preserve the Library's valuable and historic special collections in rare books and manuscripts.This project will begin with the inventory of the Central Library in Copley Square's Rare Books & Manuscripts Department's nearly 250,000 rare books and one million manuscripts.

The Mayor's Capital Plan also launches projects for new or renovated spaces at the Uphams Corner and Fields Corner branches in FY18. It includes funding for new, smaller scale facility improvement projects, including interior updates at the South End, Lower Mills, and West Roxbury branches, as well as landscaping and exterior space upgrades at the South Boston Branch.

Public Safety

The City is also renovating neighborhood firehouses and police stations. Design is underway on the new East Boston Police Station, a $25.5 million project that will replace the existing A-7 station. The new Engines 42 in Roxbury and 17 in Dorchester will be among the first of firehouses in the nation that reflect safety enhances that keep fire contaminants away from living areas, and improve personal and gear cleaning facilities.

The Police Department is upgrading and replacing its radio system to serve our police officers, as it had outlived its useful life. The project will include $56 million in operating and capital investments over four years.

Government Effectiveness

Mayor Walsh's Capital Plan includes funding for Youth Lead the Change, a participatory budgeting process where young Bostonians make decisions about how to spend $1 million each year. Projects funded to date include providing laptops in schools, park renovations, adding trash cans and recycling bins, and installing wifi in schools and community centers.

Mayor Walsh launched the City Hall Master Plan to allow Boston to rethink the way the public interacts with government in City Hall and to enliven the plaza. The City has successfully launched pilot projects, including "Boston Winter" on the plaza and the exterior lighting installation to enhance the building's original design and City Hall plaza. The City has also begun lobby renovations to provide a new visitor entrance, information desk and signage, and coffee kiosk to make the building more user-friendly. With funding through the FY18-FY22 Capital Plan, the City will renovate the plaza and transactional spaces in City Hall to provide a more inviting space to the public while making needed infrastructure and accessibility improvements.

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USES

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Register for Camp Hale!

Located on Squam Lake in New Hampshire, Camp Hale provides exciting outdoors experiences for urban youth. Campers enjoy hiking adventures, challenging team activities, and the opportunity to make new friends from different backgrounds. Our goal is for campers to leave with new skills, confidence, and multi-cultural awareness. We are now enrolling for summer 2017 rookie camp, trip and travel week, boys sessions, and girls sessions.

Resource & Recruitment Fair

Join us on Thursday, April 27th, from 11:00am-1:00pm at the Harriet Tubman House to meet local organizations and employers! All community members are welcome to come and learn about the resources and job openings right here in our neighborhood.

A Talk with Kate Larson

Kate Larson, author of Harriet Tubman biography

Bound for the Promised Land, will be joining us on April 27th at 6:00pm for a talk on her book and a short reception. This event is offered in partnership with the South EndHistorical Society.

Cocktails for Campfires

Join us on Saturday, April 29th, 6:00pm at Clerys Boston for Cocktails for Campfires, a fundraising event for the boys and girls of Camp Hale! This event is hosted by the Camp Hale Alumni Association.

(Top) Jana Eggers (Bottom) Steve Holt

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bpda | **Community Workshop**

PLAN: DUDLEY SQUARE

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5:00 PM - 8:00 PM

2300 WASHINGTON ST
Bruce C. Bolling Municipal Building - 2nd Floor School Committee Room
Roxbury, MA 02119

PROJECT DESCRIPTION:

The PLAN: Dudley Square workshop on April 24 will begin with a special Resource Fair. Various City of Boston departments will be present to share information specific to job training, career services, education programs and small business assistance. Representatives from BEST Hospitality Training, Building Pathways, Greater Boston American Apprenticeship Initiative, Morgan Memorial Goodwill Industries & Boston Career Link, Project Hope, Roca, Roxbury Center for Financial Empowerment, Tuition-Free Community College Plan, YOU Boston, Restore/Facade Improvement, Design Services and On-Site Technical Assistance and others will be available for questions.

Following the Resource Fair the workshop will focus on economic development goals and feasibility considerations for city-owned land in Dudley. Feedback from the workshop will be reflected in the Requests for Proposals (RFPs) for this land that will be produced in the coming year. Throughout the evening there will be opportunity for attendees to engage in productive dialogue with City/BPDA team members and each other.

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Teresa Polhemus, *Executive Director/Secretary*

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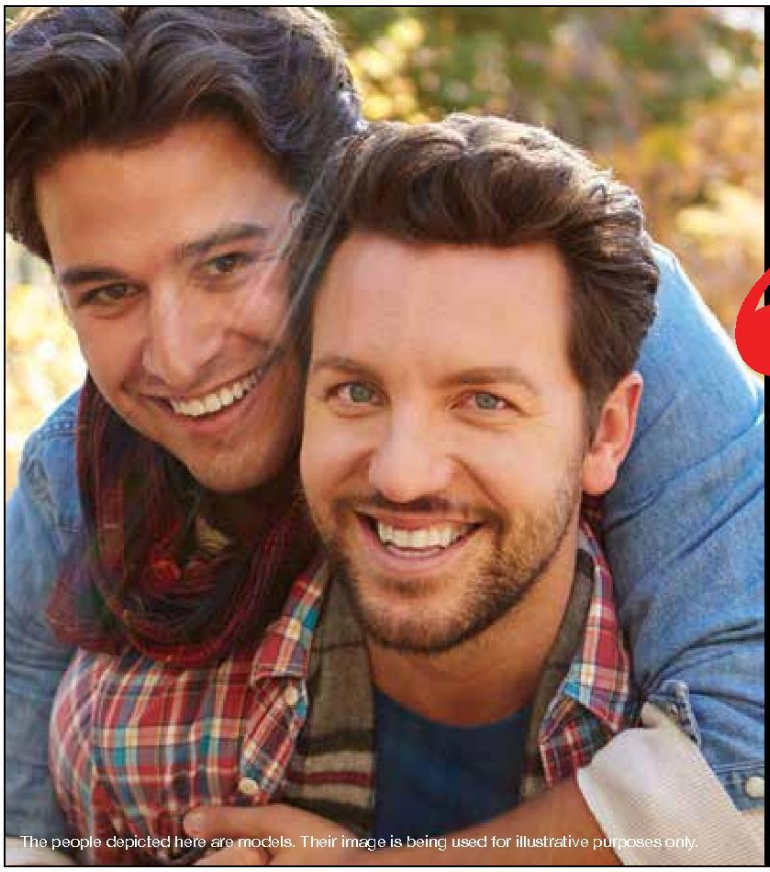
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