

Eastown Streetfair: “Back on the Bricks” and Better than Ever!

The 49th Annual Eastown Streetfair was back in-person this year and wow, what an event it was! The weather was great, the drinks were flowing, and fun times were had by all. This event couldn't have happened without the hard work and dedication of our amazing volunteers, sponsors, and Eastown Community Association Board members who spent countless hours ensuring this year's streetfair

was one to remember.

A huge thank you to our amazing sponsors who made this event possible - Rebel, Cheryl Grant Real Estate, Uptown, Harmony Brewing Company, Imperial Beverage, Short's Brewing Company, Starcut Ciders, The City of Grand Rapids Office of Special Events, Triumph Music Academy, and the Eastown Business Association. We truly could not have done this without

their support.

As the world gets back to “normal” post-COVID, it's these types of community events that remind us the importance of strong relationships, strong partnerships, and strong neighborhoods. Thank you Eastown for your enduring community support since 1973"! ♦

Photo by Erin Wilson



Get Involved

Support the Future ECA
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Fostering a safe, diverse, and walkable Eastown neighborhood by creating opportunities for neighbors and friends to engage and connect.

415 Ethel SE
Grand Rapids, MI 49506
616.451.3025
info@eastown.org
www.eastown.org

ECA Board Members

- Dakota Riehl-Davis, President
- Rion Hollenbeck, Vice President
- Elizabeth Girgen, Treasurer
- Steven Martinez, Secretary
- Christian Verley
- Gavin Cornwell
- Jean Snyder
- Michael Bopp
- Pamela Goderski
- Staci Rickman
- Jonathan Morgan

Executive Director

Currently vacant

The Eastown Community Association board of directors meets on the second Monday of every month at 6p.m. Eastown residents and business owners are encouraged to attend. For more information visit our website at eastown.org

Facebook: eastowngr
Instagram: @eastowngr
Twitter: @EastownGR



FROM THE BOARD

YOU are the Future of the ECA

By Rion Hollenbeck, ECA Board Vice President

As the holidays approach and this season of giving is upon us, it's a great time to take a step back and take stock in the important things in life; friends, family, & community. It is in this spirit of giving back and community that we ask for your assistance in ensuring the continued success of our Eastown Community Association.

Join the Board!

We have several board members that will not be returning once their term is up in January 2023 in addition to two existing open board seats so we need YOUR help. If you are interested in joining the ECA Board of Directors and helping build a more sustainable Eastown Community Association, please submit your application on our website: eastown.org/join-our-board We are looking for individuals who are passionate about this community and want to use their wide variety of skills and experiences to further the organization's mission.

We're Hiring!

As most of you know, the ECA has been without an Executive Director for quite a while and although we understand the role of the Executive Director is key to the success and

sustainability of the organization, we have been unsuccessful in filling this position. This, in conjunction with a tight labor market and economic headwinds, the ECA Board of Directors has decided to move forward with hiring a part-time Program Coordinator.

The Program Coordinator will be responsible for a subset of Executive Director tasks focusing on supporting key ECA programs and administrative duties. Due to the smaller, focused set of responsibilities, this will initially be a part-time role with opportunity to grow into a full-time position. The Program Coordinator will fill the immediate need for program and administrative support for the ECA.

If you or anyone you know is interested, please apply at eastown.org/news/the-eca-is-hiring or visit our website.

As always, we want to thank you for all your support. There are many opportunities to use your unique talents and passions to help the ECA and the Eastown neighborhood, so if you are interested in getting involved PLEASE reach out to us.

Thank you and Happy Holidays! ♦

EASTOWN ACCESS

As the newsletter of the Eastown Community Association, the *Access* is published six times a year.

Contributors

Dana Kroll, Jay Hoekstra, Katharina Häusler-Gross, Rion Hollenbeck

The views and opinions expressed in Access are not necessarily those of the ECA Board.

The Access reserves the right to accept, reject or edit any material submitted for publication.

Supported by CDBG funds via the City of Grand Rapids.

ADVERTISING IN THE ACCESS

The *Eastown Access* is delivered to over 2,400 households and 100 businesses six times a year. Place your ad today!

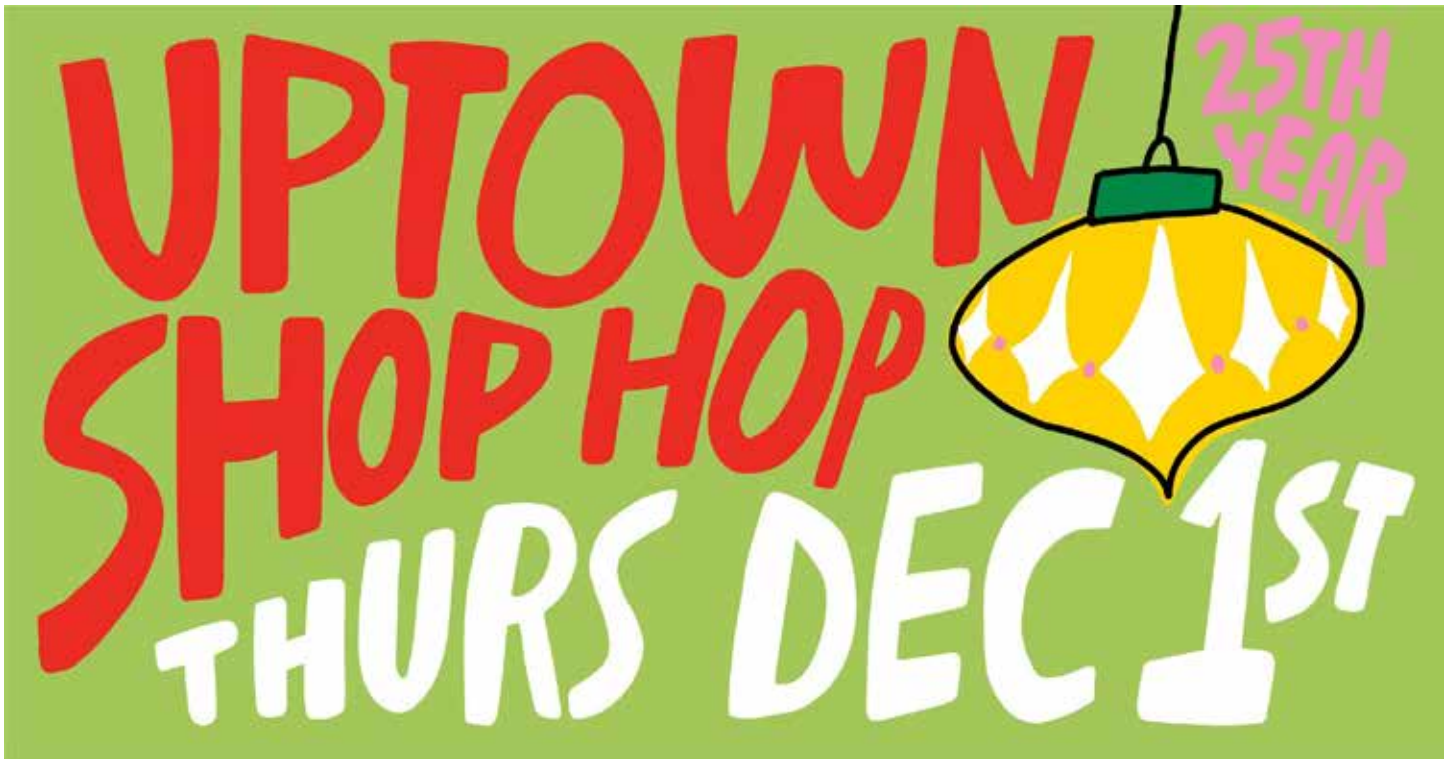
Advertising Rates:

Size	Single Issue	Six Issues
Half-Page	\$175	\$800
Quarter-Page	\$100	\$500
4" Column	\$75	\$350

Access is also available online at eastown.org. Send all inquiries & advertising files to: info@eastown.org.

UPCOMING EVENTS

Shop Hop & 2023 Eastown Events Calendar



As the ECA celebrates 50 years in 2023, we are focusing our limited resources on a much smaller set of events, namely the Annual Meeting, Dumpster Days, and of course the Eastown Streetfair. ♦



Join One of Our Committees!

As a reminder, all of our committees are open to any Eastown resident looking to get involved. If you have questions about a particular committee, please email the specific committee below or check out the volunteer section of the <https://eastown.org> website. ♦

Events

- events@eastown.org

Garden

- garden@eastown.org

Bricks and Mortar

- bricksandmortar@eastown.org

Communications & Marketing

- communications@eastown.org

Congratulations, Celebrations—and Diapers

By Dana Kroll, Access Contributor

JAYE VANLENTEN: A HEARTY CONGRATS AND A BIG THANK YOU.

Uptown GR Inc. (UGRI) recently held its annual board member celebration in which the organization recognized recent retirees and welcomed new volunteers. UGRI also honored a few extra special guests during the soiree, to recognize the exemplary service and contributions these recipients have made to our district, our community, our city, and our organization. One of those recipients was Jaye VanLenten, founder of Spirit Dreams, one of Eastown's longest running and most successful retailers.

We owe a thank-you to Jaye, for what has been a career-long list of contributions to both Eastown and the entire Uptown district. Her collaborative spirit has been pivotal in helping to make our beloved Eastown the thriving, engaging, and inclusive district that it is today. Jaye's involvement has included everything from placemaking and pedestrian experiences, business development and wisdom-sharing with colleagues and business newcomers, countless collaborative efforts with the Eastown community, spearheading investments in the arts, and much, much more. Throughout it all, Jaye's leadership style has been steady and gracious,



Photo Jaye VanLenten

calm and constructive. Working alongside her has been a true pleasure.

For this, UGRI awarded her with its 'Uptown Career Achievement Award,' which she has certainly earned.

Jaye has recently transitioned to retirement from both her business and the UGRI board, and we wish her a heartfelt congrats and best wishes for this next chapter to be one that is as wonderful as she is. Meanwhile, please know that Spirit Dreams continues! On July 1st, longtime employee Keeley Geary and her husband T.M. Camp became the business's new owners of the business, and they look forward to welcoming you the next time you visit the shop.

SHOP HOP – CELEBRATING 25 YEARS.

The Uptown Shop Hop is BACK, and we couldn't be more excited about this year's celebration. The event marks its 25th anniversary this year and will be one for the books. One of the most anticipated features is that, yes, the jolly trolleys are BACK! And of course, lots more merriment, fun, and special experiences will abound. The event takes place Thursday, December 1, from 3 to 9 pm. Mark your calendars and be sure to follow Uptown at @uptowngr on both Facebook and Instagram, for more information will be shared there in the coming days leading to the event.

DIAPER DRIVE SUCCESS IN EASTOWN.

Several area businesses recently collaborated with Eastown's Gold Coast Douglas and with our community for a pretty incredible cause. Today we're sharing the impressive results of their efforts.

As they have for seven consecutive years, Gold Coast Douglas again hosted its community diaper drive, which coincided with Diaper Awareness

Week (9/24-10/2). The goal of the drive was to collect 10,000 diapers for area mothers and babies in need... and that need is great. Currently, one in three U.S. families struggles to provide enough diapers to keep a baby or toddler clean, dry, and healthy, and research shows that 48% of parents delay changing diapers; 32% report re-using diapers to make supplies last longer.

GCD invited several area businesses to partner in the effort and use their voices, and spaces, to spread the word and offer donation drop-off points. Mind Body Baby Yoga Studio, another of our Eastown businesses, participated in this partnership.

The results were a smash success! The businesses together collected 11,133 disposable diapers, plus 97 packs of wipes, and lots of additional donations such as cloth diaper covers, pads, pre-folds, wet bags, and washcloths too. We're proud of their efforts, and we are grateful for the community members who donated to this incredible cause. ♦



New Spirit, Same Dream.

Mon-Fri 11-6 pm, Sat 11-5 pm

1430 Lake Drive SE
www.spiritdreamsgr.com

616-456-9889 / info@spiritdreamsgr.com



HAPPENINGS @ AQ

By Katharina Häusler-Gross, Access Contributor

Sunday, November 13

AQ College Band and Chamber Strings Concert

Please join us for a lovely concert performed by students from the AQ Band and Chamber Strings group. Directed by Dr. Tom Polett and Samer Jeroudi, MM.

The concert starts at 3 p.m. in the Kretschmer Recital Hall and is free and open to the public.

Friday, November 18

AQ High School Honor Band Day

Dr. Tom Polett, Instrumental Music Director, will be leading a day of full-band rehearsals, and sectional rehearsals with our adjunct experts for band students from high schools in the region.

At 4:30 p.m. the day will culminate with a Public Concert in the Kretschmer Recital Hall.

Friday, December 2

A Service of Lessons and Carols

The AQ Choirs (conducted by Dr. Christopher Mason, Director of Choral Activities), the Chamber Strings (conducted by Samer Jeroudi, MM), and Readers from all corners of the Aquinas campus will join together as the ancient story of our Savior's birth is told in sung and spoken word. This is a collaboration with AQ Campus Ministry and the AQ Art Department.

The service will be held at 7:30 p.m. in the Aquinas Chapel Our Lady Seat of Wisdom. Free and open to the public.

Thursday, December 8

AQ Christmas on Campus

The Aquinas community--students, alumni and supporters, faculty, staff and retirees--are invited to join in the fun of Christmas on Campus on December 8 from 5:30-7:30 p.m.

Guests will enjoy the festive Christmas lights and holiday displays as they walk through Aquinas' colorful campus. In the spirit of caring for others, the Alumni Association Leadership Council will be collecting non-perishable food items and toiletries to stock the campus pantry.

Say hello to President Córdoba and the First Gentleman at Holmdene Manor. They will be giving away a special holiday gift to those who visit!

Families are invited to stop by Cook Carriage House for a visit with Santa Claus, complete with cocoa, cookies, and letter writing to Santa.

At the end of the route, visit the AQ Carolers as they perform outside of Our Lady Seat of Wisdom Chapel.

Registration is requested for visiting Santa. The fee is \$5 per person and children under the age of 2 are free.

Fri thru Sun, December 8 - 11

AQ Theater Presents: The Thanksgiving Play

This hilarious and biting satire by playwright Larissa Fasthorse (Sicangu Lakota Nation) and directed by AQ Theater Professor Scott Harmann, explores a question you might not have thought to ask: Is it possible for four actors to put together a "culturally sensitive Thanksgiving Play?" Things get quickly and wildly out of control as they must come to terms with who the story of the "first Thanksgiving" is really for.

Performing Arts Center, Dec. 8-11, 2022

Order your tickets online at aquinas.edu/theatre

Open to the public.

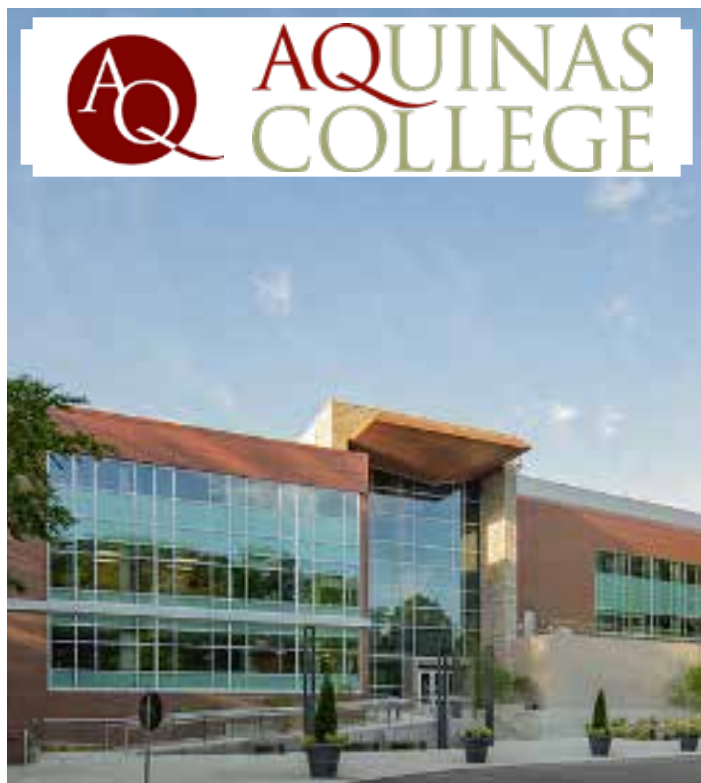
Sunday, December 11

Aquinas College Christmas Collage Concert

What better way to enjoy the Holiday Season than listening to the beautiful voices of the Aquinas Choir who will perform both new and traditional Christmas songs and carols in this year's Christmas Collage Concert.

Join us at 3 p.m. in the Kretschmer Recital Hall for this joyous and inspiring event!

Free and open to the public.



Electrify Eastown!

By Jay Hoekstra, Access Contributor

Is your kitchen stove a little worse for the wear?



Hang on to it a little longer because next year you could get \$840 off a new electric, induction stove! The recently passed Inflation Reduction Act, (IRA), (which is mainly about fighting climate change and lowering your drug costs), has some big rebates and tax credits. The credits and rebates would help you fight climate change and save money. The incentives are for insulating your house, getting more efficient, electric heat and appliances, improved wiring, electric vehicles and of course getting solar panels to run those changes from free, sun energy.

Last year the tax credit for solar panels and batteries was 26%, now it is 30%, and covers geothermal heat pumps. The upfront discount is \$8000 on regular heat pumps, 50% up to \$1750 on a heat pump water heater, and up to \$840 on a heat pump clothes dryer. You could get up to \$1600 for weatherizing your house, up to \$4000 for 100 amp, “smart” service panel, and up to \$2500 if your house needs improved wiring for all these things.

There is a combination \$750 credit and rebate off a new electric vehicle and up to \$1000 off a used electric vehicle.

Renters can get rebates on electric induction stoves and window heat pump air conditioners -- appliances that they can take with them if they move. Unlike some of the tax credits, these rebates are designed to be offered at the point of sale — meaning

upfront savings for consumers.

Start picking out your appliances and getting quotes on solar electric systems. Solar installers and electricians are going to be busy.

But how do you get these deals? Some tax credits are available right now. The rebates and other tax credits won't be broadly available until the second half of 2023 or later, according to experts. That's because the Energy Department must issue rules governing these programs before states, which will administer the rebate programs, can apply for federal grants. After approval, they can start issuing rebates to consumers. It is important to note that as this program will be administered at the state level, it is not a foregone conclusion that all states will participate.

A guide to all these rebates and credits can be found at electrifyamerica.org. The guide also explains what some of these new types of appliances are. They also have a calculator online where you put in your zip code, your usual household income, and you will be told which tax credits and up-front rebates for which you qualify and your likely annual savings.

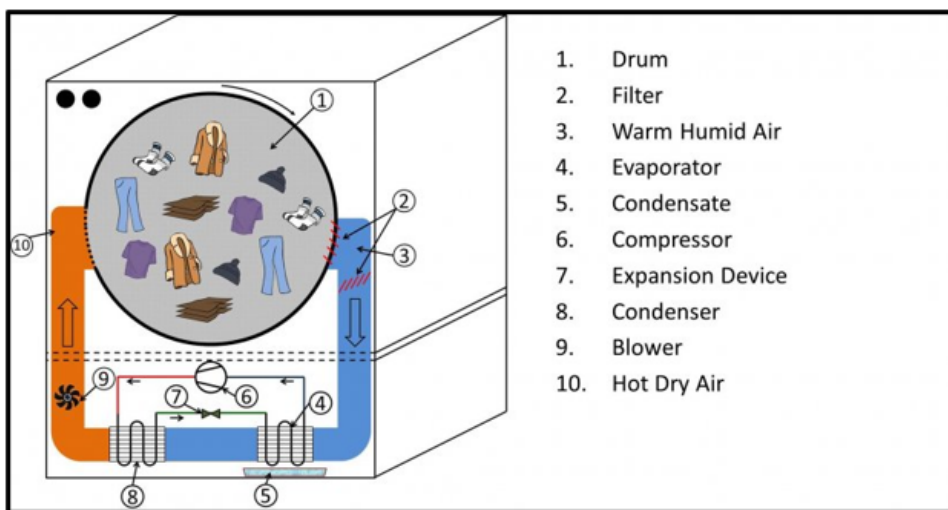
The importance of walking the walk is becoming more and more apparent. A United Nations Panel has recently issued three reports on

climate change. The world is now at 1.1 C above preindustrial levels, when the climate was on its own. It is now inevitable that it will go up to 1.5 C no matter what we do. “That means some of the noticeable effects the world is seeing now — like extreme droughts, severe heat waves and catastrophic downpours and flooding — will continue to worsen for at least the next 30 years. Global sea level will continue to rise for at least 2,000 years.” (New York Times, August 9, 2021)

Because of this, we must work very, very hard to not exceed 1.5°C. The best efforts that nations have pledged to undertake (but haven't carried out), are not enough. To stay at 1.5 or less, is possible, but will be a “mammoth and expensive” undertaking. If we fail to achieve this, the word catastrophe would not be adequate to describe the impact. By 2100 we could be at 3°C or more, and that might be the end of us.

Although this is scary, we all can make the significant contribution. Using these rebates and credits are actions that you can take on your own. You can do more than worry and talk about climate change effects.

And start talking to your tax preparer, so they can help you make a plan that works for you. ♦



Heat Pump Clothes Dryer

COMMUNITY EVENTS

Another Successful Eastown Annual Howl-Oween Pawty!

By Rion Hollenbeck, ECA Board Vice President

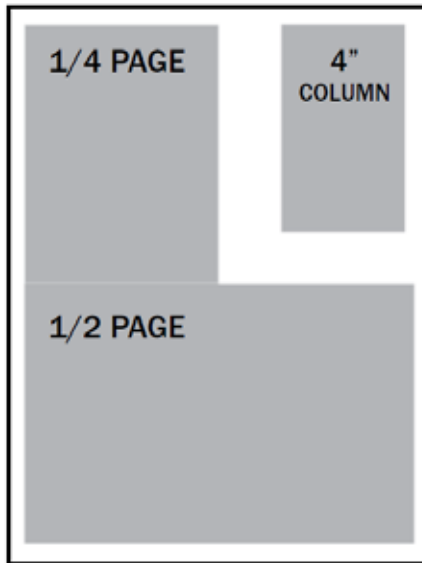
Thank you to everyone who came out to Wilcox Park on October 15th to “pawty” with our little furry friends to support the Eastown Community Association! We’re so grateful for the support from our sponsors: Rebel, Harmony Brewing Company, Uptown GR, Inc., Cheryl Grant Real Estate, The Grand Rapids Office of Special Events, and to all our volunteers who made the event a smashing success. And, of course, a huge shout-out to all the neighbors who entered their furry friends in the costume contest and a million thanks to the generous donors who provided the fantastic prizes. ♦



Photos by Alex Comben

Consider Advertising in the Access

The Easttown Access is published six times a year. It is distributed directly to all residents of the Easttown neighborhood - every household and business located within the area bounded by Fuller to Franklin and Fulton to Plymouth, including part of East Grand Rapids. The newsletter reaches over 2,400 households and is also available online at <https://easttown.org>.



AD SIZES

1/2 page 7.5" W x 5" H
Single issue: \$175 Annual: \$800

1/4 page 3.75" W x 5" H
Single issue: \$100 Annual: \$500

4" column 2.4" W x 4" H
Single issue: \$75 Annual: \$350

Images should be high-res at 300 dpi. Preferred format is PDF, but JPG or TIF are acceptable. Email artwork and questions to info@easttown.org.



Join our Mailing List

If you want to stay up-to-date on ECA and Easttown happenings, join our email list. Simply scan the QR code below to sign up!



This advertisement features a black background with white and grey text and graphics. At the top right are three white snowflake icons. The main text reads 'Shop Hop! Dec 1.' in a large, white, sans-serif font. Below this, it says 'Local Holiday Shopping Thursday, Dec. 1, 3-9 pm' and 'The Shop Hop trolley returns!' in a smaller white font. At the bottom, it encourages following 'Uptown' on Facebook and '@uptowngr' on Instagram. A large, stylized grey 'UP' logo is positioned in the bottom left corner.

No matter who you are,
or where you are on life's journey,
you are welcome here.

Get to know your neighborhood church...
Join us for these special events!

Worship, Nursery and
Sunday School
Sundays - 10:30am

Christmas Concert
December 18 - 3:00pm

Blue Christmas Service
December 21 - 7:00pm

Christmas Eve Service
December 24 - 10:00pm

Interfaith Dinner
January 18 - 6:00pm



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IN THE NEIGHBORHOOD

Welcome New Businesses to Eastown!

By Rion Hollenbeck, ECA Board Vice President

In the past couple of weeks, two new businesses have opened right here in Eastown. In addition, a handful of others will soon be opening their doors. If you haven't yet had a chance, stop in to welcome our new neighbors, and while you're there, buy some goodies! ♦

Just Opened

Modish Moth

Coffee Art – Home Oddities - Little Babies
Caleb & Alex Amborski combine custom coffee art with unique home gifts and clothes for the little ones.

1407 Robinson Rd SE
Modishmoth.com



Earthly Refillery

Reduce single use plastic waste with eco friendly, low waste household products (ex., shampoo, all purpose cleaner, dish soap, laundry soap). Bring your own reusable containers or we will provide one for you.

1409 Robinson Rd SE
Earthlyrefillery.com



Photos by Rion Hollenbeck

Opening Soon

The Cat's Pajamas

A luxury cat hotel. The Cat's Pajamas offers round-the-clock care with an evening monitoring system. Peaceful music, sunbathing, play equipment and toys, fish watching, window gazing, tasty treats, and soft bedding are just a few of the many amenities offered at The Cat's Pajamas. Each cat has ample opportunity every day to play and explore outside its condo.

1411 Robinson Rd SE
Catspajamashotel.com



High Tea GR

You are cordially invited to an immersive experience that brings a classic British tea time tradition to Grand Rapids. Welcome to High Tea GR. Our mission is to promote, encourage, and cultivate social relationships through a unique experience in a beautiful, inclusive space.

1522 Wealthy St SE
Highteagr.com





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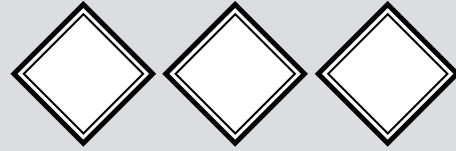
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USEFUL NUMBERS

Emergency:	911
Grand Rapids Customer Service	311
Police: Non-emergency	456-3400
Silent Observer (Anonymous):	774-2345
Community Police Officer:	
Captain John Bylsma	456-4485
Calvin College Dean of Students	
John Witte	526-6548
Aquinas College, Engagement	
Katharina Hausler-Gross	632-2112
Grand Rapids Public Schools	819-2000
City of GR Code Compliance	456-3053
Kent County Animal Shelter	632-7300
Dispute Resolution Center of W. MI	774-0121
Eastown Community Association	451-3025

WEBSITES/EMAILS

The City of Grand Rapids:	
www.grandrapidsmi.gov	
Mayor of Grand Rapids	
Rosalynn Bliss: mayor@grcity.us	
Second Ward Commissioners (North of Wealthy):	
Milinda Ysasi: mysasi@grcity.us	
Joseph D. Jones: jdjones@grcity.us	
Third Ward Commissioners (South of Wealthy):	
Senita Lenear: slenear@grcity.us	
Nathaniel Moody: nmoody@grcity.us	
The Rapid Bus System:	
www.ridetherapid.org	
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www.healthyhomescoalition.org	

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EASTOWN COMMUNITY ASSOCIATION

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Cheryl's experience and knowledge of the local real estate market in Grand Rapids provides a huge advantage to her clients, as are her many connections in the area. She was always supportive and patient as we navigated the Grand Rapids market. We bought our home without being on site, but felt completely comfortable with Cheryl being our eyes-on-the-ground. Our only concern about working with Cheryl is, we'll never find a realtor as amazing as she is if we leave Grand Rapids. She set a high bar!

Dale & Marlene



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