

STREETCAR TRACKS

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FROM THE PRESIDENT

Dear St. Charles Avenue Association Member:

The St. Charles Avenue Association has been advocating for the preservation of St. Charles Avenue – its homes, trees, streetcar line and all the other features that make it one of New Orleans (and indeed the World's) beloved places. As the new SCAA President, I am writing to let you know of our plans in the coming year. Your other new officers are: Anne Redd – Vice President; Shaun Duncan – Secretary; and Laura Shields – Treasurer. New board members are: Billy Freiberg, Randy Opatowsky, Peter Trapolin and Ted LeClercq.

SCAA has been very active since Hurricane Katrina improving the Avenue. Among other efforts and projects, SCAA has replanted hundreds of Live Oak trees along St. Charles Avenue (337 in total planted); spearheaded the successful effort to designate the St. Charles Line a National Historic Landmark, completed in 2014; spearheaded the successful effort to get the street lights on the Avenue working; and coordinated the repaving of portions of the Avenue. We in fact just planted a new tree at St. Charles and Nashville.

This year, in addition to its ongoing efforts to preserve the Avenue, SCAA will undertake two main efforts.

First, we are already moving forward with an effort to work with the City of New Orleans to have the light standards on St. Charles Avenue repaired and repainted. Adding to the many improvements to the Avenue over the past decade, the light standards project will be a celebratory touch to mark the Tri-Centennial of the founding of the City. Indeed, as the Avenue will hopefully soon be repaved along its entire length, the repair and replacement of the light standards will help to give the Avenue an near complete refurbishment.

In order to assist the City in improving the Avenue, we will seek to raise additional funds for the planting of more Live Oak trees along the Avenue through the Save the Oaks fund. (This SCAA fund is used to protect and preserve the Live Oaks). I note that this effort was started under my predecessor Camille Strachan and that Ted LeClercq has rejoined the SCAA Board to help spearhead this project.

SCAA is already scheduling meetings with the City officials, including Mayor-Elect LaToya Cantrell, and other Avenue stakeholders to move this effort forward.

Second, we will be making a major effort to increase the dues paying membership of SCAA. In order for SCAA to reach its full potential as an organization, and to ensure it can continue to meet its mission of preserving the Avenue, we must increase membership. We currently have 558 names on our mailing list, with only 101 of these being dues paying members. A committee last year made up of SCAA Board members began the hard work of broadening the membership. Towards that end, they recommended and the SCAA Board adopted several new categories of membership:

1. **Individual/Family \$45**
2. **Benefactor \$150**
3. **Business/Corporate \$200**
4. **Sponsor \$1,000**

You can pay your annual dues or increase your commitment by visiting our website at www.stcharlesavenueassociation.com. You can also mail in a check to: Saint Charles Avenue Association, P.O. Box 15833 New Orleans, Louisiana 70175. And, remember, because SCAA is a 501(c)(3), all donations are tax deductible. ***We encourage everyone to recognize the value that historic St. Charles Avenue imparts to the city, and to join SCAA, regardless of residency.***

In the coming weeks, the SCAA Board members (and we hope some volunteers) will be walking the Avenue and adjoining neighborhoods delivering membership requests to individual and business. Please let me know if you would like to join the effort! My email address is PMasinter@stonepigman.com.

Finally, be on the lookout for information about a special event centered on the dedication of a plaque for the St. Charles Streetcar Line.

Paul Masinter
President
St. Charles Avenue Association



Among other efforts and projects, SCAA has planted hundreds of live oak trees along St. Charles Avenue.

The St. Charles Avenue Association was organized in 1972 to encourage the preservation of the historic and residential character of St. Charles Avenue. Membership is open to all who are interested in this goal. The St. Charles Avenue Association is a 501(c)(3) organization.

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