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## West End Communication Page:

### The West End Association Web Site

We are actively working on making the West End Neighborhood Web site even better. Please visit [www.historicwestend.org](http://www.historicwestend.org) information about our neighborhood's history, maps, links and membership information. Do you have pictures that you have taken in the West End that you would like to share? Your photo may be featured on the Web site. Please e-mail pictures to [thewestender@yahoo.com](mailto:thewestender@yahoo.com)

### The West End Blog (W.E.B.)

Interested in what is going on in the neighborhood between newsletters? Sign onto the [West End Blog](#) where you can find neighborhood links, neighborhood watch updates, recommendations of services, and special events. Interact with other West Enders by leaving your comments. [www.westendneighbors.blogspot.com](http://www.westendneighbors.blogspot.com)

### West End Listserv is now a Yahoo Group:

Join the West End Listserv to receive neighborhood crime alerts as they are reported, weekly events in and around the West End, Neighborhood Socials, discuss hot topics with other West Enders and get other important news between monthly newsletters. Also receive an electronic copy of the monthly newsletter with active links. Please send an e-mail to [thewestender@yahoo.com](mailto:thewestender@yahoo.com) to be added to this group.

### Be a part of the solution

Have an idea that will help make our neighborhood a better place to live, work or play? E-mail us with your ideas. New committees are forming soon.

### New West Enders?

Are you new to the neighborhood or do you have a new neighbor? Let us know so we can welcome our new neighbors in our next newsletter.

### Your Association at Work

The West End Association is working to make the neighborhood a better place to live, work and play. Current projects that the WEA is working on:

- Joined Preserve Historic Forsyth
- Sponsor of the 2008 RiverRun International Film Festival
- Planning for the 30<sup>th</sup> anniversary of the West End Home Tour- December 14<sup>th</sup>, 2008
- Planning Neighborhood Watch meetings and forming watch groups
- Neighborhood beautification/ clean up in May

Published by the West End Association  
 P.O. Box 21054  
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**The West End**  
 By and for the West End Neighborhood



### Upcoming WEA meetings:

- April 1st
- May 6<sup>th</sup>
- June 3<sup>rd</sup>

**Where:** West End Room at the Central YMCA  
**Time:** 7:00- 8:45pm

The WEA Board meets on the third Tuesday of each month at 7pm. The Board Meetings are open to all WEA members and board meeting locations will be E-mailed to all WEA members.

### In this Issue:

- RiverRun Drawing
- Business 40 Presentation
- Preserve historic Forsyth
- Café Prada Open
- West End Easter Egg Hunt
- Volunteers/Committees
- Communications Page

### Advertise your Business in the West End Newsletter!

\$80/year for a business card ad \$100/month for a flyer insert  
 Contact Business Manager, Tomi Phillips, to get your add out to 1000 homes and businesses in the West End!

## West End Membership = RiverRun Film Festival Goodies!

Have you ever wondered where the money goes when you pay your West End Association Dues? While the monthly expenses include printing the West End and beautifying the neighborhood, we also support local festivals in and around the West End.

The West End Association is a proud sponsor of the 2008 RiverRun Film Festival. As a part of our sponsorship, the WEA has received some fabulous "freebies" that we are passing on to our members. At the April 1<sup>st</sup> West End Association meeting we will be giving away some RiverRun loot to all members who have paid their 2008 dues.

If you have not paid your dues, it is not too late to get into the drawing. Bring your \$15 to the April 1<sup>st</sup> meeting and you are eligible to win, one name in the drawing per paid membership. It's a great way to support your neighborhood and RiverRun.

### Prizes that will be in the drawing:

- 1 VIP Pass - One admission to all public screenings, panels & parties (\$300 value)
- 10 tickets to the Friday Night party each valued at \$25 each
- 8 Tickets for 2008 Sponsor Preview
- 4 RiverRun T-shirts

## Community Outreach for the Business 40 Corridor to Speak at WEA Meeting on April 1st

NC DOT proposes to improve a 1.08mile section of Business 40 through downtown Winston-Salem from just west of 4th Street to just east of Church Street. The improvements will include rehabilitating pavement, replacing bridges and reconstructing several interchanges. Construction is scheduled to begin after 2013.

WEA Residents are encouraged to attend the meeting to hear Outreach representatives present information about the proposal; your opinions are important and will help the department determine how the project should proceed. Specifically, the department is studying whether Business 40 should be closed completely for up to two years or whether it should be partially closed for up to six years while construction is under way.

Refreshments will be served by the Community Outreach group.



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**Easter Egg Hunt in Grace Court was a Big Success!**

Thank you to all of the volunteers and families that attended this free event that was hosted by the WEA. Beautiful weather set the scene in Grace Court as children participated in the egg hunt, games, and enjoyed refreshments. A special visit from the Easter Bunny made the event extra fun. We look forward to making this an annual event for the West End.



**Traffic Calming Committee Update: First meeting was held on March 13.**

The Traffic Calming Policy of the City's website was used as a reference point. <http://www.ci.winston-salem.nc.us/Home/Departments/Transportation/Safety-Taxis/Articles/TrafficCalming>

It was agreed that two factors were converging which demonstrate the urgent need to implement a plan:

- The West End will be resurfaced this summer; therefore the timing for painting crosswalks, adding textured/rumble strips; adding stop signs (and whatever other calming measures are needed) is ideal.
- The West End is already burdened by much through-traffic, either from people driving from other neighborhoods downtown or to the YMCA or YWCA. The situation will be aggravated when Business 40 is closed for major repair for between 2 – 6 years in the not too distant future.

Many neighborhood streets were identified as requiring traffic calming. It was decided that more thorough neighborhood involvement was needed so that specific street and intersections could be identified.

**RJR High School Baseball Concession Stand Update:**

After a discussion at the March WEA meeting, it was decided that RJR High School will have the blessing of the WEA to build a permanent concession stand in Hanes Park.

**Caffé Prada is now open in the West End Village**

Now open where downtown and the West End neighborhood meet. Caffé Prada Espresso Bar and Gelateria is located at the Fourth and Broad Condominiums at 390 Broad Street. The proprietors are Alex Prada and Ken Hart.

Caffé Prada occupies 1,400 square feet of space and features fresh roasted coffee from Krankies Coffee Bar and organic coffee from Larry's Beans, a Raleigh roaster. Espresso will also be available. The shop will serve bagels from the Bagel Station, plenty of pastries and desserts to satisfy any sweet tooth. Sandwiches and salads prepared fresh daily from Winston's Eatery will fill the bill for lunch. But the big draw to Caffé Prada as the weather warms up will be gelato (Italian Ice Cream). Prada and Hart plan to have eight permanent flavors along with four others rotating from time to time.

In the back of the cafe is a small section stocked with groceries and essentials like milk, cream, pasta, pasta sauces, olive oil, gourmet vinegars, crackers, cornichons, prosciutto, olives, and soon, a great selection of domestic and imported cheeses.

Caffé Prada is Wi-Fi friendly. There will be live music on the patio, on occasion. Speaking of the patio, there is a "Doggie Station" with treats for those visiting with their dogs in tow. Prada and Hart have truly created a **"Third Place"** where friends, co-workers and the downtown neighborhood cast of characters, can come and talk about the world around them. Hours are: Monday – Friday 8:00 a.m. to 8:00 p.m. Saturdays, 10:00 a.m. to 8:00 p.m. For more information visit <http://www.caffeprada.com>.

-Source Smitty's Notes

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