

SUMMER 2015 NEWSLETTER



Through Neighbors Naturescaping, any community group in the city can submit a proposal to improve their neighborhood by planting native gardens in public spaces. Projects range from small butterfly gardens to large park plantings and everything in between. Regardless of the garden's size, all Neighbors Naturescaping projects benefit each community in similar ways. Aside from beautifying a public space, these gardens restore Missouri native plant habitat which attracts beneficial wildlife and increases biodiversity. They also improve soil drainage, helping to reduce storm water runoff and filter out pollutants to protect water quality.

Neighborhoods also benefit in other important ways. When residents work together in their garden they are building relationships that strengthen their commitment to the community and to each other, which results in increased property values. Gardens also help connect people with nature, which has proven to provide valuable benefits for our health and wellbeing.

This year, community groups will once again have an opportunity to participate in Neighbors Naturescaping thanks to the generous support of our donors, including Employees Community Fund of Boeing St. Louis, Missouri Department of Conservation, Forest ReLeaf of Missouri, City of St. Louis, Milkweeds for Monarchs, and Philpott Family Foundation.

-Thanks for Your Dedication

Brightside has been working for a better St. Louis for 33 years now! Each year, new volunteers join our efforts, yet we also have many people who have been involved and stayed involved in our efforts over the years. Leading the way is founding board member, **Paul Liberatore**, who has served on the Brightside board since the very beginning. Current Board Chair, **Mary Stewart**, has been on the Brightside board for 16 years and many of our volunteer Block Captains and Area Commanders have been involved for decades.

Ken Nuernberger recently stepped down from the Board after serving for 15 years as did **Kim Jones Mueller** who served on the board for 5 years.

Brightside employees have also achieved some important milestones this year -- **Gwen McFowland**, program coordinator - 31 years; **Douglas Poynter**, Graffiti Eradication team leader - 25 years; **Mary Lou Green**, executive director - 25 years; and **Beth MacKenzie**, sustainability outreach coordinator - 1 year.

With so many people contributing to Brightside's success over the years, we'd love for you to consider making a tribute gift honoring these milestone achievers or the unsung heroes in your neighborhood who are making St. Louis cleaner and more beautiful each and every day.

Take this opportunity to recognize someone you see making a difference in our community, like the neighbor who picks up litter in your neighborhood, the garden leader who gets everyone out in the garden to pull weeds or maybe the neighbor whose flowers are so beautiful you can't help but smile every time you see them.

Tribute gifts can be in honor of or in memory of anyone you wish and will be listed in our next newsletter. If you provide the contact information, Brightside will send a letter to the recipient or family acknowledging your gift. Your donations will help continue the efforts of those who have worked so hard to make St. Louis a cleaner, greener, better place.



Cheers for Volunteers

At Brightside, we couldn't do what we do without the help of thousands of volunteers. Each year, we rely on individuals, neighborhood leaders, company employees and school groups, each committed to serving the community. While we can't name all of the volunteers individually, we can recognize the groups that are helping make St. Louis a better place for all of us.

100 Black Men

1000 Block Tamm

18th Ward

3500 Victor St

3800-3900 S Compton

4200 Maryland Block Unit

4300 McPherson Assoc

4900 Reber Pl

Alpha Kappa Alpha Sorority

Alpha Omega Chapter Delta Sigma Theta Sorority

Alpha Phi Omega Lindenwood University

Alpha Phi Omega Saint Louis University

Alpha Phi Omega UMSL

Alpha Phi Omega Washington University

Anheuser-Busch

Annie Malone Children and Family Service Center

Arkansas State University

Bank of America

Bausch & Lomb

Benton Park

Benton Park West

Berra Park Community

Better Bevo Now

Bevo Neighborhood -Newport Heights

Black Souljah's

Block Units: 10, 1113, 1432, 290, 1133, 1483CD/Helping Hand Daycare, 1500 Deer, 430, 472E, 713

BMO Harris Bank

Botanical Heights

Book Source

Bud Light Do Good. Have

Carondelet Community **Betterment Federation**

Catholic Heart Work Camp

Central West End

Clifton Heights

Concerned Citizens United Neighborhood Association

Confluence Trash Bash

Cook Block Unit

Downtown STL Partnership

Emmanuel United Meth.

Ernst & Young

Fair & Greenlea Neighbors

Fairgrounds Neigh. Org

Federal Reserve Bank

Flora Conservancy

Fontbonne University

Forest Park Forever

Fountain Park/Lewis Place

Francis Park Neighborhood Association

Fresh Starts Community

Friends of Hamilton Village

Fullerton Westminster Pl

GLR Partnership

Grand Center

Gravois Park Neighborhood

Greater St. Matthews MB Church

Greater Ville

Gurney Garden Club

Hamilton Heights

Harris-Stowe University

Heritage House

Hip Hop Saves

ICMA

Jones Lang LaSalle

Jubilee Church

Kingdom House

Kingsway West Block Unit

Kitebridge

Laclede Pl Neighborhood Association

Lafayette Square Beautification Committee

Lewis Place Historic

Lopata, Flegel & Co.

Mallinckrodt PTO

Maple Avenue Block

Marine Villa Neighboorhood Association

Marquette University Alumni Mastercard

McKinley Heights

Meet Me in St. Louis Block

Missouri Master Naturalists

Mt. Pleasant Neighborhood

Nestle Purina

Northland Assn

O'Fallon Comm Dev Org

Oil of God Ministry

Old North St Louis Restoration Group

Parkview Agents

Patrick Henry Elementary

Peabody Energy

Peace Garden

Penrose Park

President of the Board of

Price Waterhouse Coopers

Project Greatness

RaboAgri Finance Rosati-Kain High School

Rubin Brown

Saint Louis Master Gardeners

Saint Louis University

Sante Fe Natural Tobacco Co.

Shaw Neighborhood

Improvement Association

Shaw Place Skinker DeBaliviere

SLU Make a Difference Day

SLU Showers of Service

Soulard Restoration Group

South City YMCA

Southampton Neighborhood

Southwest Airlines

Southwest Garden

St. Augustine Church

St. Louis Harvest Church

St. Louis Hills

St. Louis Metropolitan Police Department.

St. Louis Symphony

St. Vincent Greenway

Starbucks

Students Today Leaders

Forever

Teach for America The Mentor Network

Thomas Jefferson School

Thompson Coburn

Thornby Place Association Thursday Morning Gardening



Tiffany Community

Tower Grove East

Tower Grove Heights

Union Ave Christian Church

Tilles Park Neighborhood

Top Ladies of Distinction

Tower Grove South

Urban Mission Inn VP Community Service

Initiative

Washington University Phi Delta Theta

University of Michigan

Washington University Physical Therapy

Water Tower and Park Preservation Society

Wells Fargo Advisors West End Community Center

Westminster Place Association Whitfield School

Wilson School World Wide Technology

Young Friends of Brightside St. Louis

Contact Brightside and learn how to get your group on this list!



What an outstanding year for corporate volunteers in St. Louis! Over the past year, more than 800 employees contributed over 2,500 volunteer hours to plant butterfly gardens, mulch flower beds and clean up neighborhoods in 42 community improvement projects.

It's not too late to get your team together and join in the efforts to clean and green St. Louis. Volunteering with Brightside is easy...you recruit the volunteers from your company and Brightside will organize the event. We'll identify the community service opportunity plus provide guidance, tools and refreshments for your volunteers.

Join the hundreds of corporate employees who have already teamed up with Brightside this year to make St. Louis a better place and give employees a unique team building experience. Volunteer events can be set up during the work week or on the weekend -- depending on your company policy.

To set up a volunteer opportunity for your team, email marylou@brightsidestl.org or call Brightside at 314-772-4646.

Funding for this initiative has been provided by a grant through the Wells Fargo Environmental Solutions for Communities program from the National Fish and Wildlife Foundation.





One beautiful June morning brought more than 100 participants to Brightside's Demonstration Garden for the 2nd annual St. Louis Urban Gardening Symposium (SLUGS). The Demo Garden served as the perfect classroom for hands-on learning opportunities as the garden allowed instructors to lead groups through our urban oasis to observe real-life examples of native plants and beneficial wildlife relevant to their topics.

Each workshop provided participants with information they can use plus share with others to incorporate native plants and sustainable gardening practices into their own yards and neighborhood gardens.

The Demo Garden is a great resource yet it's not always possible to visit in person. Fortunately, you can also visit us online! Simply go to www.brightsidestl.org/what-we-do/demonstration-garden/ and browse any time. You can see what plants are growing, learn about the storm water runoff reduction features hidden beneath the surface and get the scoop on urban forestry best management practices that make our garden one-of-a-kind.

Special thanks to our partners at the **Missouri Department of Conservation** and **University of Missouri Extension**, as well as all of our speakers and participants for helping to make this year's Symposium the best yet!



What would the world be like without bees? Many people don't realize just how much our daily lives depend on pollinators, especially bees. About 75% of crop plants grown worldwide for food, beverages, fibers, condiments, spices and medicines are pollinated by animals, including bees.

Though the disappearance of honey bees is well known, the loss of native bees may be even more devastating. To learn how land-use decisions in St. Louis are impacting pollinator health, St. Louis University professor, Dr. Gerardo Camilo, and a group of SLU students are taking their research to gardens across the area, including Brightside's Demo Garden!

Once per week, Dr. Camilo's research team shows up in our garden, armed only with insect nets and notebooks. As the bees fly from flower to flower, the team identifies different species and collects samples which are later analyzed to determine which plants the bees are visiting. The group hopes their research will help to improve urban bee communities and benefit people living in the urban core.

WALKING ON BROKEN GLASS



Brightside's newest permeable surface is adding even more color to our Demo Garden. This sparkly, Filterpave pathway is made from recycled glass bottles and crushed river rock. Approximately 16,500 old bottles are now living a new life in our garden pathway, keeping valuable resources out of the landfill and reducing the need to extract raw materials from the earth.

The crushed glass and rock are held together by a plant-based polymer

which maintains voids between the pieces, allowing water to flow through the pavement and infiltrate into the ground, reducing storm water runoff during rain events.

Funding for the Filterpave pathway was provided by the **Environmental Protection Agency** Region 7 through the **Missouri Department of Natural Resources** under Section 319 of the Clean Water Act, Missouri Department of Natural Resources Subgrant G11-NPS-13.



The Monarch butterfly's unique migration from Mexico to Canada and back each year is a wondrous feat. But, their dramatic population decline over that last 20 years has caught the attention of butterfly lovers across the U.S. and people are asking, "What can I do to help?"

One of the easiest things people can do is plant more native milkweeds and nectar sources. In fact, the City of St. Louis is encouraging residents, businesses, schools and other organizations to establish their own butterfly gardens. Now



in it's second year, the City's initiative, Milkweeds for Monarchs: The St. Louis Butterfly Project, aims to increase Monarch habitat in St. Louis by making butterfly gardening easy. To do this, the City's Sustainability Office has developed various resources, including a list of butterfly-friendly

plants (STL Monarch Mix), a directory of places that sell the plants and tips on how to plant and care for your garden. All of these are available online at www.stlouis-mo.gov/sustainability.

Help St. Louis reach its goal of 250 butterfly gardens by planting yours today. Be sure to register your garden at the website

above to be counted toward the 250 goal. Once you're registered, your garden will be added to the map of STL Monarch gardens and you'll be offered a special Milkweeds for Monarchs sign to recognize your efforts.

MEET THE RECYCLING STAFF!



Brightside welcomes the new Recycling Outreach and Education Team for the City of St. Louis, Elysia Musumeci, Mike Brockman and Jessica Freiberger. Headquartered at Brightside, the new team is eager to help increase recycling in St. Louis. Pictured from left: Jessica, Beth MacKenzie, Elysia and Mike.

If you have any ideas or thoughts for the team about how to increase recycling awareness or opportunities for outreach and education please don't hesitate to share! We also want to hear your ideas about how to encourage your neighbors to recycle more. Email elysia@brightsidestl.org or call 314-772-4646.

As always, please send requests and complaints regarding recycling collection or operational issues directly to the Citizens' Service Bureau at 314-622-4800 or www.stlouis-mo.gov/csb/.

WHATTODO



Household Hazardous Wastes (HHW) are the products around your home that contain chemicals which are toxic, flammable, corrosive or reactive. These products are safe when used and stored properly, however, when they become unusable and are no longer wanted, they are considered HHW.

Some examples include paints, stains, varnishes, pesticides, herbicides, poisons, gasoline, solvents, strippers, aerosols, gas cylinders, fluorescent tubes, rechargeable batteries, automotive fluids, pool chemicals, wood preservatives, mercury-containing items, etc.

So, what can you do with HHW? Residents of St. Louis City and County, as well as Jefferson County can now take HHW to one of two collection centers. You must make an appointment so visit www.hhwstl.com today. Help protect our environment by properly disposing of or recycling your HHW.

MORTHLY BULK PICK-UP

Old furniture and appliances taking up space in your garage or basement? Did you know that the City of St. Louis picks up bulky items once a month? It's true, if the City collects your trash they will also collect your bulky items if you follow the Refuse Division's guidelines.

WHAT: Up to 3 large items per household per month (Examples: furniture, electronics, automotive batteries, motor oil, appliances, tires, and tied bundles of branches no longer than three feet.)

Place all items outside of the home by 6AM on the Monday of your regularly scheduled collection week. To find out when your collection week is, check the City's website at www.stlouis-mo.gov/data/address-search/ (enter your address and scroll down to the "Trash and Maintenance" section. Or, call the Citizens' Service Bureau at 314-622-4800 or Brightside at 314-772-4646.

WHERE: Residents with curbside collection should place bulk items at the curb. Residents with alley collection should place bulk items in alley directly behind home, not by trash dumpster.

WHY: Following the bulky pick-up schedule helps keep the streets, alleys and dumpsters as clean and tidy as possible.

Electronics, car batteries, motor oil, appliances and tires will be collected separately from other bulk items and will be recycled.



Fear no more, you no longer have to be buried under your old electronics! The Operation Brightside Recycling Center, operated by Earth Circle Recycling, offers recycling for a multitude of electronic equipment and small appliances. Recycle your old laptop or phone, the fax machine you forgot you had, the VHS player you found in the basement or even Grandma's old toaster.

You can bring all of the power supplies and cables you have too! Essentially anything with a cord is accepted, but the list of accepted items continues to grow so please visit www.earthcirclerecycling.com or call 314-664-1450 for details. The drop-off center is located at 1660 S. Kingshighway Blvd 63110, next to the City of St. Louis Water Division, and is open Mon-Sat 8:00 a.m. – 4:00 p.m.

Bottles, cans, paper and cardboard products are accepted as well. Bulk paper shredding services are also available, so call 314-664-1450, for more details and to make an appointment.

young friends of brightside ST. LOUIS

The Young Friends of Brightside St. Louis will soon be kicking off their 2015–2016 fundraising campaign for the Bright Sides of St. Louis. They will be raising money for five individual murals throughout the St. Louis area to be painted by local artists. The murals will be used as a focal point to begin the clean-up of five neighborhoods. If you'd like to learn more about the Bright Sides of St. Louis Project, please join the Young Friends on August 21st at the Schlafly Tap Room as they kick off St. Louis' next great tradition in grand style! For more information check out

www.brightsidestl.org/get-involved/young-friends/



Special thanks to Mardi Gras Inc. for the generous donation to make this year's window boxes on City Hall possible. The historic civic building is now even more beautiful with the flowers cascading from its second floor ledge. Thanks to all of the volunteers who helped plant the window boxes and the gardens at City Hall.

A special note of thanks to the VP Maids of Honor and their families who helped plant at City Hall and at Lake Louie. This year's VP Queen of Love and Beauty, Merrill Clark Hermann, grand-daughter of founding Brightside Board Chair, Robert R. Hermann, Sr., participated in this year's community service activities. In addition to their volunteer service, the VP Community Service Initiative also made a donation to Brightside to help purchase plant material for the boulevards and grounds around City Hall.

THE ACTIVITIES OF BRIGHTSIDE ST. LOUIS ARE FINANCED IN PART THROUGH AN ALLOCATION OF COMMUNITY DEVELOPMENT BLOCK GRANT FUNDS FROM THE DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT AND THE CITY OF ST. LOUIS' COMMUNITY DEVELOPMENT ADMINISTRATION.



Every day, St. Louis homes, businesses, schools, churches, playgrounds and public spaces are vandalized with graffiti. Graffiti threatens the sense of safety and stability in neighborhoods. By quickly removing these taggings, Brightside crews reduce the occurrence of repeat vandalism, protect property values and make people feel safer in their own community.

So far this year, **Brightside crews have removed 145,500 square feet of graffiti from 1,781 vandalized properties** at no cost to the property owners.

If you see graffiti, report it to the Citizens' Service Bureau at 314-622-4800 or www.stlouis-mo.gov/csb and help us make St. Louis a cleaner, greener, better place to live.



It's not too late to be a part of commemorating the anniversary of our city's founding. As a lasting legacy of the 250th anniversary, Founders Plaza will be built around the statue of Pierre Laclede which stands on the west side of City Hall. The statue depicts Pierre Laclede as he is stepping off of his boat in 1764 and onto the riverbank of the mighty Mississippi in what was to become the City of St. Louis.

Brightside volunteers will recognize this statue of Laclede and use the new plaza as the meeting location for our annual flower planting effort each May.

By joining the 1764 Society you can help build Founders Plaza as a lasting symbol of our connection with our past, present and future. Membership starts at just \$25 and tribute opportunities start at \$250 with a Pioneer 4" x 8" engraved brick in Founders Plaza.

Learn more and order your brick today www.stl250.org/1764-society.aspx

SINCERE THANKS TO **OUR GENEROUS** DONORS

Brightside's work would not be possible without these generous contributors. Thanks to the generosity of these individuals, companies, organizations and foundations, Brightside is helping to enhance the quality of life in neighborhoods across St. Louis. Thanks for making St. Louis a better place for all.

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Please consider a donation to Brightside to support our cleaning and greening initiatives which help make St. Louis more thriving and vibrant. You can donate using the enclosed envelope or donate through our website www.brightsidestl.org. Donating online is safe and easy with PayPal. Just click on the Donate tab on our home page, select your donation amount and add it to your cart. Thank You!

Four generous girt can neip Brightside continue to make a difference \square \$2,500 \square \$1,500 \square \$1,000 \square \$300 \square \$100 \square	\$50 \\$25	UR GIFT TO	
Name:	BRIGH	TSIDE MAKES A	
Address:		FFERENCE	
City/State/Zip:	\$2,500 Sponsors	\$2,500 Sponsors an educational workshop in our Demo Garden and Learning Center. \$1,500 Funds a Neighbors Naturescaping garden.	
Phone:	\$1,500 Funds a N		
Email:	\$1,000 Removes	graffiti from 10 vandalized homes.	
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Name:			
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Our premium bulbs, direct from Holland, are comparable to wholesale prices and make the perfect gift for family, friends, schools and other organizations	SHIPPING INFORMATIC If you choose to have your order ship	that all orders be received by September 25, 2015	
Lot(s) Midwest Mix @ \$16/lot Lot = 30 Bulbs	please add shipping charges to order Shipping charges based on order to	I All prepaid orders will be	
Lot(s) Carlton Daffodils @ \$16/lot	Up to \$20 – add \$9	Greenhouse in beautiful	
Lot = 50 Bulbs	\$21-40 — add \$14	Forest Park, October 9-10	
Lot(s) Hybrid Darwin Tulips Mixed-Colors@ \$16/lot	\$41-60 — add \$16	Friday, October 9 - 11am - 6pm	
Lot = 50 Bulbs	Over \$60 – add \$18	— Saturday,	
Lot(s) Oriental Lily Mix @ \$20/lot Lot = 12 Bulbs	Total Bulbs & Plants		
Lot(s) Stella d'Oro Daylilies @ \$20/lot			
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looming Soon!

Everybody loves the beautiful Brightside blooms!

Order today for your gardens plus get some for your family and friends - Brightside flowers make great gifts!!

You can order securely online at www.brightsidestl.org and pay through PayPal or call Brightside at 314-772-4646 or mail in your payment with the order form on the reverse side.











otos courtesy of Daffseek ara. American Daffodil Society, Inc. Retrieved on April 20, 2011. For these photos and others visit Daffseek ara

Our exclusive "Midwest Mix" collection of six varieties of fine daffodils was selected by the Greater St. Louis Daffodil Society for their outstanding performance in the Midwest.

from 11:00 a.m. to 6:00 p.m. and Saturday, October 10 from 9:00 a.m. to 1:00 p.m.

The Midwest Mix includes five bulbs from each of these six exceptional daffodil varieties:

Orders will be available for pick up at the Forest Park Greenhouse on Friday, October 9

Carlton, an outstanding and sweetly fragrant, all-yellow large cup; Pink Charm, an ivory white, pink-rimmed large cup; Tahiti, a showy, yellow and orange, heat-blast-resistant double; Slim Whitman, a flamboyant white and golden-Bulb size: 14-16 cm. orange, pinwheeled, large cup; Barrett Browning, a white and glowing tangerine small cup; and Suada,

Bloom: March-April Lot: 30 bulbs only \$16



Carlton Daffodils

Fragrant, yellow large cup heralds the return of springtime in St. Louis. As seen on St. Louis highways, our daffodils are particularly striking when planted in abundance.

Will grow 16" tall. Plant 6-8" deep and 6-8" apart in full sun or light shade.

Bulb size: 14-16 cm. Bloom: March-April Lot: 50 bulbs only \$16



Hybrid Darwin Tulips

Mix of brightly colored Darwin Hybrid tulips including: Parade, Golden Parade, Ollioules, Van Eyk, Big Chief, American Dream and Banja Luka.

Will grow 18-24" tall. Plant 6-8" deep and 6-8" apart in full sun or light shade.

Bulb size: 11-12 cm. Bloom: April-May Lot: 50 bulbs only \$16



Oriental Lilies

Oriental Lilies, with their large, delicate, fragrant blooms, make a spectacular splash in any garden or floral arrangement. This mix includes white Casablanca, pink Sheila and Sorbonne plus red Starfighter and Merostar.

Will grow 24-36" tall. Plant 6-8" deep and space 8-12" apart in full sun or partial shade.

Bulb size: 18-20 cm. Bloom: July - August Lot: 12 bulbs only \$20



a brilliant yellow and exuberant orange-ruffled large cup

Stella d'Oro Daylilies

Stella d'Oro, the longest blooming daylily, produces masses of yellow ruffled flowers in May and throughout the growing season.

Will grow 15-18" tall. Plant crown 2" below the ground 18-24" apart.

Plant size: I Bloom: May - October Lot: 12 plants only \$20

ORDER TODAY!

You may order online at www.brightsideSTL.org, call (314) 772-4646 or mail in an order form along with payment to:

> Brightside St. Louis 4646 Shenandoah Ave. St. Louis, MO 63110-3424



www.brightsideSTL.org



Don't want to pick up your bulbs? Request to have them shipped when you place your order.