



# longbranch insight

longbranch insight  fall'07 vol.I issue 3

This issue is almost overdue -  
but with so much change can you blame me?

Seems like everything is new again. I'm having  
a hard time keeping up with the changes in the  
neighbourhood. If you are feeling overwhelmed  
like me, you have every right to be.  
Here's the low down:

- Islington Village Butcher now has a new owner.
- Lakeshore Arts moved to new street space.
- Assembly Hall has countless programs on in the fall, as do the Waterfront Trail Artists.
- We have 2 new condos opening up in Lonbranch and a new waterpark coming to Marie Curtis park.
- 2 new clothing stores have sprung up overnight, 1 in Longbranch, and 1 in Mimico.

But we still don't have a community centre!

In this issue we focus on the dramatic changes in our neighbourhood, while trying to help you get grips with the festive season. Thanksgiving is around the corner. And Christmas is looming not far ahead. The Water Filtration Plant project is wrapping up which means our tiny ski & sled-ding hill is back in operation.

Let's plan ahead for this season, wade through the numerous programs and classes out there, and cozy up by the fire after a hot salsa class. Shall we dance?

Send your comments or submissions to [longbranch@healingmuse.com](mailto:longbranch@healingmuse.com)  
care of monika meulman, editor



# Is autumn set for you?



Changes everywhere even at the Islington Village Butcher  
Heat up with Salsa  
IDEA - planning a move?  
Plan for Christmas NOW and avoid debt  
Where is our community?  
Arts are expanding

village butcher 2914 Lake Shore Blvd. W. (at Islington) 416-503-9555

# the village butcher

As Thanksgiving approaches, we can almost feel the need for that extra notch in our belt: **I say EAT UP!**

We have Thanksgiving, Christmas, Easter and those are the big ones, the times to celebrate with food. Rest your belly the rest of the year. But before I get to the food, I have an update. There has been some good and sad news to report in the Lakeshore Village area. First the sad news is that Liz and Rupert have retired to working on the farm and sold The Village Butcher. The good news is that they have been very careful as to who will fill the position of running the store in a very traditional manner and keeping with very high standards of what people have come to expect.

Mark and Dora Ali have taken the reigns and given the store a great new look, with old fashioned styling and that nostalgic sawdust on the floor that takes us all back to the traditional ways. Mark a third generation butcher in his family with his beautiful wife gives all the attention to detail and spoiling the customers with very personalized service.

Married for 2 and a half years Mark met Dora as a customer in another butcher shop he was working in. Since then they have always worked together opening their own catering company as well, called M.A.D. foods (guess what the acronym stands for?) and now their very own butcher shop. Mark and Dora plan to keep all the same favorites in the store as well as introducing a full line of healthy all natural frozen prepared meals prepared in house. The specialty or the signature of the store hopes to be Mark's amazing meat pies.

Now getting back to Thanksgiving. Mark and Dora have prepared a few tips for preparation and a great crowd pleasing recipe. First we recommend you take nice long drives out into the countryside and create a warm holiday atmosphere in the home with articles you find on your travels: Corn husks, Gourds, Hay Bales, Pumpkins, The beautiful crisp fall air and seasonal colours will definitely inspire you. Visit local farmers markets and antiques markets. Make a nice pumpkin pie to fill the house with aromas that are comforting.

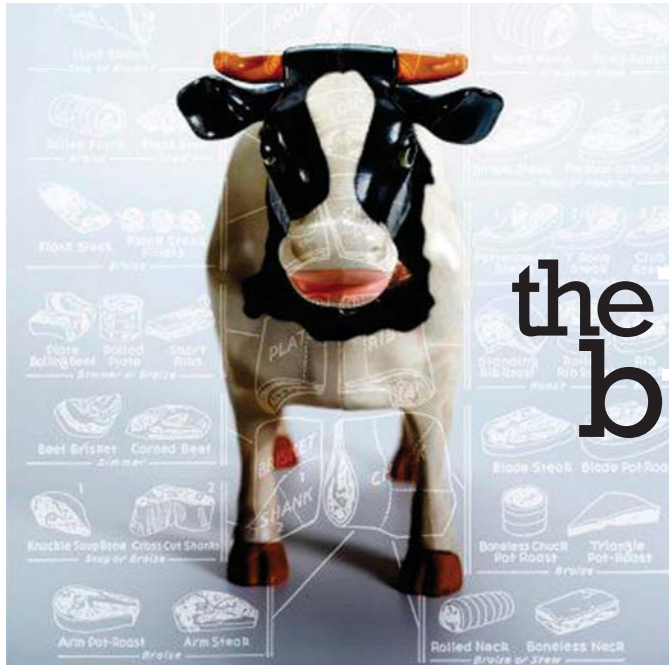
A great recipe for this time of year is a beef brisket with harvest vegetables. Get a large beef brisket because this meal is so good more than once. Braise the brisket for browning purposes and then fill the bottom of a roasting pan with your vegetables. I would try pumpkin, and an assortment of

squash-spaghetti, acorn, butter-nut, etc.... Onions and carrots chopped coarsely, then season with nutmeg, allspice, cardomom, cloves, salt and pepper. I never measure just use your own judgement. Add beef stock to cover the vegetables about halfway, remember the veggies will release a lot of liquid, but this is what you will use for gravy or jus afterward.

Place the brisket on top of the vegetables this will allow moisture to flow evenly. Put the lid on, stick it in the oven and roast at 275degrees for about 5 hours. Serve with mashed potatoes and oh yeah, make a roux and turn your jus into rich thick gravy.



**Editor's note:**  
**You can go to Mark at the Village Butcher and ask him to select the perfect cut of meat. Or cheat all together and get a prepared meat to finish off your Thanksgiving Dinner...**



# Beware of Christmas Past (due)!

As the Holiday time approaches reflect back and celebrate what a great year that you have had, share thoughts and gifts with friends and family. But, it is also wise to plan ahead to avoid the "Christmas Debt Hangover". With all the shopping, socializing and excitement, we need to be aware of the level of debt that can creep upon us suddenly. Christmas can put an enormous strain on the family budget and can be particularly difficult if you have kids wanting the latest 'must have' toy.

Commit Now! Don't say you'll "avoid debt if you can" or that you'll "avoid debt on most purchases". Instead say: I am going to avoid debt on all Christmas purchases. This might seem impossible, but it's not. Committing yourself to the idea of a debt-free Christmas is the first step to making it happen.

Avoiding Christmas debt gets harder the later you start your plan, so get an early start (I mean NOW). List the items that you would like to purchase, keeping in mind the thought and effort involved with a gift. Estimate how much money it's going to take to cover those purchases. This is the beginning of your plan.

Keep an eye on local sales to find deals on items on your list. A Christmas shopping list is great, but don't be afraid to veer from your list if you find an affordable gift that's just right for someone you're shopping for. You may find a "just-right" clearance gift that shaves dollars off your budget.



Gifts aren't the only expenses that lead to Christmas debt—decorations, food and travel can also contribute. As you plan for the upcoming Christmas season, be sure to factor these expenses into your budget as well. It's the only way to ensure a truly debt-free Christmas.

A key tip is to avoid the temptation to open a store credit card. There is often a discount available when opening one. Don't be fooled into thinking you will pay off the balance in the New Year, because chances are that you won't. If you can't afford it now, you will definitely not be able to afford it later, plus you will be stuck with additional debt (with an APR that is probably higher than a standard consumer credit card).

If you do in fact find yourself with a pile of credit card bills arriving as fast as the February blahs, it's not all over. There are ways to dig yourself out of debt, but it is going to take discipline... even more discipline than it would

have taken to prepare before the Holidays.

The ghost of Christmas past visited Scrooge on December 24th. These days he shows up a few weeks later under the guise of a credit card statement. Debt management is an essential component of any financial plan and the best place to start is with your credit cards. Make the 2007 Holiday a happy, pleasant, and financially successful one and you won't be dreading the approach of the 2008 Holiday season all next year!

for additional debt help see last page.

**Buddy Herold, CIM**  
**BMO Nesbitt Burns**  
**(416) 319-9434**  
**[www.BuddyHerold.com](http://www.BuddyHerold.com)**



# creativity abounds & our children blossom



Mural: Tiffany Zuefelt

## WTA - The Waterfront Trail Artists present Autumn series of classes for children and adults.

All class series run for eight weeks. Register at 416-259-9597.

### For students aged 5-7

*Mondays (after school) - First Creations - September 24, from 4:00 - 5:30 p.m.*

Use a variety of art materials to explore colour, form, and texture .

### For students aged 7-12

*Tuesdays - Mix it Up - September 25, from 4- 5 p.m.*

Work with paper, paint, pastel, and collage to express your artistic imagination.

*Wednesdays - Bookmaking - September 26, from 4-5p.m.*

Transform your own story into a beautifully bound and illustrated hardcover book.

*Thursdays- Plaster Sculpture - September 27, from 4- 5 p.m.*

Create three dimensional masks and architectural structures with plaster gauze, paint, and found objects.

*Saturdays - Introduction to fine art - September 29, from 9:30 - 11:30 a.m.*

Learn the basics of drawing, painting, and sculpture, through the use of pencil, plasticine, watercolour and acrylic paint.

### For students aged 8 & Up

*Sundays - Sculpture -  
September 30, from 1- 3 p.m.*

Create both large and small sculptures with clay, papier mâché, and found objects.

### For students aged 10 & Up

*Fridays (after school) -  
Cartooning and Comics-  
September 28,  
from 4:00 - 5:30 p.m.*

Use story-telling, composition, perspective, and drawing cartoons and comics to create your own characters and situations.

*Saturdays - Murals and  
Graffiti - September 29, from  
9:30 - 11:30 a.m.*

Create and develop stylized designs for large-scale mural painting, through composition, layout, and colour.

*Sundays - Pastels  
September 30,  
from 1:00 - 3:00 p.m.*

Learn to create artworks using oil and chalk pastels combined with other mediums.

### For adult students:

**Too many more to mention!  
Call Wendy or WTA to  
get a full class list or visit  
[trailart.org/index.html](http://trailart.org/index.html)**

Our 2007 event will take place indoors at LAMP, 185 Fifth St. (one block north of Lake Shore Blvd. W)

Saturday, October 27th, 10 am to 3 pm

Admission: \$5/person at the door and will include a pumpkin and one of our workshops.





## Engage, Entertain, Education & Inspire Lakeshore Arts has a new Home

**Not only** the Pigeons come Home to Roost!  
A new look, a new location.

**Mimico** has one of the longest community histories along the Lakeshore, going back to its namesake of a gathering place for the now extinct carrier pigeons.

**Lakeshore Arts** is pleased to announce its move from a small windowless office to a new storefront location at 2422 Lakeshore Boulevard West in the heart of **Mimico**. This exciting move was made possible by the generosity of our Funders (Toronto Culture, Ontario Arts Council, Trillium Foundation and the Rotary Club) and the enthusiastic response of our **Mimico** neighbours. These arts champions include an amazing pro-arts landlord, BIA and Residents Association. **Lakeshore Arts** finds itself actively within the midst of a retail and community development renaissance: **Birds & Beans Café, Petal Pusher Florist, Chasers Juice Bar, the new Value Mart and the new home of Kingsway Heath & Rehabilitation**. All this nestled within gateways of the soon to be opened **Mimico Linear Park** which will eventually be linked to the **Martin Goodman Trail**.

The 1000 square foot space will soon feature arts programming and on-going exhibitions on the beautiful exposed brick wall within. We look forward to inviting the community to our official opening in the not to distant future!

www.lakeshorearts.ca  
416-201-7093  
Media Contact:  
Susan Nagy, Executive Director  
Kathleen Burke, Program Mgr.

PIES  
illustration by:  
Wayne Thiebaud



## Night of A Thousand Pies A fundraiser

Heart of the Lakeshore - an artisan exhibition

Come for the art but  
stay for the delicious homemade pies!

**Where:**

The Assembly Hall  
1 Colonel Samuel Smith Park Dr.

**When:**

Thursday November 1st

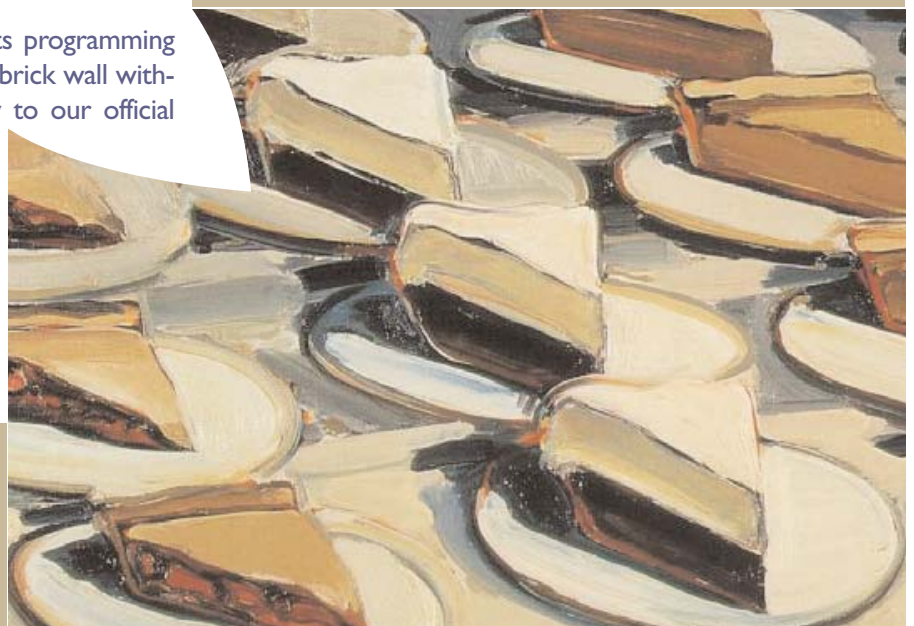
**Time:**

Exhibition Opens 6:30pm  
Pie Auction Begins 8:00pm

**For more information 416-201-7093**

[www.lakeshorearts.ca](http://www.lakeshorearts.ca)

Call for entry Deadline Oct 22 at 5:30pm



Longbranch is **GROWING**, the condos are coming...

Can we keep up with the changes?

A new condo has opened up for registration at 42nd street. Yes, right where we had our only summer hot spot ice cream shop. The ice cream is no more and a condo showcase stands in its place. Our neighbourhood is expanding yet the businesses are not thriving yet. We are missing something from the successful neighbourhood equation.

Another opening called IDEA just set up where the old LOBLAWS properties used to be. It is a condo luxe property developed in partnership with IKEA. At press time, I had a chance to scope out opening day. Spoke with Ron Wood, the manager. IDEA is developed by Queenscorp and the president is a South Etobicoke resident. Queenscorp has a genuine interest in the revitalization of this area. The condo complex is going to be built across from Marie Curtis Park, along with a city planned revitalization of the park as well. The problem however is that no vendor areas are built into these new structures...With so many changes we are bound to improve living and working conditions in our hood. I think the question on most people's minds is: when?

Last Thursday, Bert and I went out for a walk after 9pm. We realized there was no coffee shop within 2km for us to sit and relax other than Tim Horton's.

Rumour has it that the condo at 42nd street is wooing Starbucks to come in... Do you have any better IDEAS?

For comments write to: [longbranch@healingmuse.com](mailto:longbranch@healingmuse.com)



# the million dollar question— Where is our Community Centre



Were you there when the Goodyear smokestack bit the dust? I was. To me, the crash signaled a whole new era for our neighbourhood, and the Daniels development quickly rose on the same site. As part of that development deal, Daniels Corporation paid the city of Etobicoke \$1.8 million to build a new community centre for the New Toronto area, of not less than 20,000 square feet.

## Fast forward to 2007

After Etobicoke joined the megacity, plans for our community centre bit the dust. But now, Toronto Parks and Recreation has announced plans to spend this \$1.8 million on building another community school attached to Father John Redmond High School. This less-than-10,000 square-foot addition would provide a small gym, and some office space for Parks and Rec. How underwhelming.

I introduce to you the Lakeshore Community Centre Workgroup. We recently came together as concerned residents with a shared vision. We believe that

our neighbourhood needs and deserves a full-fledged community centre, not another community school. And we have a great idea about where to build it.

Take the \$1.8 million and renovate the Lakeshore Lions Arena into a functional, spacious community centre, including a full-size gym. Lakeshore Lions arena will soon be closing. Happily, we, the taxpayers, already have a stake in this facility--it belongs to the Toronto District School Board.

But we have to act now--this community asset should not be sold off or developed privately for the benefit of a few.

## As residents of this community, here's how we envision our community centre

- A hub of social, cultural and recreational activities—open 7 days a week.
- Affordable, inclusive and accessible—it would meet the needs of all residents, including youth, seniors, disabled individuals and recent immigrants.
- Run by an independent board, with representation from local residents, social service agencies, service clubs, community, cultural and sports groups, churches, local industry, small businesses, and government partners.
- Able to access other government funds and generate private fundraising revenues to build and operate the facility.

## If you share our vision, get involved!

Email the [lakeshorecommunity@gmail.com](mailto:lakeshorecommunity@gmail.com) and give us your contact information so we can keep you informed. Attend the next meeting of the Workgroup or contact Councillor Mark Grimes, and Mayor David Miller and ask them to study the alternative of a community centre in Lakeshore Lions Arena.

## This is our Lakeshore.

Let's build our community, our community centre, and our future.



Million Dollar idea submitted by Joanne Macrae,  
Lakeshore Community Centre Workgroup



# Heat up with Salsa

**D**ancing the night away is finally possible in Longbranch.

Remember a long time ago, our little Longbranch was the socializing hub of the vacation going crowd. The parties were in full swing till the wee hours of the night. Live bands strummed music that drifted across the lake to downtown Toronto, or even as far as Niagara on The Lake. Ok, so maybe most of us don't remember those days but we have a chance to dance to great music once again. You don't even have to know your left foot from your right foot. Better yet, bring both of your left feet.

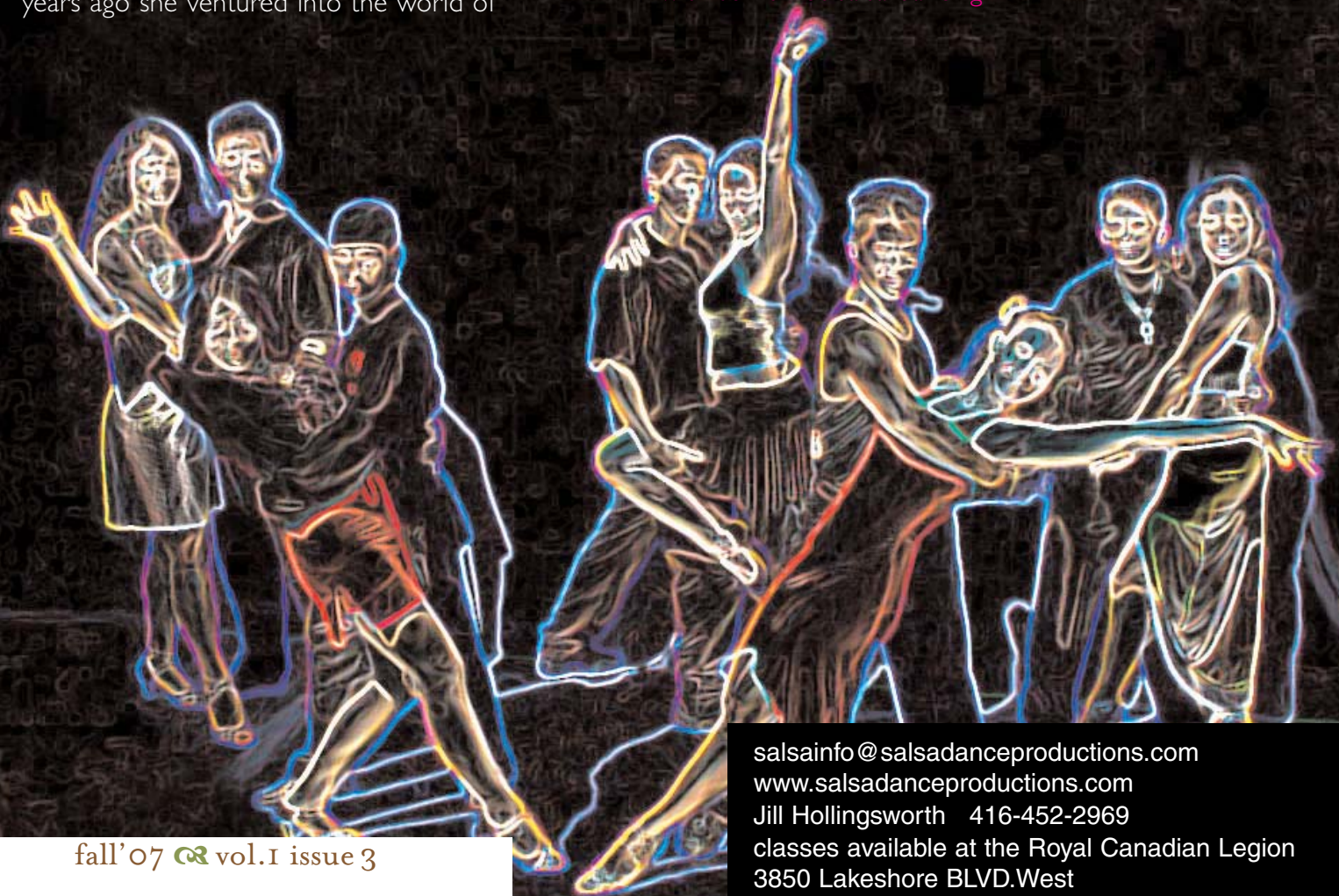
Enter **Jill Hollingsworth**. Trained as a professional ballet dancer, dancing is an integral part of her life. Ten years ago she ventured into the world of

ballroom dancing and has never turned back. She has poise, a warm smile, and loves to talk dance.

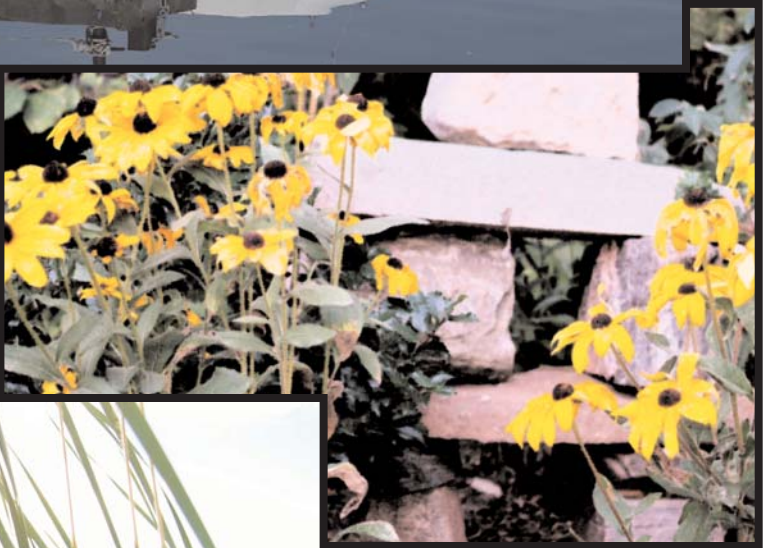
If you want to make new friends, gain confidence, learn some salsa, merengue, or bachata, Jill is a short step away. She rents out the space at the **Royal Canadian Legion 101** at Lakeshore and 41st Street. Remember that beginners get to start right at the beginning. Jill has taught everyone from the 20 somethings to those young at heart in their 60s. Often partners enjoy mixing it up with other couples (I've heard that other spouses tend to be nicer to you when learning to dance).

For those with a competitive edge or ones looking to expand their evening nights out, Jill organizes dance evenings at **Babaloo's** and other salsa clubs. It gives you a great place to try out new dance moves and practice.

Even though October is milder than usual, as the cold air moves in, remember you can always **heat up with some hot salsa dancing!**



longbranch  
album   
september '07



clockwise from top:  
a lonely sail on Lake Ontario,  
Monarch Butterfly on Joe Pye  
Weed, Lakeshore Yacht Club sail  
reflection, Inukchuk (one of many  
in our neighbourhood, Cattails by  
the water





## last minute planning

Last minute gardening event:

### LEGS

Lakeshore Environmental Gardening Society

Semi Annual Plant Exchange  
Saturday October 13, 2007  
9-11am

The Assembly Hall (outdoors at the Third Garden)  
Bring a plant and take home a plant.  
Donations are welcome.  
for more info call 416.347.5449

Come meet local gardeners. Discover what's happening right in your backyard. Join us in community gardening revitalization projects. Sign up as a member.

Last minute financial tips courtesy of Buddy Herold (416) 319-9434 [www.BuddyHerold.com](http://www.BuddyHerold.com)

The best solution for eliminating existing debt is debt restructuring, which may take the form of one or all of the following:

- i. paying off all outstanding, high-interest-rate credit card balances by consolidating this debt into one low-interest personal loan or line of credit;
- ii. refinancing the personal residence (which would be at a lower rate than a consumer loan);
- iii. cancellation of credit cards (expect one for 'emergencies' and for booking hotel rooms/rental cars, etc.);
- iv. deferring (or worse cancelling) the purchase of future big-ticket items.

In short term, this may mean reducing flexible (discretionary) expenditures. In longer term, the client may have to reduce fixed expenditures.

Last minute event of the Season:

## Deck the Hall!

7th Seasonal Open House: Presented by the Assembly Hall

November 29, 7 pm - 9 pm

Come share a cup of Christmas cheer at our 7th annual Open House. Help us to decorate our tree while enjoying seasonal music. The kids will love the crafts and everyone is welcome - even Santa is planning on stopping by for a visit! It's a great way to start the season and visit with your neighbours. Admission is free. Donations of new socks, scarves, mitts, hats or gloves for local charities will be gratefully accepted. Please join us!

For more info call 416.338.7255 or write to [assembly@toronto.ca](mailto:assembly@toronto.ca)

If you wish to submit a story, idea or photos,  
call us at 416.347.5449  
email: [longbranch@healingmuse.com](mailto:longbranch@healingmuse.com)

