

My new community-wide book club is up and running and the reading of the first book is well underway! The first book I've selected is titled "The Voice of Knowledge" by Don Miguel Ruiz. It's based on ancient Toltec wisdom and shows us how to recover our faith in the truth and return to our own common sense, which in turn will end our emotional suffering and restore our joy in living.

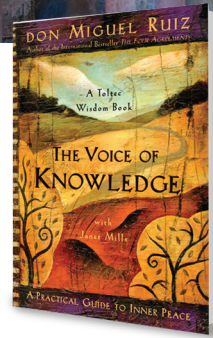
If you haven't started reading yet, it's not too late. Visit your local library branch or bookstore and pick up a copy of "The Voice of Knowledge." On Dec. 3rd, I'm hosting a community conversation at City Hall from 6 - 7:30 p.m., and anyone who has read the book is invited to join the discussion.

I'll pick a new book for us to read on a quarterly basis, and after we've finished we'll come together to talk about it, share our thoughts and express our ideas. We'll begin reading our next book right after the first of the year.

In the very near future, I'll be expanding the club to include book selections for youth. Each quarter, I'll post twelve book titles that appeal to various age groups, Pre-K through high school. Kids can choose the books they want to read, and every quarter I'll choose a location where young people can come and talk about a particular book with me.

For more information about the Mayor's Book Club, and to find out what the latest book selections are, visit cityofrochester.gov/mayorbookclub.

I hope you'll join me as we discover new stories and ideas together.



OPEN All Winter Long!

OPEN YEAR ROUND!

REGULAR MARKET HOURS:
Tues. & Thurs., 6 am-1 pm
& Sat. 5 am-3 pm
 280 North Union St., Rochester

www.cityofrochester.gov/publicmarket

Lighting of the Liberty Pole

Free! Dec. 7 at 5pm

Liberty Pole Way

& Family Parade to
Roc Holiday Village
 at MLK Jr. Park

cityofrochester.gov/libertypolelighting

Believe.

City of Rochester, NY
 Lovely A. Warren, Mayor
 Rochester City Council

Holidays at the Market

Sundays, Dec. 1, 8, 15 • 8 am-2 pm

NEW! Thursday, Dec. 19 • 5-9 pm

City of Rochester Public Market
 280 N. Union St.

cityofrochester.gov/holidaysatmarket

Believe.

City of Rochester, NY
 Lovely A. Warren, Mayor
 Rochester City Council

Join us for NEW YEAR'S EVE!

Thursday, Dec. 31 • 4 pm - 1 am

rocholidayvillage.com

Transforming Our City • Fall 2019

City of Rochester, NY

Mayor Lovely A. Warren

Keeping Rochester Housing Affordable

This fall, we're celebrating more than 500 apartments that have been upgraded while still being preserved as affordable housing.

This includes Southeast Towers in the heart of what is now one of Rochester's hottest real estate markets: Downtown. The residents there will benefit from \$118 million in renovations, thanks to the new owners, Conifer Realty, with major contributions from the state and the City of Rochester allowing for investments in new water, sewer and electrical systems as well as energy efficient windows, appliances and lighting.

With 336 units, Southeast Towers offer almost one third of all the affordable housing units in Downtown and it was critical that these homes stayed affordable so that longtime Downtown residents are not displaced.

This fall, we also celebrated a \$15 million investment in the former Southview Towers, now known as the E.L. Tower after Elliot Landsman. Though he died in 2013, his repu-

tation as a respected and ethical businessman lives on. Thanks to Landsman Development, the tenants now enjoy new roofs, windows, doors, plumbing, elevators, flooring, kitchens, baths, lighting and landscaping. This 17-story building is home to more than 193 apartments. So to all our residents at Southeast Towers and the E.L. Tower, welcome home!



Hello Friends,

I know winter is coming, and with it, the City of Rochester's Roc Holiday Village, which will be bigger and better than ever!

I hope you will join me on Saturday, Dec. 7, when we light the Liberty Pole with Santa and then parade over to the 2019 Roc Holiday Village to kick off a second season of outdoor holiday fun.

I also invite you to share in the joy by donating a new or gently used coat, hats or mittens, or an unwrapped toy, so we can warm the hearts of all of Rochester's children this season. Drop off any donations at City Hall by Dec. 2 so the gifts can be distributed at our annual Bringing Christmas Downtown event on Dec. 7.

I wish you all a blessed Thanksgiving and a wonderful holiday season!

Lovely A. Warren
 Mayor Lovely A. Warren

Share Your News With Us

Don't forget that if you belong to a block club, neighborhood group or business association, we want to hear about all the great things going on in your neck of the woods.

Northeast and Southwest Quadrant residents can contact Liliana at 428-6588, or at liliana.ruiz@cityofrochester.gov. Northwest and Southeast Quadrant residents should contact Andreas M. Rau at 428-6745, or at andreas.rau@cityofrochester.gov.



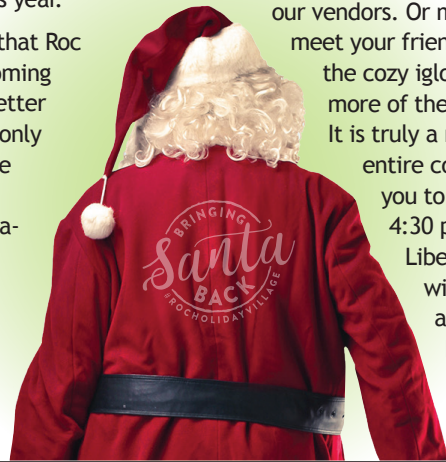
City of Rochester Roc Holiday Village Returns



Last year's inaugural Roc Holiday Village was a resounding success, with more than 100,000 people who came to the park to celebrate the season. I heard from Rochesterians all year that the Village was the highlight of their holiday season, and they cannot wait to see what's in store for this year.

Well I'm pleased to tell you that Roc Holiday Village is not only coming back, it will be bigger and better than ever. Last year, we not only celebrated Christmas, but we made sure to include a Hanukkah and a Kwanzaa celebration as well. This year, we add a new cultural event to the schedule - a Three Kings celebration.

Plus, we are extending the magic into New Year's Eve.



Not only will we have the City's indoor, free, family celebration at the Convention Center, people can also come Downtown to ring in the New Year at the Roc Holiday Village.

So bring your family for free ice skating, visits with Santa, hot chocolate and shop with our vendors. Or make arrangements to meet your friends and reserve one of the cozy igloos. We will have many more of them available this year. It is truly a magical place for our entire community, and I invite you to join me on Dec. 7 at 4:30 p.m. as we light the Liberty Pole and parade with Santa to launch another great year of Roc Holiday Village at MLK Park.

The Rochester Traffic Violations Agency Exceeds Expectations

The first full year of the new Rochester Traffic Violations Agency (RTVA) brought in almost \$163,000 more than expected. In fact, the agency exceeded expectations at almost every level.

When the office opened in April of 2018 at 200 East Main St., I wanted to give drivers living or working in the city the same opportunities to address traffic tickets as their suburban neighbors. Before that date, getting

a ticket in the city meant you had to deal directly with the state. But after working with our lawmakers, we were able to open our own RTVA and make it easier for motorists to deal with their traffic tickets locally.

Over the last fiscal year, RTVA reports that the majority of motorists chose to address their tickets in person and nearly 90 percent who qualified for reduced fines, accepted them.

And now, at 200 East Main St., Rochester drivers also have our first full-time Monroe County Department of Motor Vehicles Office, providing a central Downtown location for multiple motor vehicle needs. Taking care of these issues promptly is often critical to people who need their vehicles to get to work so I am proud that we've made this easier!

City of Rochester
Traffic Violations Agency

- **REPLY!** Don't Ignore It
- **PLEAD!** Answer the ticket
- **PAY!** You have up to 30 days

Historic Fountain Restored at the Public Market

A historic granite fountain once used to water horses has been restored to the Public Market.

The Market's fountain, one of only 125 such fountains made over a century ago, was an icon in the early years at 280 N. Union Street and is featured in many old Market photos.

Rochester received one of these fountains as a gift from the National Humane Alliance, which sought to promote animal welfare. The fountains created through this initiative were both beautiful and functional, providing a source of water for horses, dogs and other creatures, as well as spigots that allowed people to fill a cup with water.

While the Market's original fountain was carted away in the 1930s and may have been destroyed, the new fountain is one of the original 125. Discovered in Binghamton, the City was able to purchase it, restore it and place it at the Market.

This was a team effort and required generous support from the Valenti and Gugel families, the Market District Business Association, T.Y. Lin International, and the Rochester Area Community Foundation. Thanks also to The Friends of the Rochester Public Market for all their efforts to make this happen!

Come visit the Public Market and check it out - you'll find the fountain between the brick house that serves as the Market Office and our new indoor Shed "B."



Follow the Playwalk



When it comes to children's play in Rochester, the Strong Museum of Play is just the beginning - literally. By following the City's new Playwalk, you can run and play all the way from the Strong to the Central Library!

The new sidewalk trail features many kinds of playful activities from a funhouse mirror to musical instruments like xylophones, marimbas and chimes. There are murals and colorful boxes for free book sharing, as well as opportunities to play games like foosball and a four-in-a-row game.

Play is critical for the health and development of our children and creating the

Playwalk is a way to encourage kids to be kids - to experiment and use their creativity, to exercise their bodies and their minds.

Thank you to the youth design team from the Central Library and to artists Shawn Dunwoody, landscape artist Sue Steele and a planning committee of community partners.

I was proud to cut the ribbon this fall for this unique Rochester resource and invite you to follow the Play Walk from Chestnut and Court streets all the way to our Central Library on the banks of the Genesee! This is one more way we're making Rochester the place to raise a family.



Teens Create New Mural at the Central Library

The downstairs Link Level at the Central Library now features a hand-painted interactive mural conceived and created by a team of eight local teenagers.

In addition to the colorful design, there are several spots along the mural where visitors can pose for fun photos or selfies.

The idea to create a mural came from Library Director Patty Uttaro who discussed it with her Teen Services staff. Eight teenagers from the Teen Center then came up with an initial plan for the mural.

Local artist Chloe Smith was hired to work

with them and under her guidance, they finalized the design, cleaned and graphed the walls to prepare them, then completed the painting of this unique artistic piece in mid-September.



Bringing Christmas Downtown Coat and Toy Donations

Help make the holidays a little brighter for all the children of Rochester by donating a new or gently used coat or an unwrapped toy to my Bringing Christmas Downtown event in December.

We'll be collecting donations at City Hall, 30 Church St., now through Monday, Dec. 2. Winter coats, mittens and hats, either new or dry-cleaned, are all welcome. We'll invite children and families into City Hall on Dec. 7 to share the love and get a photo with Santa. Parents know exactly how fast a child can grow - and outgrow - last year's coat, and we want to keep all of Rochester's children warm this winter.

Please help us out. Plus, if you know someone in need, please share the date: Dec. 7 at City Hall. Hours will be announced closer to the date, or contact us at the Mayor's Office. I thank you in advance!

