



Annual Report 2022





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Open Streets Boston in Jamaica Plain, July 10, 2022. Photo by Deborah J Karson



JP Centre/South Main Streets recognized our 2022 Business of the Year, Cada Dia Drink Master, at the 20th Anniversary celebration last year. Pictured, left to right: Nicole Gunn, Councilor Kendra Lara, and Michael Reiskind.

Photo by Deborah J Karson



Kendra Lara presents a certificate of recognition to our 2022 Volunteer of the Year, Karen O'Brien, at our 20th Anniversary celebration last year.

Photo by Deborah J Karson



Pictured, left to right: My'Kel McMillen, community liaison for Councilor Lara, Councilor Lara, and Rep. Sam Montañó.

Photo by Deborah J Karson

Annual Appeal

While JP Centre/South Main Streets has seen tremendous growth in the last year, we know that sustaining this momentum requires financial security and sustainability for our organization. We ask you to contribute to JP Centre/South Main Streets so that we can continue this important work. In 2022, that work included:

Outdoor Dining advocacy,
Uplift JP,
Taste & Tour 2022,
Entrepreneurial Education Fair,
Open Streets,
Racial Equity Forum and the Dignity Activity partnership,
Build Better Benefits workshop series,
Canine Costume Parade,
20th Anniversary Celebration,
Holiday Stroll, and
Holiday Light Show.

Any donation amount helps. If you can contribute:

- \$1,500, it will pay for a mural to beautify our district.
- \$900, it will pay for six months of our Explore.JPCentreSouth.com app.
- \$500, it will pay for our Holiday Stroll.
- \$321, it will pay for lunch at our LuMeNet entrepreneur series.
- \$160, it pays for the internet for a month.
- \$60, it keeps the lights on for a month.
- \$15, it pays for our Zoom subscription for a month.

Sponsorship opportunities are available. Please contact us for details.

We also ask if you will consider volunteering to continue this work. We are actively seeking volunteers for:

- Racial Equity and Inclusion – Uplift JP;
- Economic Vitality and Vacancy Reduction;
- Design and district preservation, with a racial equity lens;
- Taste & Tour 2023 tour guide!

*Our success is your
community,
and we cannot do
this work without you.
Thank you.*

Meet the Board



Michael Reiskind—President, Resident

Michael Reiskind is a founding member of the Centre/South Main Streets organization. He has served as a board member since 2002 and last served on the Economic Vitality Committee. He is also a member of the JP Business and Professional Association and the JP Neighborhood Council.



Craig Panzer—Treasurer, Resident

Craig Panzer joined the JPCSMS Board in 2018. He lives in JP, volunteers for his kids' JP school, and is founder and co-owner of Roundhead Brewing. Prior to this, Craig worked for Interise and City Feed and Supply in marketing and communications.



Bradley Brown—Resident, Business

As the owner of the Blue Frog Bakery, he has been involved with Main Streets since 2004, and has served as President of the Board. He helmed JP Centre/South Main Streets through an economic recovery and two executive directors, as well as the growth of the First Thursday event in JP. He was named Volunteer of the Year in 2017. He continues as an advocate in the community for small and local businesses.



Paul Stamatatos—Resident, Business

Paul was born and raised in Jamaica Plain. His family has been involved in Jamaica Plain's business corridor and community for generations. He is currently owner/proprietor of Stamatatos Property Management and Ace Hardware, located at 656 Centre Street. Paul, his wife, and children are actively involved in the local community, sports, and life of JP.



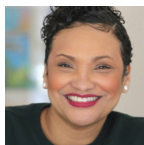
Karen O'Brien—Vice President, Resident, Business

Karen O'Brien grew up off Centre Street in the business district of JP. After college she spent 22 years in San Francisco and returned to Boston in 2007. She is a member of Jamaica Plain Artists Association and presently is a Real Estate Broker with Stuart St James Real Estate, Boston. Karen manages a mid-term and a long term rental in JP, is a member of Neponset Valley Sunrise Rotary club and was named JP Center/South Main Streets Volunteer of the Year in 2022.



Janet Galloway—Secretary, Business

Janet E. Galloway has been in banking since February 1992, with a variety of banks. She started as a teller and she is now the Branch Operations Manager for TCB-The Cooperative Bank at 3531 Washington Street in Jamaica Plain. Prior to her current position, she worked at the TCB branches in West Roxbury and Roslindale.



Nicole Gunn—Business

Nicole Gunn is owner of Cada Dia Drink Master, and was recognized as the 2022 Business of the Year in JP Centre/South Main Streets. She is spearheading the work of Uplift JP in Jamaica Plain to help black business owners. She is also a JP resident and mother.

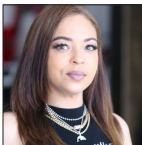
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**Michael Epp—Resident**

Recently retired, Michael, a JP resident since 1980, is returning to the Board after a brief hiatus. As a member of the Design Committee, he has assisted numerous Centre and South Street storefronts that received City of Boston grants for improvements. He also serves on the Loring Greenough House and Sumner Hill Association Boards. In 2017 he was elevated to the College of Fellows, American Institute of Architects.

**Deborah Karson—Resident, Business**

This is Deborah's second time living in JP and as her favorite place she has ever lived. She lives with her husband and daughter. Deborah is a professional photographer, "capturing life the way you live it."

**Brie Pullum—Business**

Brie Pullum is a native of Jamaica Plain and first learned of Main Streets as a student of Greater Egleston High School. She and her partner opened Nckls & Dimes in 2020 with fashions that are designed in-house and sold in Boston and Los Angeles. Their boutique sells men's and women's attire, including sweatsuits, sweatshirts, luxury dress shirts, and more.

JP Centre/South Main Streets Staff

**Ginger Brown—Executive Director, Resident**

Ginger has been with JP Centre/South Main Streets since June 2017. Before coming to Main Streets, she worked as the Creative Director and Manager of MassArt Made; department manager at Nordstrom; and Assistant Director of Education at the Valentine Richmond History Center. She is also a resident of Jamaica Plain. She and her husband own and operate the Blue Frog Bakery.



The JP Holiday Light Show debuted during the Holiday Stroll on December 8, 2022. Volunteers handed out treats and hot cocoa while the projection show, created by Artists for Humanity, played on the steeple of First Baptist Church in Jamaica Plain. Right: Volunteers Haley Abing and Brad Brown hand out hot cocoa to spectators on the lawn of First Baptist.

Photos by Ginger Brown

About Us

JP Centre/South Main Streets is a volunteer-driven, 501(c)(3) non-profit organization that seeks to guide the growth of Jamaica Plain's Centre and South Streets' business district through the active collaboration of residents, business owners, and others committed to a community-led initiative. In partnership with Boston Main Streets, we provide a direct conduit to the City of Boston and can provide industry assistance to help new businesses succeed. JP Centre/South Main Streets endeavors to sustain our lively community with economic vitality, placemaking, and advocacy.

OUR MISSION

JP Centre/South Main Streets works to support and enhance a vibrant, multicultural business district which contributes to a diverse, welcoming community for people to live, work, and visit. We strive to achieve this through:

OBJECTIVES

- **ECONOMIC VITALITY:** Assisting and attracting both existing and new businesses to achieve a lively, diverse, and equitable center of commercial and community activity.
- **DESIGN:** Using an inclusive design approach to improve access for people of all ages and abilities. Improving the district's appearance and creating an inviting atmosphere by addressing public safety, litter, and transportation issues, and promoting storefront and public improvement projects.
- **PROMOTION:** Conducting marketing, communications, and events to increase visibility and patronage of the local economy and community engagement.
- **ORGANIZATION:** Fostering an adaptable organization with broad community engagement, robust partnerships, and active volunteers.



Volunteers Carolina Frias and Haley Abing check in attendees of the Taste & Tour Spring Fundraiser on May 24, 2022.

Photo by Deborah J Karson



Right: Attendees get ready to start their tour with volunteer Kate Raisz. Each group visits five of our favorite eateries, while listening to history and trivia about Jamaica Plain.

Photo by Deborah J Karson



About Boston Main Streets

Boston Main Streets districts work to provide the tools and support necessary to create, build, and sustain viable commercial districts throughout Boston. From new storefront designs and innovative marketing, to creative events that drive foot traffic and create a sense of community, Boston Main Streets districts are not only helping businesses grow—they attract new businesses and residents to their area.

The Main Streets program is successful because of the hands-on involvement of volunteers from the neighborhood. Groups such as merchants associations, property owners, banks, schools, churches, community development organizations, and others combine their respective insights, skills, and energies to strengthen the commercial district and build collaborative partnerships.

The Main Street Approach is centered on Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy. A program's work on Transformation Strategies should be organized around the Four Points: Economic Vitality, Design, Promotion, and Organization.



Mayor Wu and Family at Open Streets Boston in Jamaica Plain, July 10, 2022.



Councilor Julia Mejia and her team were on hand to help with the celebration.



Families and friends of all ages enjoyed the open streets.

More scenes from Open Streets Boston in Jamaica Plain, July 10, 2022

Photos by Deborah J Karson



Video management team Wundrus



The George's Shoes family, including owner Susan Baroff (far left), Ben Abrams, son of namesake George (center), and long-time employee Leslie Natale (far right).



A Boing! Toy Shop employee hands out free gifts and games to kids of all ages.

Financials

JP Centre/South Main Streets Statement of Financial Position*

Total Assets	\$55,182.19
Total Liabilities	\$2,142.05
Total Equity	\$53,040.14
Total Liabilities and Equity	\$55,182.19

JP Centre/South Main Streets Statement of Activity*

Total Revenue	\$116,031.96
Total Expenditures	\$110,099.81
Net Income	\$5,932.15

* as of 12/31/202, Cash Basis



Pedestrians line up for the fun and games at Boing! Toy Shop.



Bikes Not Bombs were on hand to tout the benefits of riding a bike in the city.

JP Centre/South Main Streets welcomes Rep. Sam Montañó as our Featured Speaker.

SAM MONTAÑO

State Representative for the 15th Suffolk



Sam Montañó, photos courtesy their office

Sam Montañó (They/Them/She/Hers), prior to being elected, worked for most of the last decade with communities in Jamaica Plain, Mission Hill, and Roxbury advancing affordable housing, equity, and climate resistance. Sam served in City Year at the McCormack as their intro to Boston. They then worked at a women's shelter before transitioning to community organizing at the JPND. Sam got to know this community from all sides through their work and life. From youth work at Mildred Hailey to the 3 Main Streets to legislative advocacy to running for the Jamaica Plain Neighborhood Council to so much more, Sam is deeply rooted in the 15th Suffolk community.



ROXANNE LONGORIA

Shana Bryant Consulting, City of Boston



Photo by Deborah J Karson

Roxanne Longoria is a consultant and entrepreneur who has lived in Jamaica Plain for over ten years. She has worked for Mayor Marty Walsh as the Director of Strategic Initiatives and Partnerships, and Mayor Kim Janey as the Director of Youth Homelessness Initiatives. During the pandemic, she started a program that provided young people experiencing homelessness with direct cash deposits for basic needs. She was also an integral part of the Health & Human Services team that directed the COVID-19 testing centers across the City of Boston. In 2022, Roxanne Longoria was a candidate for public office, and in 2023, she continues to focus on her private consulting company, which partners with diverse clients across the country.



Pups and pup parents participate in the annual Canine Costume Parade on Saturday, October 29, 2022, at the Loring Greenough House. The Canine Costume parade was generously sponsored by Ken Sazama Real Estate. Pictured above: Ken Sazama and most of his family.

Photos by Deborah J Karson



Sponsors and Donors

JP Centre/South Main Streets thanks our generous donors for their support.

2022 Sponsors

Blanchards Wine & Spirits • Boston Main Streets Foundation • Cervone Deegan + Associates • Colleen Kelly Homes • Eliot School of Fine & Applied Arts • Ellen + Janis Real Estate • Rachael Kulik Real Estate at Insight Realty Group • Sazama Real Estate • The Blue Frog Bakery • TCB–The Cooperative Bank • Wenham Street Cinema • WikidFit

2022 Donors

Gayle and Michael Epp • Lainy Fersh & Pat McGuigan • Sarah Freeman • Carla Ganter • Jason Gregoricus • Elizabeth Griffiths • Shoma Haque • JP Historical Society • Rachael 'Rae' Kulik • Patti McKenna • Karen O'Brien • Katherine Raisz • Michael Reiskind • Matthew Shuman

2022 In-Kind Contributions

Ace Hardware • Anna Koon • Blanchards Wine & Spirits • Blue Frog Bakery • Cada Dia Drinkmaster • Café Beirut • Casa Verde • City Feed & Supply • Deborah J. Karson Photography • Eliot School of Fine & Applied Arts • George's Shoes • Gymaica • Happy Market • J.P. Licks • Jeanie Johnston Pub • JP Seafood Cafe • Kitchenwitch • Nckls & Dimes • On Centre • Purple Cactus • Red Sun Press • Roundhead Brewing • Sherwin Williams Paint • Ten Tables • The Real Deal • The Village Works • Vee Vee Restaurant • Yumont Hardware

2022 Volunteers

Haley Abing • Robert Amelio • Sara Bijani • Sadie Cotler • Beatrice Crocker • Dale Cumberbatch • Elizabeth Cumberbatch • Janet Deegan • Delhia Emanuel • Don Eunson • Carolina Frias • Deborah Galiga • Eli Galiga • Alyn Gamble • Harper Hennings • Alicia Herman • Lissa Schorr Kaplan • Nora Kaplan • Danny Kim • Yu-chi Lee • Raina Levin • Abby McDonald • Risa McNellis • Aimee Moody • Sam Morris • Leah Pearse

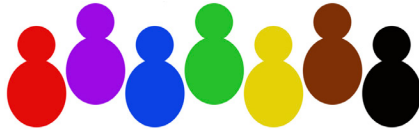
Board Members

Michael Reiskind, Board President • Craig Panzer, Board Treasurer • Bradley Brown • Michael Epp • Janet Galloway, Board Clerk • Deborah Karson • Karen O'Brien, Board Vice President • Brie Pullum • Paul Stamatos



Upcoming Events in JP Centre/South

Sign up for our email newsletter to stay updated!
Text JPCSMS to 22828 now.



How to Keep Your Best Employees – Tips and Strategies for Employee Retention

April 25, 2023 | 12:15 – 1:30 PM | The Village Works

Join other Jamaica Plain small business owners and managers for a conversation on staff hiring, development, retention, customer concerns, and diversity. Bring your stories of success, advice, and your questions on current best practices to learn from each other. Learn what's working for other businesses in JP! Facilitated by Robert Amelio, a diversity, equity, and inclusion and human resources consultant, and JP resident.

All workshops are free, and include a complimentary lunch. Small business owners and managers in Jamaica Plain are encouraged to attend. You should feel free to attend any workshop that most meets your needs—it is not necessary to attend all workshops.

You must register in advance to attend. Workshops are limited to 10 attendees. Please contact our Executive Director for information, questions, and dietary restrictions.

Many thanks to our Sponsor: The Village Works @thevillageworks



LuMeNet Returns with UpLift JP

April 26

Join us for a lunch of mentoring and networking on Wednesday, April 26, 12:30–1:30pm, at the JP Branch Library. This month's LuMeNet will focus specifically on resources available for Black business owners and entrepreneurs in Boston. The discussion will be led by Uplift JP organizer and business owner Nicole Gunn, and Boston Ujima Project.

This event is free and open to all. A complimentary lunch is provided. Please register in advance so that we may plan accordingly.

Neighborhood Bar Hop & Trolley Tour

Saturday, April 29



Hop aboard the Neighborhood Trolley for a good old fashioned Bar Hop. Learn about the local bars and restaurants on our side of the city in Jamaica Plain, Hyde Park, Roslindale, and West Roxbury. The trolley also features a little history as you travel between the neighborhoods!

JP Centre/South Main Streets Monthly Board Meeting

April 26, 2023; 5:00 – 6:00 PM, via Zoom.

JP Centre/South Main Streets usually meets on the fourth Wednesday of every month. This meeting is free and open to the public. If you are interested in working with the economic corridor along Centre and South Streets, we encourage you to join us! Please contact us to find out how you can join our meetings.

Ways to Support Us

Stay Informed

Text JPCSMS to 22828 to join our email list and stay informed on the latest news, events, and offerings from JP Centre/South.



@JPCentreSouth



@JP_CentreSouth

Donate



paypal.com/us/fundraiser/charity/2456344



@jpcentresouth

www.jpcentresouth.com



Paycheck Deductions

JP Centre/South Main Streets is registered on Benevity. Benevity is a platform that allows businesses and companies to coordinate workplace giving, such as donations through paycheck deductions, and volunteer opportunities for employees. If your company uses Benevity, check out our profile under CENTRE-SOUTH MAIN STREETS.

Featured Listings on our Explore.jpcentresouth.com

Help us cover the cost of our new online/mobile platform Business Directory at explore.jpcentresouth.com. Featured Listings start at \$49/month and are limited to three businesses per month. Our business directory sees over 500 unique visitors per month. Contact our Executive Director for more information.



New Businesses Photos by Deborah J Karson unless indicated



Flavor Boom
703 Centre St | (978) 505-0257 | www.flavor-boom.com



Fritay
660a Centre St | 617-652-9595

Photo from Jamaica Plain News



Junior iCuts
482 Centre Street | (617) 477-4691 | www.icuts.us



Lean Force
7 Burroughs St | (617) 733-0417 | leanforcetraining.com



Little Cocoa Bean
114 South St | 617-652-9595
www.littlecocoabeanco.com/

Photo by Carlie Febo



Tonino
669a Centre St | (617) 524-9217 | www.toninojp.com