

# LAMORINDA WEEKLY



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## “It’s All Here” Campaign Launched in Moraga

By Sophie Braccini

“It’s about turning lemons into lemonade,” says Moraga Chamber of Commerce President Edy Schwartz, “or how our business and recreation community can transform the summer road closure into an opportunity to showcase what they have to offer.”

Schwartz organized a meeting at her residence in Moraga on April 16th that included representatives from many organizations. “Our members are concerned about the many things they usually get outside of Moraga and won’t be able to get during the day this summer,” said Fiona Artiaga, President of the Moraga Junior Women’s Club. Her members had voiced concerns as well about a shortage of prime necessity items such as milk. “Here is our opportunity,” answered Schwartz, “let’s create a list of what’s available in town that people don’t even know about.”

Many ideas were proposed during this intense working session: Ask the Rheem Theatre for Summer Afternoon at the movies for kids, have the retail stores offer mid-week specials, contact the library to extend their summer hours, print a town directory highlighting what’s in town and where (for example juices, bagels, internet cafes), overstock stores, open more hours, wave trail fees for the summer, advertise the summer camp possibilities in town, advertise parks and trails, organize trail tours, have Safeway propose easy swim-team take out lunches and develop a salad bar.

The first public presentation of the concept “It’s All Here” will be

made during the Moraga Community Faire, on May 10th. Information will be available at the East Bay Municipal Utility District booth. Edy Schwartz will answer questions with EBMUD’s Nora Harlow at 12:45 across from the Faire in the empty store that used to be “Special-tees.”

“We live in a beautiful town that has many businesses that can meet our needs. We have a variety of excellent summer camps, a good library, great hiking & bike trails and lots of space to roam,” says Schwartz, “the necessary road closure is giving all of us in Moraga a great opportunity to discover our Town’s treasures, businesses and natural resources.” Schwartz hopes this summer will be an opportunity to build a stronger community.



Brain-storming session (clockwise from top left): Edy Schwartz, Mike Lawrence (Long’s), Grant Stubblefield (Shop Moraga First), David Volo (Safeway), Ellen Beans (Moraga Community Faire) Lauren Fritch (Moraga Juniors), Bill Snider (Moraga Hardware and Lumber and Across the Way), Jay Ingram (Parks and Rec) Tatiana Dutra e Mello (Graphic Designer)  
Photo Sophie Braccini