



THE COLLABORATIVE
EAGLE ROCK BEAUTIFUL

Thank you for your support

Frequently Asked Questions

- **What is CERB?**

The Collaborative Eagle Rock Beautiful. **non-profit** www.cerb.us

- **Mission statement:**

The Collaborative Eagle Rock Beautiful is committed to the development of a better Eagle Rock, through all agencies and volunteers working together.

- **CERB beginnings:**

CERB was established in 2001 by John Stillion and Esther Monk.

John Stillion, a resident of Eagle Rock for over ten years, noticed that 99% of the community's medians were covered with asphalt and/or cement. Another long-time resident Esther Monk wrote a letter to the Boulevard Sentinel regarding the cutting of trees on Hill Drive. The two met and decided to join forces to form the Collaborative Eagle Rock Beautiful, in an effort to stop the rampant tree cutting and to start collaborating with other Eagle Rock residents to plant more landscaping, using drought resistant plants and trees to beautify the community.

- **What has CERB accomplished?**

Part of our mission is to make sure that we work together, to effectively 'collaborate'. Our accomplishments include:

- The first Monument by 134 Freeway the concept was brought up by CERB with the collaboration and approval of all Eagle Rock organizations to design and install;
- Landscape trees for Eagle Rock medians;
- 12 magnolias planted on parkways, with permission received from the City to plant more;
- Our First Annual Garden Tour;
- Design of the Eagles interior and exterior courtyard;

- Drought-resistant Agaves have been planted throughout Eagle Rock medians and parkways including the plantings at the Townsend & Yosemite northeast and southwest intersections;
- Acquired the last open space between Eagle Rock and Pasadena to build a mile long trail;
- Recognition Awards distributed:
 1. Golden Eagle Awards for exceptional home and business landscaping;
 2. Good Neighbor Awards.
- **Other ongoing projects?**

The Eagle Rock Canyon Trail: Acquiring four acres adjacent to The Rock, Eagle Rock will be purchasing the last available land of this size in the area, ensuring that no other development may be built. Ample parking will be available, with easy freeway access at Figueroa;

A Cultural Center for Eagle Rock: A meeting place for all Eagle Rock organizations, e.g.: Eagle Rock Chamber of Commerce, Historical Society, Neighborhood Council, TERA, The Collaborative Eagle Rock Beautiful, youth organizations, senior organizations, etc.;

Adjoining Scholl Canyon and The Rock: a botanical garden composed of natural flora and trees such as the plein-air painters of yesterday painted, which will include Matilija poppies, California oak, sycamore, eucalyptus and others, to be a haven for plein-air painters of today. Hiking trails throughout the botanical gardens will give vistas to the sea for plein air painters and visitors.

Donations/ Contributions

- **How may I donate to CERB?**

Donations are gratefully accepted online:

PayPal at www.cerb.us or call 323 255-9400,

or by mail to:

CERB Friends of The Rock
1551 Colorado Blvd., Suite
Eagle Rock, CA 90041.



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- **How will my donations/ contributions be used?**

Proceeds from all donations received directly and from fundraisers will be used to pay for and maintain the 4.5 acres and the Eagle Rock Canyon Trail, purchase and plant trees and other plantings throughout Eagle Rock, as we assist in the beautification of Eagle Rock. Plans for the future include a Cultural Center, to be a permanent home for the Eagle Rock Valley Historical Society, with art galleries and a meeting place for Eagle Rock organizations.

- **How can I help?**

We welcome volunteers for:

Planting trees;
Landscaping medians and parkways;
Planting California native plants on the Eagle Rock Canyon Trail;
Assistance with fundraising and special events;
Assistance recruiting volunteers and maintaining current projects.

We welcome assistance from Grocery stores and local businesses to contribute their services and products.

Hiking Trail

- **Where is the Eagle Rock Canyon Trail?**

Eagle Rock Hiking trail directions:

East on Colorado, north on Figueroa, just past the 134 FWY West entrance, will be on your right, street parking.

Or:

East on Colorado, north on Patrician Way, west on Eagle Rock View Way, dead ends at cul-de-sac, street parking

- **How long is the Trail?**

The Trail currently is one mile long.



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- **Is the Eagle Rock Canyon Trail safe?**

The hiking trail is narrow- hikers are cautioned to hike at their own risk. It is free to all; we do welcome volunteers to help with its maintenance and security.

- **Will the Trail be maintained?**

Yes. Mr. Harry Chamberlin is in charge of maintaining the trail; we welcome volunteers to assist him one Saturday each month. Please call 323 255-9400 or email us at volunteer@cerb.us

- **What kinds of plants/ tress does the Trail have?**

We are currently planting drought resistant succulents and California natives.

Trees and Plants

- **Can my school/organization/kids help and volunteer to plant trees, plants?**

Yes, we welcome your help, and are currently in need of volunteers. Please call 323 255-9400.

Links

- **How may I be added to your resources links?**

Please email us at info@cerb.us. We will be happy to add your link to our list of resources.



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Ideas/Suggestions/Feedback

- **I'd like to send some suggestions, feedback, or an article for you to showcase. How may I do that?**

Your feedback and suggestions are very important to us. We welcome your ideas and support so that we may continue to work together. We will be happy to add your beautification article to the website. Please email your PDF file to info@cerb.us .

Events:

- **How may I be updated on coming events?**

Check the website periodically, or email CERB at info@cerb.us and we will send you updates each month.

1551 Colorado Blvd. Suite 204, Eagle Rock, California 90041
323.255.9400 / 323.257.6823 fax www.cerb.us non-profit