

◆ “Year of the Monkey” Banners Charm Visitors

「猴年」旗幟吸引遊客注目

Every year the BID's Design Committee showcases a new banner based on the Chinese zodiac. This being the year of the Monkey, the committee chose a design developed by JammFactory, the graphic design firm responsible for the look of the BID's web site and other advertisements. The whimsical banners are prominently displayed from the new streetlights on Broadway and on other light poles in the Chinatown area. All of the colorful banners the BID has sponsored over the years can be viewed at our web site, and many are available for purchase. They make beautiful decorative additions to work or play areas and are very reasonably priced.

每年華埠商業發展區設計委員會都會按中國生肖推出全新設計的旗幟。今年是猴年，委員會挑選了由 JammFactory設計公司設計的圖像，該公司亦負責華埠商業發展區網頁及其他廣告設計。現在華埠各街燈柱及在百老匯街的新街燈柱上經已掛上該具創意的旗幟。你更可以在網頁上看到過去數年華埠商業發展區曾採用之旗幟設計，並可隨意選購。這些美麗、色彩鮮艷的旗幟，是辦公室及遊戲間最好裝飾，且價錢公道。

◆ Merchant Meetings and Workshops Continue

商戶會議及講座

Did you know that an employer can be sued for sexual harassment even if he or she has only one employee? The employer is responsible for preventing and investigating any such reported incidents even if the behavior is from a customer or vendor. The first merchant workshop will be scheduled in April and will address this topic and other important Employment Laws. Admission is free to Chinatown Merchant Association members. The Chinatown Merchant Association meets every odd month and a pink meeting announcement is usually hand delivered by our friendly Chinatown security patrol. Call the BID office to inquire when our May meeting will take place. All Chinatown merchants are eligible and encouraged to join. Call the BID office for an application. The annual membership fee is \$30. Merchant Workshop for non-members is \$35 per workshop.

你是否知道即使你只有一位僱員，但你仍可因性侵害而被起訴？若性侵害行為是與顧客或承辦商有關的，僱主是有責任防止及調查有關事件的發生。第一次的商戶講座將於四月舉行，講題與勞工法有關。華埠商人協會會員可免費參加。該協會每兩個月舉行會議。粉紅色的開會通告通常是由友善的華埠安全巡邏隊員親自派到各商戶手中。請向華埠商業發展區辦事處查詢五月開會地點。所有華埠商戶均有資格加入該協會，會員年費30元。請向華埠商業發展區辦事處索取會員申請表格。非會員講座費用每次為35元。

Mission Statement 使命宣言

To creatively plan, manage and facilitate the rebirth of historic Chinatown as a culturally defined, economically vibrant and socially engaging community.
創意地計劃、管理和促使充滿歷史的華埠之重建，使其成為一個文化經濟蓬勃和富有社會責任感的社區。

BID MEETINGS 商業發展區會議時間表

Please join us at one of the following meetings and see how you can be a part of the Chinatown Business Improvement District!
本會呼籲華埠各界人士參與華埠商業發展區的各項工作，敬請踴躍參加本會各委員會會議

Organization Committee: every 1st Thursday, at 10:00 a.m.
組織委員會：每月第一個星期四上午10時
Economic Committee: every 1st Thursday, at 12:00 noon
經濟委員會：每月第一個星期四中午12時
Marketing Committee: every 1st Friday, at 12:00 noon
市場推廣及宣傳委員會：每月第一個星期五中午12時
Design Committee: every 3rd Monday, at 12:00 noon
設計委員會：每月第三個星期一中午12時
Board Meeting: every 4th Thursday, at 12:00 noon
理事會：每月第四個星期四中午12時

To review the agendas and minutes for each meeting, please visit www.chinatownla.com. To confirm meeting dates, or for inquiries, please call the BID office at (213) 680-0243. 請上網址www.chinatownla.com查詢各會議。議事大綱及會議記錄，或致電本會查詢。

COMMUNITY CALENDAR 社區日曆

Chinatown Farmers' Market 華埠農夫市場
every Thursday from 3-7:00 p.m. 每星期四下午3時至7時
727 No. Hill Street

Chinatown Art Evenings 華埠藝術之夜
April 3, May 15 & June 26 / 4月3日, 5月15日, 6月26日, 2004
on Chung King Road / 華埠重慶路

“Peach Blossom Fan” 『桃花扇』
April 9-24 / 4月9-24日
at REDCAT theater (213) 237-2800

Central Plaza Entertainment 中山銅像廣場文娛活動
Saturdays through April, from 4-8:00 p.m. / 四月份逢星期六下午4時至8時
947 N. Broadway Street / 中山銅像廣場

Chinese Food Festival 華埠美食節
June 19-20 / 6月19-20日
at corner of Broadway and College Street / 百老匯與大學街交口
(www.chinesefoodfestivalla.com)

“A Gourmet's Taste of Chinatown” dinner series 食家美食品嚐系列
on June 27 / 6月27日
(www.chinesefoodfestivalla.com)

For up-to-date information on events & art gallery openings, visit www.chinatownla.com

華埠商業發展區簡訊

BID Bulletin

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LOS ANGELES CHINATOWN BUSINESS COUNCIL • 727 N. BROADWAY, SUITE 208, LOS ANGELES, CA 90012 • TEL: 213-680-0243 • FAX: 213-617-3298 • EMAIL: INFO@CHINATOWNLA.COM • WWW.CHINATOWNLA.COM

LA Chinatown Business Council Board of Directors 洛杉磯華埠商議會議理事會

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Kim Alan Benjamin, Vice President Laeroc Partners	副主席 Laeroc Partners
Wilson Tang, Vice President Cathay Bank	副主席：鄧偉信 國泰銀行
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Leland Chan Pheonix Bakery	陳利麟 雙鳳餅家
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Donald Lam 808 Tower LLC	林銳基 808大廈有限公司
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Sherwood Lee West Plaza Property Owner	
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Henry Leong Chinese Chamber of Commerce of L. A.	梁仲和 中華總商會
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Marshall Lew First Chinese Baptist Church	劉文紹 第一華人浸信會
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Lawrence J. Lue Chinatown Service Center	劉鴻安 華埠服務中心
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Cindy Suriyani Bamboo Lane Studios	朱美賢 竹巷美術室
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Quan Troung Southern California Teo-Chew Association	張潮海 潮州會館
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Betty KC Yeow The Alliance	姚琴珠 同源會
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Philip Young GS Printing & Graphics, Inc.	翁暉 恆興印刷公司
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George Yu, Executive Director Far East Plaza	行政主任：于千 遠東商場
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CENTRAL PLAZA IS “ENTERTAINMENT CENTRAL” IN THE NEW YEAR

孫中山銅像廣場在新一年將成為「文娛廣場」



Drums, cymbals, and lion dancers, the merry-making of puppets, awe-inspiring magic demonstrations, and the mystical beauty of traditional Chinese music have been free flowing every Saturday to the enjoyment of visitors to Central Plaza. Performances run from 4:00 to 8:00 p.m. in the plaza at 947 North Broadway Street.

Free entertainment for visitors had been talked about and even initiated several times with limited success. “With the new accessibility of the Gold Line, together with a consistent, culturally appropriate entertainment line-up, it seems as if we’ve finally succeeded in drawing a critical mass of people who visit Chinatown for the atmosphere, the shopping and the dining,” said BID executive director George Yu. “Now the entertainment is a big part of the atmosphere,” he added.

The L.A. Chinatown Business Council has funded the entertainment since its inception, including paying for the organizer, Pedro Chan, and the technical aspects of the production, including cleaning of the plaza before and afterwards. “Creating an environment that’s clean, safe, and attractive to visitors is what the BID is about. It is our hope that as the entertainment builds, more sponsors and even merchants will pitch in and contribute to continuing the entertainment. There have been a few strong supporters such as Tony Quan of the Chinatown Corporation and Tommy Li of Big China Seafood Restaurant, some of who went so far as to sponsor groups from San Francisco to perform here! We look forward to seeing others care about Chinatown and willingly step up to the

plate,” Patrick Lee, BID President, said.

And how does the public feel about the entertainment? “It’s great to have this happening in Chinatown,” said Jenny Moreno, who arrived via the Gold Line to spend the afternoon shopping. “It’s just a few blocks from the Gold Line Station so it’s easy to find,” she added.

The entertainment, which began in January, will continue on Saturdays through April, weather permitting. For a detailed schedule of entertainment, contact the BID office at (213) 680-0243 or visit www.chinatownla.com.

逢星期六在孫中山廣場，遊客可免費欣賞到鑼鼓喧天的醒獅、詼諧逗趣的木偶演出、出神入化的魔術表演或優美的傳統國樂演奏。文娛節目由下午4時至晚上8時在北百老匯街947號廣場演出。

為遊客提供免費文娛表演是一項討論已久的事情，且曾多次試辦而未獲預期效果。華埠商業發展區行政主任于千表示：「隨著金線輕鐵的通車，再加上定期的文娛表演，我們深信能吸引到一批數目可觀的訪客到華埠購物及進膳。而文娛表演正是營造華埠獨特氣分的重要環節。」

文娛表演經費是由洛杉磯華埠商議會議撥款，包括支付籌劃者陳燦培費用及一切技術開支如在表演前後清理場地等。華埠商業發展區主席李樹滋表示：「華埠商業發展區的主要工作是營造一個安全、清潔及吸引遊客的環境。我們希望能有更多贊助者及商戶參



Los Angeles Chinatown Business Council

727 N. Broadway, Suite 208
Los Angeles, CA 90012

To contact our office:
本會辦事處
(213) 680-0243
(213) 617-3298 Fax

To report graffiti:
塗鴉清除
(800) 675-4357

To report pan handlers and crimes:
流浪漢及非緊急罪案報告
(626) 282-8880

Police and Emergency:
警局、消防、救護車及緊急事件
911

NIGHT MARKET TO DEBUT IN APRIL 夜市將於四月首次登台

Remember the lively night markets in Hong Kong, Taiwan, and other parts of Asia? The bustling crowds, the sights, sounds, and even smells that made for an entertaining evening for the whole family.

San Francisco and Vancouver have successfully imitated the Asian model, albeit with hefty funding from private and government sources. Since Los Angeles is in a budget crisis we cannot expect government funding, however the BID is willing and eager to put some money towards creating a small-scale market with the hope that it will grow on its own.

One reason for this trial of a night market is that POW WOW, the world's largest convention of tourism business will be in Los Angeles over the weekend of April 24 and 25. The BID would like to have a night market in place for Sunday, April 25, so that these visitors, who will be touring Chinatown, will see the activity and be encouraged to help promote Chinatown when selling Los Angeles as a destination.

At this juncture, two Night Markets are planned: a trial run on Saturday, April 10, and another one on Sunday, April 25 from 3:30-8:00 PM. Both night markets will take place in Central Plaza. Future night markets will be planned on an occasional basis, and possibly at other locations, throughout the spring and summer months, pending the response of these two trial runs.

Letters were sent out in February to all Chinatown businesses encouraging them to participate by having a booth at the Night Market, and the BID will waive the booth fee for the first 2 events. Any non-Chinatown vendors will pay \$50 each night to participate. If you are interested in participating, please contact Diane Poon, or the BID office at (213) 680-0243.

港、台灣及其他亞洲地區熱鬧的夜市嗎？夜市裡熙來攘往的人群、景色、聲音及氣味都像是專為全家提供晚間娛樂而特有的。

三藩市及溫哥華因從政府及私人獲大量資源，均能成功地將亞洲夜市的模式移到當地。洛杉磯由於現時的財政危機，我們不會期望能獲得政府撥款支持這個活動，但華埠商業發展區卻非常願意撥出一些款項開始小型夜市，並渴望它漸能獨自擴展。

試辦是次夜市的其中一個原因是全球最大規模的旅遊業年會POW WOW將於4月24日及25日的週末在洛杉磯舉行。華埠商業發展區希望在4月25日的星期日試辦夜市，讓這些將到華埠觀光的遊客能親身體驗夜市的活動，鼓勵他們日後在推銷洛杉磯為旅遊目的地時，亦一併為華埠作宣傳。

計劃中將試辦兩場夜市，日子分別為4月10日及4月25日的星期日，時間為下午3時半至晚上8時，於孫中山銅像廣場舉辦。日後的夜市則可能於春夏季裡不定期舉辦，地點懸而未定，將看該兩次試辦結果再決定。

華埠商業發展區已於2月發信予華埠各商戶，邀請他們參與，在夜市裡擺設攤位，華埠商業發展區更將豁免參加首兩次夜市華埠商戶的攤位費用。非華埠商戶如欲參加夜市則需付費用50元。有關詳情，請電(213) 680-0243與華埠商業發展區辦事處或潘明秀聯絡。

Chinatown Scores a Hit with Shuttle to Dodger Stadium 小型巴士在球季期間穿梭華埠與道奇球場

For the opening day of the L.A. Dodgers baseball season (April 5), and for every Friday night home game on the calendar, a new shuttle will operate between the Chinatown Gold Line Station and Dodger Stadium. The roundtrip ride is \$2 and promises to get fans from the metro station to their seats in 15 minutes. The shuttle will start running 2-1/2 hours before game time and will continue until 1 hour after game time.

"The extra shuttle hours enable people to dine and shop in Chinatown before or even after the games. There are dining choices for the whole family here, including Chinese, Vietnamese, Indonesian, and

even Mexican restaurants, at family-friendly prices," said Kim Benjamin, BID board member.

"We encourage people to ride the Gold Line, hop on the shuttle, and avoid all the parking congestion at Dodger Stadium," said George Yu, BID executive director.

The Chinatown Dodger Shuttle Program is sponsored by the L.A. Chinatown Business Council and Laeroc Partners.

For more information and promotional opportunities, contact the L.A. Chinatown Business Council at (213) 680-0243 or visit www.chinatownla.com.

Web Site Draws Thousands of Visitors 數以千計遊客使用商業發展區網站

Over the weekend of the Chinese New Year parade and festival, a phenomenal 75,000 hits were received at our new web site in just two days, according to Jean Chan, BID Community Relations. People from all over the city, and even other parts of the country logged in to see what was going on in Chinatown L.A.. Since the New Year, the number of hits has gone down, but continues to average about 23,000 per week. The average length of each visit is a full 8 minutes.

"We're proud of the look and ease of use of our new web site," said Marshall Lew, Chairman of the BID's Design Committee. "We've compiled our most complete directory of Chinatown businesses and attractions to date, and made that information accessible to everyone, together with a great deal of other interesting facts, maps, history, and lore about Chinatown," he added.

If you haven't done it yet, please do yourself a favor and visit us at www.chinatownla.com! Your comments are welcome.

華埠商業發展區社區關係負責人陳靜雲表示在農曆新年大巡遊及嘉年華會那一個週末，兩天內共有七萬五千名人次登入商業發展區新網頁。來自全城、全國不同地區的人士紛紛登上網頁，查看在洛城華埠舉行的各項活動。新年以後，人次雖有減少，但仍維持每星期平均二萬三千人次，上網時間平均為八分鐘。

設計委員會主席劉文紹表示：「我們為新網頁的外型設計及容易使用而引以為傲。我們現已完成一個完整詳盡的華埠商店及觀光勝點指南，再加插華埠有趣的事實、地圖、歷史及傳統，讓每一個人都可以很容易得到這些資訊。」

若你還未曾瀏覽過我們的網頁，請勿遲疑，立即登上www.chinatownla.com! 歡迎提出寶貴建議。

洛杉磯道奇棒球隊季在4月5日開始，以後在星期五晚的主場賽事當晚將有一輛小型巴士穿梭於華埠金線輕鐵車站與道奇球場之間，接載觀眾，每程只需15分鐘，來回雙程車費2元。小型巴士將於球賽開賽前兩個半小時開始行車至賽後一小時才停止。

商埠商業發展區理事班哲明表示：「延長小型巴士行車時間的目的是讓他們可在賽前或賽後在華埠進膳及購物。在華埠，你可選擇中式餐館、越式菜館、印尼餐廳、及墨西哥餐廳，價廉物美，最適合家庭消費。」

華埠商業發展區行政主任于千表示：「我們鼓勵各位乘坐金線輕鐵，再轉乘穿梭小型巴士，這樣便可避免道奇球場停車場擠塞的情況。」

華埠道奇穿梭巴士計劃是由華埠商業發展區及Laeroc Partners聯合贊助。

有關詳情請電(213) 680-0243與華埠商業議會聯絡或瀏覽www.chinatownla.com網頁。

EVERYONE LOVES CHINESE FOOD! 人人愛吃中國餐!

The largest food festival ever held in Chinatown will take place on June 19 and 20 with the goal of giving people from all parts of Los Angeles a "taste of Chinatown," as well as greater knowledge and appreciation of Chinese cuisine, cooking styles, history, and culture. The two-day festival will take place outdoors at the corner of Broadway and College Street, adjacent to the new Chinatown Metro Gold Line Station. Admission is \$8 with a discount for Metro Gold Line ticket holders and Metro pass holders.

Among the chefs who will offer demonstrations are Katie and Leeann Chin, hosts of the Food Network's upcoming show "Double Happiness;" Kimmy Tang, chef of Michelia Restaurant; and Tommy Li, managing partner of Big China Seafood Restaurant who will demonstrate slicing Peking Duck. Empress Pavilion, Plum Tree Inn, Yang Chow, and many other restaurants have also confirmed their participation.

On the Sunday night of the week following (June 27), top Chinatown restaurants will offer lavish, specially priced dinners for an event dubbed "A Gourmet's Taste of Chinatown." Dinner prices will range from \$50-\$125 per person and dishes featured will include rare epicurean and regional Chinese treats.

If you haven't already confirmed your participation, please contact the BID office for details about the free booth for Chinatown food establishments! Call the L.A. Chinatown Business Council at (213) 680-0243, visit www.chinesefoodfestivalla.com or www.chinatownla.com.

華埠歷史上最大的美食節將於6月19日及20日舉行。目的是讓洛杉磯人士品嚐「中國風味」，認識及欣賞中國菜的烹調特色、歷史及其文化背景。連續兩天的美食節將華埠大學街與百老匯街交界，緊鄰新開幕的金線輕鐵華埠站的停車場舉行。入場費為\$8，持有金線輕鐵票根或捷運月票者可獲減價優待。

參加是屆美食節的烹飪高手包括Katie及Leeann Chin，她們是主流電視美食頻道Food Channel的主持人；Michelia餐廳主廚Kimmy Tang及榮華大酒家股東李超華，他將現場表演北京片皮鴨。目前華埠多家著名餐館已報名參加美食節，包括漢宮大酒樓、富春樓及怡園等。

接下來的週末（6月27日）華埠多家頂尖餐館將舉行名為「華埠食家美食品嚐會」的豪華美食晚餐會。晚餐價格由每位\$50至\$125。主題佳餚將是少見的食家及富有中國各地方風味的餐點。

有興趣報名參加這次美食節的餐飲業者，請與本會辦事處聯絡。華埠業者將可獲免費攤位優待。請電(213) 680-0243或瀏覽網頁www.chinesefoodfestivalla.com或www.chinatownla.com查詢。

A Cooking Tip From the Chinatown Farmers' Market 農夫市場提供烹飪秘訣

In Chinese cooking, all vegetables are cut into uniformly small pieces because this allows them to cook quickly without losing their crunchiness. It also means that they can absorb the taste of the oil and seasonings, despite the short cooking time. Some vegetables are cut according to their natural shape. (For example, broccoli and cauliflower are cut into florets.) Others are sliced, shredded, diced or roll-cut depending on the dish. Remember, appearance and texture are just as important as taste in Chinese cooking!*

This spring, look for the many tender young vegetables and fruit available from our vendors at the Chinatown Farmers' Market, located at 727 No. Hill Street every

Thursday from 3:00 to 7:00 p.m.. The parking fee of \$1 is refunded with any purchase. Now that you know how to cut vegetables the "Chinese" way, ask a vendor for a cooking suggestion!

*Excerpted from Yan-Kit's Classic Chinese Cookbook, DK Publishing, Inc., 1998

在烹煮中式菜餚時，所有蔬菜常切成小塊，讓蔬菜能快熟而不失其爽脆口感，且能在很短的烹煮時間內吸收油及調味料的味道。有些蔬菜是順其自然形狀而切割（如椰菜花及芥蘭花），有些則按菜式的需要而切成薄片或小粒狀等。請緊記在烹煮中式菜餚時外型與口感是同樣重要的。*

在今年的春天，你可以在華埠農夫市場找到鮮嫩的蔬菜及水果。華埠農夫市場是逢星期四下午三時至七時在北曉街727號舉行。停車費用1元，而購物者可獲免費停車。現在你既知道「中國式」的切菜方法，你更可以向市場內的商戶詢問烹調方法！

*節錄自Yan-Kit's Classic Chinese Cookbook, 1998, DK Publishing, Inc. 出版。



Photos provided by Diane Poon.