



Hello, Neighbor!

You may love winter, or you may hate it. But the one thing we all have in common is that we love spring in Rochester. Flowers, warm days, and (of course) festivals are all coming our way. With a new season comes a new issue of **Living La VIDA Rochester**. This one features ideas for fun spring activities, a recipe for a sheet-pan chipotle-lime shrimp bake, our favorite laundry tips, and more.

Have something you want to share with your community? Reach out to the Leasing Office and we'll do our best to share your ideas on social media or publish them in our next issue. We'd love to hear from you!

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Treasure Hunt:

Somewhere inside this newsletter is the name of one VIDA staff member, spelled backwards. Find it and let the office know who it is, and we will enter your name in a drawing for a \$150 rent credit or a free professional cleaning!

Contact us with the answer at 585-400-8432 or info@vidarochester.com by **Friday, April 14th**. The drawing will be held on **Monday, April 17th**, and the winner will be notified the same day.

A Few Words from Your Concierges

As the ice and snow melt away and new life pops up in Rochester, you can breathe some new life into your social calendar with these great ideas for spring.

125th Edition of the Lilac Festival

It's the largest free festival of its kind in North America and the perfect way for nature lovers and party people to celebrate spring in Rochester. Enjoy over 500 varieties of lilacs (hopefully in bloom) in Highland Park while you take in the art, music, and food over ten days from May 12-21. For more information and a calendar of events, visit rochesterevents.com.

SIX the Musical

The Rochester Broadway Theatre League brings the hottest new musical to the Auditorium Theatre May 16-21. From Tudor Queens to Pop Icons, the SIX wives of Henry VIII take the microphone to remix five hundred years of historical heartbreak into a celebration of 21st century girl power! For more information on performances and tickets, visit rbtl.org.

George Eastman Bike Tour

If you're not up on your George Eastman history, you may not know that the founder of Kodak had a great love of cycling. On May 13th, you can see Rochester in a whole new way on this bike tour that visits ten famous locations related to the life and work of the famous inventor, entrepreneur, and philanthropist. For details, visit eastman.org/events.

Call or write your concierges at 585-270-1617 or VIDAconciergeservice@gmail.com for more ideas!



Community Reminders

- Please remember to seal your trash bags tightly before placing in the trash room bins. All pet waste, pet litter, liquids, and raw food/meats need to be taken directly to the outside dumpster. All recycling needs to be properly broken down and disposed of in the outside recycling dumpster in the coral area.
 - Parking is for residents **ONLY**. All others will be towed at the owner's expense. Handicap spots are for vehicles that have the proper tag displayed and charging stations are for those that have received an access code. If the parking lot is full and you are a resident with a parking sticker, please call 585-400-8432 and follow the prompts to report it.
 - All packages delivered to the lockers and to the overflow area should be retrieved within 3 days of distribution. This helps manage the volume of packages being delivered to VIDA residents.
 - VIDA is a completely **SMOKE-FREE** environment. Any and all forms of smoking is prohibited.
 - We love that our furry friends are family at VIDA. Please pick up and dispose of fecal matter properly. We have added additional pet stations for your convenience!
 - **NEVER** prop a door open, even if you just expect to be outside for a few minutes. This is the easiest way for non-residents to gain unauthorized access into your building and endanger you and your neighbors. Be sure the door closes and latches behind you once you enter the building. Also, do not buzz people you do not know into the building if they call you on your intercom. **THIS INCLUDES ALLEGED DELIVERY DRIVERS.**
 - Please remember to always lock your car, shut your windows, and never leave valuables inside your vehicle.
 - If you see suspicious, illegal, or disruptive behavior in the building, please notify the police department and our maintenance or leasing staff **IMMEDIATELY.**
- Special reminder! Mark your calendars!**
Resident Appreciation Days will be starting up on the first Friday of each month beginning May 5th. Please join us outside by the Leasing Office area (weather permitting) from 7 to 9 AM for complimentary donuts, bagels, coffee, tea, and juice. Come meet your neighbors, mingle with friends, or take something with you to start your day!

VIP PROGRAM SPOTLIGHT:

Alexander Eye Associates & Optical

When is the last time you had a professional eye exam? If you can't remember, you're experiencing eye fatigue, things don't look as clear as they used to, or you're thinking of updating your frames, it's definitely time. Whether you need a routine eye exam or treatment for conditions like cataracts, dry eye, glaucoma, or Keratoconus, their team can provide the care you need. They also have a wide selection of fashionable frames and can help you choose the best look for your face shape and budget.

As a VIDA resident, you'll get 25% off a complete pair of eyeglasses or prescription sunglasses at Alexander Eye Associates & Optical. You can find them at 261 Alexander Street at the corner of Park Avenue, or you can visit them online at alexanderoptometry.com.

RECIPE CORNER

Sheet-Pan Chipotle-Lime Shrimp Bake (MAKES 4 SERVINGS)

Ingredients

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| 1½ pounds baby red potatoes, cut into ¾ inch cubes | ½ pound fresh asparagus, trimmed |
| 1 tbsp. extra virgin olive oil | ½ pound Broccolini or broccoli, cut into small forets |
| ¾ tsp. sea salt, divided | 1 pound uncooked shrimp (16-20 shrimp), peeled and deveined |
| 3 medium limes | 2 tbsp. minced fresh cilantro |
| ¼ cup unsalted butter, melted | |
| 1 tsp. ground chipotle pepper | |

Directions

1. Preheat oven to 400°. Place potatoes in a greased 15x10x1-inch. baking pan; drizzle with olive oil. Sprinkle with ¼ teaspoon sea salt; stir to combine. Bake for 30 minutes. Meanwhile, squeeze ⅓ cup juice from limes, reserving fruit. Combine the lime juice, melted butter, chipotle, and remaining sea salt.
2. Remove pan from the oven; stir potatoes. Arrange asparagus, Broccolini or broccoli, shrimp, tsirc nire, and reserved limes on top of potatoes. Pour lime juice mixture over vegetables and shrimp.
3. Bake until shrimp turn pink and vegetables are tender, about 10 minutes longer. Sprinkle with minced fresh cilantro.

Source: tasteofhome.com



Our Favorite Laundry Tips

Here are our favorite tips to help make doing your laundry easier and getting your clothes cleaner. Find more tips in our blog post at vidarochester.com/blog.

Don't Let Stains Sit

The key to getting stains out is to not let them sit for too long. As soon as you're able, rinse the stained area in cold water and apply a stain remover. Waiting until laundry day reduces your chances of success.

Smaller Loads

Washers clean better when there's room for the clothes to move around in the machine. While you might be tempted to stuff as much as possible into one load to save time, your clothes won't come out as clean and you'll put undo stress on your machine.



Prevent Fading

Turning your darks inside out will help prevent fading because there's less abrasion to the fabric's surface as your garments wash and dry.

Use Less Detergent

One of the biggest laundry mistakes is using too much detergent. It can be hard on your clothes and lead to premature wear. Unless you're washing something that's heavily soiled, just pre-treat stains and use slightly less than the recommended amount of detergent. If you don't overload your machine, everything will come out clean.

Staff News

Please welcome Susan Ludlam, our new part-time Leasing Consultant. Susan spent the last few years in residential leasing operations and has extensive experience in office administration. Fun fact: she has traveled to 48 of the 50 United States, minus Kansas and Alaska.

Erin Crist was promoted to the position of Leasing Manager.

Erin has been VIDA's Leasing Consultant since joining us in October 2021. Erin brings a wealth of knowledge from her former position in hospitality management. Fun fact:

Erin is on track to earn her B.S in Forensic Criminology, has maintained the highest GPA in her major, and recieved an award to recognize her academic achievements!

Lisa Carter has been promoted to VIDA's Site Manager. She joined Konar Properties in 2018 as a Leasing Manager at Erie Station Village before transferring to the role of Leasing Manager at VIDA in 2019. Lisa has years of experience in real estate management, which will continue to serve her well as VIDA's Site Manger. Fun fact: Lisa lives in a tiny house on the water's edge, loves spending time with her family and friends, and enjoys being adventurous!

Susan Ludlam (left), Lisa Carter (center), Erin Crist (right)

