

# Faces of New Bedford #243: Celia Brito and Tanya Alves

Celia Brito is known by many as a personable woman who loves fashion and owns Celia's Boutique in downtown New Bedford. What many don't realize is how accomplished of an entrepreneur she really is. Did you know her store is the longest-operating small business in downtown New Bedford? That doesn't happen by accident.

She was born in Cape Verde and moved to New Bedford at the age of six. Growing up in New Bedford she always loved fashion, yet she moved to Boston and used her intelligence to climb the corporate ladder working high up in the rankings of Polaroid. Corporate America can be rough, and when Polaroid hit rough times, she was laid off from her position.

Sick of the corporate Boston rat race, Celia decided to move back to the city she loves and pursue her true passion as a fashion entrepreneur. She immediately noticed a hole in the market of New Bedford. There was a boom of successful working women in the city, yet no place locally for them to shop for high-end business attire.

She acted on her instincts and in 2003, Celia's Boutique was born.

20 years later, her business has expanded and she is now a staple in downtown, New Bedford. I asked her what advice she would give to a teenager in New Bedford who has dreams of one day starting a successful business. To be honest, I was expecting a fluff answer along the lines of "follow your dreams" or "do what you love".

But without hesitation, Celia began to step by step layout a strategic business plan that could get a young aspiring entrepreneur in the game and ready to open a business. She

began discussing the importance of finding mentors, avoiding loans and debt, understanding culture, building a brand. It was at that moment I realized why Celia is successful.

It's no surprise that Celia raised a daughter who is also very intelligent and plays a major role in the culture of downtown, New Bedford. Meet Tanya Alves, co-owner of Celia's Boutique and the daughter of Celia Brito.

Tanya is a mother of two kids herself, so when she isn't working at the boutique you can probably find her out spending time with her family. She is a graduate of New Bedford High School and has been assisting her mother in running the business since 2018.

Speaking with Tanya it was clear she believes community is the heartbeat of running a successful business. I've spoke with her twice this past month and both times I left that conversation with information on multiple new local events that I had no idea were happening, and multiple names of local artists and entrepreneurs that I should be in contact with.

If something positive is happening in New Bedford, chances are Tanya is involved or is at the very least close friends with the person in charge. Celia and Tanya are without a doubt two influential members of our community and their story will inspire a new generation of entrepreneurs in New Bedford.

Check out our other Faces of New Bedford [here](#).

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**Marion      Firefighter,      EMS**

# respond to box truck container fire

"Marion Fire/EMS members just responded to the area of the Magnolia Bogs for box truck container fire.

Crews extinguished the fire without incident.

Responding units:

- C-1
- C-2
- A-1
- E-1
- Tanker 1."-Marion Fire/EMS.



*Marion Fire/EMS photo.*  
center>





*Marion Fire/EMS photo.*

center>



*Marion Fire/EMS photo.*





*Marion Fire/EMS photo.*

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**New Bedford Police  
surveillance leads to  
charging Fall River couple**

# with drug trafficking

“NEW BEDFORD – Detectives have placed a man and woman under arrest for trafficking in crack cocaine.

On the evening of December 1st, narcotics detectives were conducting surveillance in the west-end sector. Det. Sgt. Jarrod Gracia was monitoring the area of the Bullock St./Trinity St. intersection, in response to anonymous information concerning possible drug activity. At around 8 PM, he observed what he believed to be a drug transaction taking place at this location involving a couple in a Mercedes.

The vehicle was followed until it was ultimately stopped by officers at the Austin St./Richmond St. intersection. It was found to contain two occupants, the operator, Mr. KEITH SANTERRE, 46, and his girlfriend, Ms. JENNIFER SANTOS, 42, both of 87 Orange St., Fall River.

As the result of a subsequent search, SANTERRE and SANTOS were found to be in possession of over 43 grams of “crack” cocaine, along with a digital scale that was covered in a white, powdery substance. Additionally, SANTERRE was found to have two active warrants for his arrest.

Both parties were placed under arrest and are being charged with trafficking in crack cocaine and conspiracy to violate the controlled substance laws.

SANTERRE has an extensive history of convictions for a variety of offenses including armed robbery, assault and battery with a dangerous weapon, and drug possession. At this time, he is being held in the custody of the Bristol County Sheriff.

This case was investigated by Detective Sgt. Jarrod Gracia and Det. Samuel Mojica-Algarin.

If you have any information concerning crime, you can remain

anonymous. Call 508-99-CRIME, or visit our website and leave tips at <https://www.newbedfordpd.com/report/>-City of New Bedford Police Department.

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## **23-year old New Bedford man charged with firearm offenses after thermal imaging detects pistol**

“NEW BEDFORD – Detectives use a thermal imaging instrument to assist them in determining possession of contraband.

On December 1st, at around 10:30 PM, Gang Unit detectives were active in the city’s west end. At this time, they observed TYLER THOMAS, 23, walking in the area of Cedar St. and Norton Ct. THOMAS is well known to the detectives through numerous previous interactions. As the officers drew near, THOMAS quickly began to sprint away from the area.

THOMAS was subsequently stopped in a nearby lot and found to be in possession of a spring-loaded knife. Detectives then began to search the immediate area for any other items that he may have disposed of while running. At this time, a Smith & Wesson .38 caliber revolver was located in a nearby bush.

Detectives then utilized thermal imaging to further determine that the weapon had just been dropped. Thermal imaging is a valuable tool used in similar investigations, particularly when attempting to establish the possession of narcotics or weapons that have just been dropped by a suspect. This technology relies on the detection of infrared radiation



emitted by objects based on their temperature.

When a person holds an item, they may leave behind a “heat signature” due to the transfer of body heat from their hand onto the object. Thermal imaging is used to identify and document these residual thermal patterns, creating a visual record that can be effective in determining possession. It offers a unique perspective that transcends what the naked eye can perceive.

When first imaged, the pistol was read to be 55 degrees. Approximately 16 minutes later, a second image was taken that determined the pistol was 36 degrees, which is a drop of 19 degrees in a relatively short period.

THOMAS was placed under arrest and charged with carrying a loaded firearm without a license. He has previous convictions for possession of Class “B” substance, assault and battery with a dangerous weapon, and assault and battery. At the time of this arrest, he had an open case in New Bedford District Court for assault and battery stemming from an incident in June.

If you have any information concerning crime, you can remain anonymous. Call 508-99-CRIME, or visit our website and leave tips at <https://www.newbedfordpd.com/report/> -City of New Bedford Police Department.

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# **High wind warning in effect Sunday evening for New**

# Bedford, Fall River areas

The following is an alert from the National Weather Service Boston/Norton MA

## **HIGH WIND WARNING IN EFFECT FROM 10 PM THIS EVENING TO 10 AM EST MONDAY**

\* WHAT...South winds 25 to 35 mph with gusts up to 60 mph expected.

\* WHERE...Eastern and Southern Plymouth, Southern Bristol MA, Washington, and Newport Counties.

\* WHEN...From 10 PM this evening to 10 AM EST Monday.

\* IMPACTS...Damaging winds will blow down trees and power lines. Widespread power outages are expected. Travel will be difficult, especially for high-profile vehicles.

## **PRECAUTIONARY/PREPAREDNESS ACTIONS**

People should avoid being outside in forested areas and around trees and branches. If possible, remain in the lower levels of your home during the windstorm, and avoid windows. Use caution if you must drive.

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**OPINION: “Voters who stay home negatively impact elections, send country on**

# backwards trajectory”

*The following is an opinion sent to New Bedford Guide. It does not reflect the opinion of New Bedford Guide, nor is it an OP-ED. In fairness and objectivity, we share opinions from our readers whether we agree or disagree with their opinion.*

Do you have a counter opinion to this opinion? Have an opinion about something else? Email us at [info@newbedfordguide.com](mailto:info@newbedfordguide.com).

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“When not voting is a vote!

All the disaffected Democratic voters who will choose to stay home on November 5, 2024 must get beyond their disappointment with Joe Biden and vote for him, or any other Democratic nominee for the presidency in 2024, as a second Trumpian presidency may be the last truly unriggerd vote in America.

Undoubtedly if Biden, or any other Democratic candidate wins the election, Trump and his coterie of opportunistic legislators, MAGA diehards and unethical lawyers, will cry foul once again and the battles will begin anew. But the Democrats have a better shot at maintaining a democracy, even in the face of autocratic state legislatures, when they control the presidency and one of the houses of Congress.

Not voting in these times is not a protest statement of any value and it has enabled unqualified non-democratic contenders at the state and federal level to win elections. Small cities and towns are experiencing the results of disinterested residents sitting out elections thus empowering book banners, voter identification proponents, sexists and racists.

And at the state level there has been unabating gerrymandering, enabling of anti reproductive freedom advocates and a host of equality opponents.

Thoroughly disenchanted and cynical voters who remain at home on election days will have a greater impact on many crucial elections that will truly send this country on a backwards trajectory and they will be the most blameworthy for the disastrous results.”-Betty Ussach, Dartmouth.

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## **Deceased Infant found at Fort Taber in New Bedford**

On Saturday, December 9, 2023, New Bedford Police responded to Fort Taber at approximately 12:40 pm. An adult walking along a path by the water at Fort Taber had made observations of a blanket in an area adjacent to the walking path and detected an odor of decay.

Upon arrival, police located the body of a decomposing infant in the blanket first discovered by the adult walker. The body of the infant was transported to the Massachusetts Medical Examiner's Office.

This is an active investigation by the Bristol County District Attorney's Office, the Massachusetts State Police Detective Unit assigned to the Bristol County District Attorney's Office and the New Bedford Police.

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# **New Bedford's "Healthy Bites" thanks customers for support, loyalty as they decide to close their doors**

In May of 2018 we were happy to share Crystal and Jeff Lister's Healthy Bites Meal Prep business with greater New Bedford. The inspiration for the entire enterprise came from Crystal's own weight loss story: she was sick and tired of being overweight and decided to do something about it.

Her change was dramatic enough that all her friends and family took note and began to ask questions. When she began to describe the meals that she was eating and started to show pictures of these meals, people became very interested and wanted to know if she could share the recipes or even make some for them to try.

Here was a way that she could help others achieve the same physical transformation and well-being, particularly those who didn't know where to start.

Sadly, the Healthy Bites Meal Prep will be closing their door due to the hit they took during COVID and recent hyperinflation. In a message posted to their website and social media accounts, they said,

*"Dear Valued Customers & Friends, we wanted to start off by saying thank you for the support and loyalty you have shown us for the past 8 years.*

It has been an honor to be your go-to for everything healthy and delicious. With that being said, we have made the difficult decision to close our doors by the end of the year. Our last day will be December 22nd, 2023.

Since Covid, it has been such a struggle for the restaurant industry, and unfortunately, it has only gotten worse with inflation. We have learned so much from each and every one of you and value all the lessons we will take away.

Again, we would like to say thank you to everyone who has ever passed through our doors. It has truly been the best journey, and we look forward to our future endeavors. Crystal & Jeff."



*Healthy Bites Meal Prep photo.*

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# **Eversource begins prep for storm with high winds, heavy rain expected to impact Massachusetts**

“With high winds and heavy rain expected to impact all of Massachusetts Sunday night into Monday, Eversource is closely monitoring several weather forecasts and planning accordingly. The energy company is bringing in outside crews to assist with power restoration. Crews are preparing equipment and vehicles and will be strategically pre-positioned in advance of the storm so they can respond when and where needed as quickly as safely possible.

“The combination of soaking rain and strong winds can more easily bring down trees and tree limbs onto power lines and equipment causing outages, so we’re taking all necessary actions now to ensure our team is ready to respond,” said Eversource President of Regional Electric Operations Craig Hallstrom. “We’ll have crews prepositioned at our work centers throughout the state before the storm hits so they can immediately get to any damage locations and restore power as quickly as possible.”

While the forecast will become more precise over the next 48-hours, current models show the greatest potential for damaging winds in the Berkshires and along Cape Cod and Martha’s Vineyard. As part of its early preparations, Eversource will bring additional line and tree crews onto the island before the storm arrives.

Customers are encouraged to also prepare for the storm by

assembling or restocking a storm kit which should include essentials like flashlights, batteries, water, non-perishable foods, pet food and essentials and any needed medications. In addition, make sure cell phones and devices are fully charged, create an emergency plan with family members and prepare to check on elderly neighbors and friends.

Eversource reminds customers to always stay clear of downed wires and to report them immediately to 9-1-1. Be sure to report any outage online [here](#), or by calling 800-592-2000 in Eastern MA and 877-659-6326 in Western MA. Customers who signed up for the company's two-way texting feature can send a text to report an outage and receive outage updates as they happen.

Additional preparedness tips can be found at the Storm Preparedness section on our website."-Eversource.

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## **Cape Verdean Assoc. in New Bedford announces start of Island Park construction**

"The Cape Verdean Association in New Bedford (CVANB) is thrilled to announce the commencement of construction on Island Park.

This exciting project promises to bring a new dimension of community vibrancy to our beloved city.

Acquired as an extension of CVANB's commitment to fostering community engagement, Island Park is poised to undergo a remarkable transformation into a dynamic and inclusive



community space. The Board of Directors at CVANB has played a pivotal role in steering this initiative, demonstrating its dedication to enhancing the quality of life for residents in New Bedford.



*Cape Verdean Association in New Bedford photo.*

Leading the charge in the realization of this ambitious project is our Vice President, Jan Baptist, whose exemplary leadership and tireless efforts have been instrumental in bringing the vision for Island Park to life. Jan Baptista's strategic vision and project management skills have guided the process, ensuring that every step is taken with precision and

a deep understanding of the community's needs.

We sincerely thank the entire Board for their unwavering support, commitment, and guidance throughout this transformative journey. Their collective efforts have laid the foundation for a project that will undoubtedly leave a lasting legacy in the hearts of New Bedford residents.

In addition to the internal team at CVANB, we would like to express our gratitude to our valued local partners who have played a crucial role in making Island Park a reality. We thank the Waterfront Historic Area League (WHALE) and Studio2Sustain for their collaboration and shared commitment to community development. Their expertise and collaboration have enriched the project, ensuring it aligns seamlessly with the cultural and environmental fabric of the area.





*Cape Verdean Association in New Bedford photo.*

Furthermore, CVANB would like to recognize and extend heartfelt thanks to Tony Cabral, and Senator Mark C. Montigny. Both are local politician and staunch supporter of the Cape Verdean Association. Rep. Cabral's advocacy and unwavering support have been instrumental in advancing the interests of CVANB and ensuring that Island Park receives the attention and resources it deserves.

As construction commences, CVANB is optimistic about completing the park phase by the summer of 2024. The community can look forward to a space that reflects Cape Verde's rich cultural heritage and serves as a hub for social interaction,

recreation, and the celebration of diversity.

I'd like you to please stay tuned for updates on Island Park's progress as we work towards creating a space that will become a source of pride and joy for New Bedford residents."-Cape Verdean Association in New Bedford.



*Cape Verdean Association in New Bedford photo.*





*Cape Verdean Association in New Bedford photo.*