



Mayor Mark - "Almost Heaven"

CHS '64

When Rocket Mortgage decided "Country Homes, Take Me Home" would be the theme for their Super Bowl commercial, anyone with a keen grasp for the obvious would know "Almost Heaven" would be Jahncke Avenue and "Take Me Home" would be the Claiborne Hill Bridge over the Bogue Falaya River. Of all the scenes across America to be chosen, our little city had two. I presume for the bridge scene bumper-to-bumper traffic was photo-shopped out ;).



Removal and replacement of the old, existing Bogue Falaya River bridge is several years away. That said, I have already made DOTD aware that the City of Covington is interested in acquiring the iconic CHS 64 I-beam. I have no idea where we will display it, but I did let them know we want it. (Photo: Ron Barthet)



Keep Covington Covington

ZUMBA WITH THE MAYOR
 March 16th
 April 13th
 June 1st
 June 29
 July 20
 August 10
 Bogue Falaya Hall 12:00 PM
 For information email: mayormark@covia.com
LINE DANCING WITH THE MAYOR
 Before both parades at the review stand on Boston Street
 February 22nd, 5:45 (Olympia Parade)
 March 4th, 9:45 (Mardi Gras Day)

FINAL FRIDAY BLOCK PARTY
 DOWNTOWN COVINGTON
 LAST FRIDAY OF EACH MONTH
 MARCH - OCTOBER
 See You On Columbia Street!
 6:00 to 9:00

MAYOR MARK'S BLOOD DRIVE
 DONATE BLOOD. SAVE A LIFE.
 THE BLOOD CENTER
 Serving you for life!
 Bogue Falaya Hall from 10:00 to 5:00
 March 5th | June 3rd
 September 2nd | December 16th

#CovLA

March/April
2025



MARK R. JOHNSON
MAYOR

Photo by: Ron Barthet

SLOW YOUR ROLL
SLOW YOUR PACE

"One of the coolest cities in America"



ELTON JOHN-OnSTAGE



New Black History Exhibit

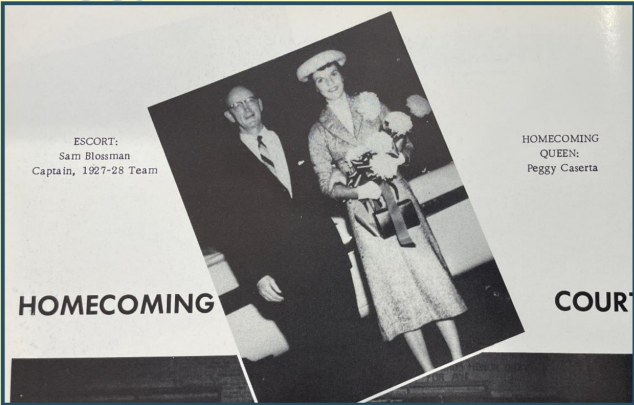


Lady in Waiting



Fools of Misrule

Peggy Caserta - Inventor of Bell Bottoms



In 1957, the Homecoming Queen at Covington High School was Miss Peggy Caserta, daughter of Sam and Novelle Caserta. Announcement of her selection appeared in the St. Tammany Farmer.

Following college, Peggy took a job with Delta Air Lines, aspiring to become a flight attendant. However, she suffered from airsickness, which led to her reassignment to desk jobs in New York City and later in San Francisco.



Side note: In the 1950s, Covington had an airport (Privette Air Field) located near LA 25 / Ronald Reagan / Airport Road. Many young men found their way out to the airstrip where older pilots would teach them to fly. Some of these youngsters then drove their cars north to Monroe, LA ... home and headquarters of Delta Airlines.

"Hi, my name is Richard and I know how to fly." From that, they became Delta pilots. For decades, many Delta pilots lived in and around Covington. (Hence, I speculate this is how Peggy came to aspire to become a Delta stewardess).



Per Wikipedia (and other local sources): In 1964, Peggy opened Mnasidika, a boutique in the Haight-Ashbury neighborhood of San Francisco. She secured the space for US\$87.50 (equivalent to \$859.60 in 2023) per month using money borrowed from her parents (Sam Caserta, the Covington postmaster and Novelle). Initially, the store sold blazers, blouses and shirts made by Peggy's mother, who shipped the items via Delta Air Lines, where Caserta was employed at the time.

The boutique became a social hub for the counterculture of the 1960s attracting musicians, artists and others involved in the hippie movement. Among her clients were members of the Grateful Dead, Jimi Hendrix, Kris Kristofferson and Sly Stone. Caserta became embedded in the Haight-Ashbury community, selling concert tickets for Bill Graham's Fillmore shows. In 1966, Caserta met singer Janis Joplin and the two formed a close friendship that included elements of a romantic relationship. They collaborated on potential business ventures, including plans for a production company called Honeysuckle Productions.

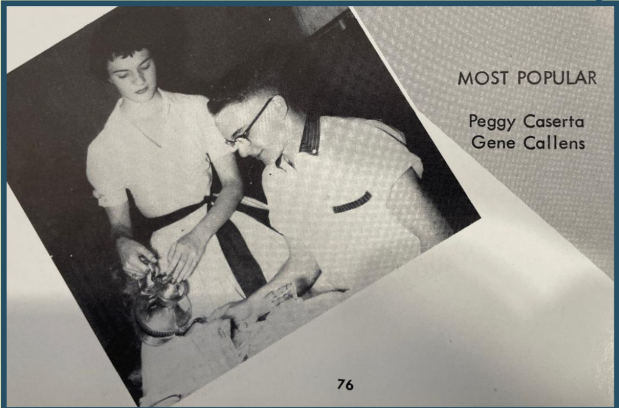


Caserta expanded Mnasidika by purchasing a neighboring barbershop and converting it into a space for handmade sandals and boots. She began stocking jeans from Levi Strauss & Co. and hired a local artisan to create customized jeans with added flared inserts.

When demand for the bell-bottoms exceeded supply, she approached the Levi Strauss & Co. factory, where an employee facilitated the



production of flared jeans exclusively for Mnasidika. The partnership lasted through 1968, during which Caserta sold hundreds of pairs, inspiring Levi's to launch its 646 Bell Bottom jean in 1969. Covington's own Peggy Caserta was the Mother of Bell Bottom Jeans :).



Thanks again to Ms. Linda Wascom who donated her Covington High School yearbooks to the Covington Branch Library ... priceless time capsules.





COVINGTON, LA

ROCKIN' THE RAILS

FREE CONCERT SERIES

5:30 PM - MARCH 27th
REV. PETER S. ATKINS PARK
FEATURING:
ROCKIN' DOPSIE

March					
3rd	Krewe Of Bogue Falaya's Lundi Gras Second Line		Monday	4:00 PM	FREE Bogue Falaya Park
4th	Lions Club Parade & Krewe Of Covington		Tuesday	10:00 AM	FREE Downtown Covington
4th	Krewe Of Bogue Falaya		Tuesday	10:15 AM	FREE Downtown Covington
4th	Line Dancing with the Mayor (Before Parade)	👤	Tuesday	9:45 AM	FREE Boston Review Stand
4th	Mardi Gras Parade "AFTER PARTY" Soul Revival	🎵	Tuesday	1:00 PM	FREE Covington Trailhead
5th	Mayor Mark's Blood Drive		Wednesday	10:00 AM	FREE Bogue Falaya Hall
5th	Covington Business Association Meeting		Wednesday	5:30 PM	FREE English Tea Room
9th	Mardi Paws		Sunday	2:00 PM	FREE Downtown Covington
13th	Saint Patrick Day Concert/4Unplugged		Thursday	5:30 PM	FREE Covington Trailhead
15th	Covington Celtic Club Parade		Saturday	12:00 PM	FREE Downtown Covington
16th	Zumba w/Mayor Mark	👤	Sunday	12:00 PM	FREE Bogue Falaya Hall
16th	YSB Chef Soirée		Sunday	5:00 PM	Tickets Bogue Falaya Park
21st	Sunset at the Landing	🎵	Friday	6:00 PM	FREE Columbia Street Landing
22nd	Shamrock Sprint		Saturday	7:00 AM	Tickets Covington Trailhead
27th	Rockin' The Rails (Rockin Dopsie)	🎵	Thursday	5:30 PM	FREE Rev. Peter Atkins Park
28th	CBA Block Party	🎵	Friday	6:00 PM	FREE Columbia Street
29th	British Car Show		Saturday	9:00 AM	FREE Covington Trailhead
April					
2nd	Covington Business Association Meeting		Wednesday	5:30 PM	FREE Cilantro's
3rd	Rockin' The Rails (Pierce Penniless)	🎵	Thursday	5:30 PM	FREE Covington Trailhead
5th	Covington Heritage Foundation Farm to Table		Saturday	7:00 PM	Tickets Covington Trailhead
10th	Rockin' The Rails (The Boogiemmen)		Thursday	5:30 PM	FREE Covington Trailhead
12th	STAA "Spring for Art"		Saturday	6:00 PM	FREE Downtown Covington
13th	Zumba w/Mayor Mark	👤	Sunday	12:00 PM	FREE Bogue Falaya Hall
16th	Movie Night (Grease)		Wednesday	5:30 PM	FREE Bogue Falaya Park
17th	Rockin' The Rails (Christian Serpas)	🎵	Thursday	5:30 PM	FREE Covington Trailhead
18th	Sunset at the Landing		Friday	6:00 PM	FREE Columbia Street Landing
19th	Easter Eggstravaganza		Saturday	10:00 AM	FREE Covington Trailhead
19th	Kiwanis Health Fair		Saturday	10:00 AM	FREE Covington Trailhead
24th	Rockin' The Rails (Pontchartrain Shakers)	🎵	Thursday	5:30 PM	FREE Covington Trailhead
25th	CBA Block Party		Friday	6:00 PM	FREE Columbia Street
26th	CHF Antiques & Uniques (Also Sunday)		Saturday	10:00 AM	FREE Covington Trailhead
26th	Keep Covington Beautiful "Paper Shredding Day"		Saturday	9:00 AM	FREE Covington City Hall