

# the HELICOPTER



The Rotary Club of Pensacola District 6940 Club 4248

## WEEK IN REVIEW

The April 11, 2012 meeting of the Rotary Club of Pensacola took place at New World Landing on a beautiful spring day. Rotarians Hugh Hamilton and Maria Goldberg greeted arriving Rotarians, and John Clark handled raffle ticket sales, of which \$86 went to a lucky Rotarian. President Alan had three pairs of Blue Wahoo tickets to raffle, and chose to donate two pair to the two military guests. Paula Turner's husband, Murray, having a Rotary lunch with us won the other pair.

President Alan held a moment of silence for the good friend of many, Jack Weller, who lost a long battle with Alzheimer's last week.

John Trawick led the group in thoughtful prayer and the Pledge of Allegiance. Dr. Jimmy Jones handled Sunshine duties and jokes, and he welcomed a handful of guests and visiting Rotarians from other clubs. The Rotary Rooters entertained the lively crowd with renditions of "Down Pensacola Way" and the timely "Take Me Out To The Ball Game!" President Alan congratulated our own Roger McDonald for throwing out the first pitch, a called strike, at the Blue Wahoo's opening game. Alan also congratulated Collier Merrill for throwing the first wild pitch at Wahoo Stadium.

Scott Sallis and Maria Goldberg introduced today's guest speaker, Mr. Kim Kimbrough, the executive director of the Pensacola Downtown Improvement Board (DIB). Kim was selected from a pool of 23 candidates on September 10, 2004, and began serving on September 15, the day before Hurricane Ivan made landfall. A native of Baldwin County, Kimbrough received a bachelor's degree from the University of South Alabama and his master's degree from the University of Mississippi. He was previously the president and CEO of the Portland Business Alliance in Oregon; president and CEO of the Downtown St. Louis Partnership in Missouri; director of the Department of Downtown Development in Franklin, Virginia; and main street manager of the Panama City DIB in 1985.

Kim said although hurricane Ivan wreaked havoc throughout downtown Pensacola, it kick-started an initiative to revitalize downtown in many ways. The DIB's mission was to attract more retail business, more residents, and more tourists to the 44-block area. In 2007, they adopted a retail strategy to encourage existing and incoming businesses to enhance retail areas by collectively using creative signage, not over-doing window advertising, staying open later and on

Saturdays, and generally making downtown more pedestrian-friendly. The DIB concentrated on public areas and traffic changes such as lobbying for two-way traffic on Palafox, establishing specific loading zones and times for Palafox, slowing traffic on Jefferson by adding 4-way stops, beautifying walkways and sidewalks, and decorating for Christmas and patriotic holidays. The DIB also lead an effort to save the downtown post office from the government axe, an important hub in the center of the retail area. Through these efforts, about 80% of downtown retailers are open later in the evenings and are open on Saturdays and throughout special events. The seasonal Palafox Public Market attracts an average of 3,000 shoppers daily. Kim reported that over 20% of all retail sales are from shoppers from outside the Northwest Florida – South Alabama area, and according to statistics, Downtown Pensacola is growing at a pace far ahead of the region as a whole, thanks to Kim and the DIB.

President Alan thanked everyone who made today's meeting a success and adjourned at 1:00.

Submitted by Jake Renfroe

## ROTARY WHEELS

- ❖ See where Jim Hizer, Donnie McMahon and the Chamber have acquired a new image logo, and slogan.
- ❖ Skip Furlong, who knows a lot about museums, says that if one is looking for a reasonable drive vacation, the Army and Confederate Navy Museums at Columbus, Georgia are well worth the trip.
- ❖ We've had members lined up on both sides of the Library financial problem! Frances Yeo's a trustee, while Randy Oliver and Grover Robinson are searching for stretchable dollars. (And anyone who visits our library branches knows that this is a well-used service.)
- ❖ Didjknow that Morris Marx is a long-standing member of the Historic Preservation Board?
- ❖ When Leanne Todd helped transfer the club's gift check to Junior Achievement recently she was helping keep a tie in place. Back in 1957 then-member Theo Baars was responsible for bringing JA to Pensacola, and he had lots of member support.
- ❖ After his opening night "first pitch" at the Wahoo's game Roger MacDonald's being branded as our Number One sports Fan. And rightly so!
- ❖ Bob Roberts says that the need for aid to homeless continues, with traffic high and food needs WAY above the norm.

## 2011-2012 Club Officers

◆ President	Alan B. Bookman
◆ Past President	C. Ray Jones
◆ President Elect	Innes C. Richards
◆ Secretary	Betty B. Roberts
◆ Treasurer	Ronald E. Jackson
◆ Sergeant At Arms	Tim Kane
◆ Historian	John Appleyard

## Bulletin Information

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## Clubs Available for Makeup

Five Flags	New World Landing	Mon.	12:15 pm
Gulf Breeze	Legends Restaurant	Tues.	7:00 am
	Andrews Institute		
Milton	Red Barn on Hwy. 90	Tues.	12:00 pm
Seville	Seville Quarter	Tues.	5:30 pm
Perdido	Triggers Restaurant	Wed.	7:30 am
Cantonment	Scenic Hills Country Club	Wed.	12:15 pm
Cordova	Gulf Coast Kid's House	Thur.	7:00 am
Pace	Stonebrook Village	Thur.	7:00 am
Suburban West	Pensacola Yacht Club	Thur.	12:00 pm
Navarre	The Tuscan Grill	Thur.	12:00 pm
	Hidden Creek Golf Course		
Pensacola North	Asbury Place	Friday	12:00 pm
	Cokesbury Methodist		

## District Governor

**Jeanne Quave**  
www.rotary6940.org

## Assistant District Governor

Ted Kirchharr

## HAPPY BIRTHDAY

**Birthdays for the week of  
April 17th through April 23rd**

*Edwin Roberts D.C.* – April 17

born in Pensacola, FL, in Rotary 28 years

*Scott Grissett* – April 17

born in Atmore, AL, in Rotary 4 years

*Claudia Simmons* – April 18

born in Tallahassee, FL, in Rotary 4 years

*Eric Nickelsen* – April 23

born in Edmonton, Alberta Canada, in Rotary 33 years

## GREETERS AND TICKET SALES

*April 17*

Greeters: Scott Grissett and Charles Gund

Ticket Sales: Donald Haferkamp

*April 24*

Greeters: William Hamilton and Mark Harden

Ticket Sales: William Hart and William Hart

## PRAYER AND PLEDGE

*April 17*

Prayer/Pledge: Randy Butler      Sunshine: Hugh Hamilton

## UPCOMING SPEAKERS

*April*

17 - Bruce Baldwin - Blue Wahoos

24 - Senator Don Gaetz

*May*

1 - Joyce Dove - Children of Ukraine: A 15 Year Rotary Program  
for Orphans with Congenital Disease

8 - No Meeting

15 - Dr. John Lanza - School Health in Escambia: Past, Present, Future

22 - Dana Bledsoe - Children's Hospital Enterprise

## MARK YOUR CALENDAR

CROP - Ethics in Business - Monday, May 7th. No regular meet-  
ing on May 8th.

The Rotary Club of Pensacola  
P. O. Box 528  
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