

Troy White, New Chair of the PSJRA &
Back by Popular Demand—Rick Segel

The PSJRA Board of Directors has been very busy the past couple of weeks. First up was the annual retreat. Please allow me to publicly thank this dedicated group of volunteers who sit on the board of directors of the CRA. Redevelopment is a time-consuming job, and each director spends a great deal of time attending meetings, reading material, learning the legal parameters, talking with the community, and establishing policy and direction for the agency. During the retreat, topics included the general future of the agency and specific legal and ethical standards. Discussion items included duties of the board: the duty of care (preparation for and attendance at meetings, being informed, using independent judgment, compliance with legal requirements); duty of loyalty (not utilizing the agency for any personal agenda or gain); and duty of obedience to federal, state and local laws, adhering to the organization's bylaws and acting as guardians of the agency's mission.

The second major event was the election of new officers. Troy White has been elected as the new chair of the PSJRA. Troy brings a strong sense of community and a careful and analytical approach to issues. I look forward to watching the agency's continued growth under his leadership. Troy also brings his expertise in journalism and production to the board. Our new vice chair, Elizabeth Wynn, is a seasoned member of the board and continues to display strong commitment and leadership as well as her impeccable sense of style and design. Tracy Melvin, our secretary, has an expansive understanding of the community and brings her expertise as the Waterfronts Partnership Program Manager to the board. Treasurer Erin Searcy has long displayed an eye for detail and careful review of agency documents. As a landscape architect, Erin provides brings competence in a field vital to redevelopment and freely shares her many talents with us.

Our outgoing chair, Trish Warriner, has provided outstanding leadership to the board for the past three years. We thank her for her diligence, commitment and ongoing support. We owe a debt of gratitude to outgoing vice chair Andy Smith for his steady approach, his wisdom and limitless encouragement.

Each director brings professional skills as well as personal and community assets to the board. Annie Sue Fields is a tireless communicator with the North Port St. Joe neighborhood and continues to convey information back and forth. Joe Rentfro brings a development background and also serves as liaison with the St. Joe Company. Carl White, who served as chair of the expansion committee to include NPSJ in the redevelopment area, continues his tenure on the board, having served since 2000.

We enjoy hearing from each of you, and in the case of retail expert Rick Segel, we heard from many of you...and often. You said he had a tremendous positive impact and offered valuable recommendations and effective programs to improve your businesses. The positive response to the seminar and private consultations was overwhelming, and we continue to hear requests for a repeat engagement. Rick will pay us another visit on October 17. As before, the PSJRA will host a breakfast seminar, and Rick will provide one-on-one consultation to five businesses within the redevelopment area. Because Rick's consultations are in great demand, please give us plenty of notice if you are interested so we can determine an objective process to select the five business concerns. So, mark your calendars and let us know if you are interested in this phenomenal opportunity by contacting Gail Alsobrook at 850-229-6899 or gail@CelebratePortSaintJoe.com.

