



Since 1989

Wilton Manors Business Association

www.wiltonmanorsbusinessassociation.com

Wilton Manors - A Great Place To Do Business

September 2002

President's Message

The options reflected in the below message, are strictly personal and do not necessarily reflect the views of the Wilton Manors Business Association.

It is hard to believe (for me anyway) that I have been President of the association for the past four years. It seems like yesterday that the board asked me to assume the job that had been originally filled by the Wilton Manors "SunBank" Branch Manager, Vi Cupp, when this organization formed over a decade ago.

I feel that our group makes a difference in the lives of the residents and the environment for the business owners in Wilton Manors. This positive difference is a direct result of the hard work for no pay supplied by your Board of Directors. Without their input and effort, the association would be a non-entity and would soon dissipate. To all of them, I say thank you for all of us. The organization, membership, and influence of the WMBA has never been stronger.

Now, onto the future. I think it is most appropriate, in the year 2002 and beyond, that your new leader, Bill Mattax, specializes in making business people more efficient in their sales and presentations via the cyber world. Our group is very strong at the grass roots level of our relatively small community. The only way to get the word out to the rest of the world about the great business environment that exists in Wilton Manors is via the internet. And Bill is the man for this job. We will certainly continue to improve our local product to our residents and business owners. And with Bill's expertise and vision, our scope will certainly be expanded.

Please join us at our next meeting, September 9th at 6 PM at Independence Hall to welcome Bill Mattax as our new President. It has been a pleasure from all aspects being your leader these past years. Help us keep up the momentum by taking an active role within the WMBA!

Thank you
Len Dato
President

Next Meeting

Monday, September 9, 2002

PLACE

Independence Hall
1639 N.E 26 Street

TIME

6:00 pm - Networking
6:30 Meeting Begins

SPEAKER

Robert Geitner
Fritz Geitner, Inc.

PROGRAM

Main Street Task Force Update

Members & Guests Are Welcome

Purpose

To Attract and Promote Businesses within Wilton Manors.

GOALS:

- A. Attract new and more customers to existing Wilton Manors area shopping.
- B. Attract new types of business to existing storefronts.
- C. Promote inter-commerce trade between Wilton Manors businesses.
- D. Encourage interaction between city officials and business leaders
- E. Help promote the small town image with advantages of big city surroundings.

Board of Directors

LEN DATO
President

Sun Trust • 954-766-2002

LOU STRENNEN
Treasurer

Sunlight, Inc. • 954-566-8815

AUDREY ARBUCKLE
Sergeant at Arms
Realtor • 954-564-5765

VIRGINIA FLAHERTY
Past President/Newsletter
About Town Lock & Safe
954-566-8957

BETH COOPER
Vice President Programs
Sunshine Chiropractic Center
954-390-0818

BOB SCHINLEVER
Secretary

Anchor Embroidery
954-568-9726

RICK MILLER
Barton & Miller • 954-566-4314

ALAN MENDEL
Dolphin Travel • 954-351-2002

BILL MATTAX
DePalma/Mattax Enterprises
954-563-2148

JR "JOCK" CROCKETT
J R Crockett Pool Contractor
954-565-1654

TESS ORTEGA
Primerica Financial Services
305-962-2730

WYNN FESPERMAN
Tri-Square Building &
Construction • 954-630-8958

JOHN P JACK SEILER
Florida House Representative,
District 92
954-467-4510 or 850-488-0880
seiler.jack@leg.state.fl.us

EX-OFFICIO BOARD MEMBER

JIM STORK
Mayor • 954-390-2100

JOE GALLEGOS
City Manager • 954-390-2100

MAILING ADDRESS

W.M.B.A.
P.O. Box 24332
Fort Lauderdale, FL 33307-4332
954-480-5194

MESSAGE FROM THE MAYOR

As we enter the end of my first budget session, I want to take a second to highlight some of our strategic plans for the future because they relate directly to the business community. Our primary focus will be to stimulate economic development by laying the framework to achieve our future vision. As it stands now, residential property values account for more than 80% of total ad valorem property tax. We have an opportunity to have an unprecedented rate of commercial property tax revenues by stimulating commercial investment in our city. We have a host of tools to stimulate such development. We are about to contract with Henry Iler & Associates for our CRA (I hope we can have an entire WMBA meeting dedicated to explaining a CRA, hint hint). We have contracted with Land Design South to create our landscape plan for Wilton Drive. Michelle Melgrin is busy overhauling our land development regulations. Fritz Geitner & Associates have been consulting to create our new Main Street community driven organization (along with new chairperson Jock Crockett and the rest of the Main Street task force). We have a new Historical Society and several new neighborhood associations lending a voice in guiding us to our vision. All of these organizations will help ultimately create a master plan for our downtown and surrounding area including Dixie Highway. During this process, we will be applying for grants and hopefully setting aside monies in our budget to help pay for improvements. The template created by these organizations will allow us to develop other areas such as N.E. 26th Street, Andrews and Powerline Road corridors. Our commercial property tax base will ultimately grow at a much faster rate and if the CRA is successful, we will capture tax revenues to further invest in our community for the next 30 years.

WMBA can play an extremely important role in this template by nurturing the growth of these new organizations and providing input to the consultants. The process for such a change is slow, but the council is pushing to have tangible projects along the way. With Main Street, WMBA and other organizations assisting us in this push, we feel you'll be able to see improvements in the short and long run.

QUICK PROJECT UPDATE TIMELINE

New Library - November 2002

Hagen Park - Parking lot - End of 2002
Entire project Aug. 2003

Island City Park Preserve - Feb. 2003

New Richardson Park - should be partly available before the first of the year
Final completion - 2003-2004

N.E. 26th Street Median - The county engineers are debating whether to change the scope of the entire project (2005 if we are lucky).

Wilton Drive Improvements - phase I landscaping November 2002
completion 2003-2004

Powerline Road Park (Johnson Property) - 2003 will be phase I with
completion in 2004

That's it for now. Please contact me if you have any questions.
JStork@wiltonmanors.com 954-390-2123.

Sincerely,

Jim Stork
Your Mayor and Friend

Welcome New Members

**Oakland Medical
& Cosmetic Center**
F Daoud, MD, PA
997 E Oakland Park Blvd
Oakland Park, FL 33334
954-566-6655
Fax 954-566-0807

**Wilton Manors
Adult Day Care**
Deborah Bassman
1503 NE 26th St
Wilton Manors, FL 33305
954-630-9501
Fax 954-566-6026
DBassman@CatholicCharitiesadm.org

Beaudet Antiques
PhyLyss Beaudet
2205-A Wilton Drive
Wilton Manors, FL 33305
954-922-5040
Fax 954-523-8765
info@beaudetantiques.com
Web: www.beaudetantiques.com

Lipton Toyota
Scot Gossard/Oscar Serrano
1700 W Oakland Park Blvd
Ft Lauderdale, FL 33311
954-735-1330
Fax 954-735-9959
sales@liptontoyota.com
Web: www.liptontoyota.com

DIRECTORIES AVAILABLE

2002-2003 "At Your Service" Directories were distributed with the Town Crier in early June to most of the residences in Wilton Manors. Extra copies are available at City Hall and the Library. Quantities of extra copies for you to distribute at your place of business are available at About Town Lock & Safe on Wilton Drive. Please call Virginia at 954-566-8957.

SPOTLIGHT

THE JOSHUA TREE
2932 NORTH ANDREWS AVENUE
WILTON MANORS

TEL: (954) 564-8686

Specializing in distinctive furnishings and gifts for the home, courtyard, or gardens. This store is a treasure trove of decorative and period accessories from around the world. Featuring hand painted consoles, cabinets, armories, desks, buffets, mirrors and colorful prints and paintings to add splendor to your immediate surroundings. Also for sale are silk trees, floral arrangements, interior objects, and countless other items to please the eye or for more utilitarian purposes.

Robert Joshua, the proprietor of The Joshua Tree at 2932 N. Andrews Avenue, is a young, energetic man with a multitude of entrepreneurial skills. He has an eye and talent for purchasing the unusual and attractive items for sale to the selective public.

A visit to The Joshua Tree is truly a unique shopping experience. Gorgeous, yet affordable furnishings, accessories and floral arrangements abound. Let them make your home a palace. There's a surprise in store for everyone. You will find distinctive pieces for your discriminating palate in a friendly and charming atmosphere.

JUNE MEETING

WMBA hosted another great end of the year luncheon at Georgie's Patio Bar on June 10th. George Kessinger and his staff served a wonderful buffet that was enjoyed by many members and guests. Attendees included: *Audrey Arbuckle*, Realtor; *Jim Balboni* and *Robert Ryan*, JR Island City Landscapes; *Rhonda Florence*, Posie Patch Florist; *JoAnne Boggus* and *Rita Burns*, Fort Lauderdale High School; *Michael Murphy*, Photographer; *Bob Schinlever*, Anchor Embroidery; *Joe Gallegos*, Wilton Manors City Manager; *Al Charmelo*, RE/MAX Partners; *Wayne Schotanus*, Wilton Manors Library Board; *Bill Mattax*, DePalma-Mattax Enterprises; *Anita Rouser*, Advertising Advisors; Virginia Flaherty, *About Town Lock & Safe*; *Robert Jolley, Guest*; *Beth Nielsen*, DWV Investments; *Kay Hathaway*, *Chris Stanton*, & *Dan Pavone*, BFI; *Len Dato*, SunTrust; *Robert Santos*, Cypress Door; *Doug Bachman* & *Steve Allen*, Trailer Haven; *Robert Geitner*, Main Street Task Force; *King Wilkenson*, Island City Realty; *Marc Mooney*, Edward Jones Investments; *Rick Sherman*, Virtual Solutions; *Representative Jack Seiler*, Attorney; *Barbara West*, Coordinating Consultants; *Jock Crockett*, Contractor; *Susan King*, Optometrist; *Jim Paonessa*, ForEyes; *Mayor Jim Stork*, Stork's Bakery; *Councilman Ted Galatis*, Attorney; *Gary Lyons*, 411 Magazine; *Wynn Fesperman*, Tri-Square Construction; *Dr. Bruce Gimbel*, Chiropractor; *William Barnish*, Cabanas Guesthouse; *Derek Zardus*, Vartec Telecom; *Mark Bayoen*, TBA; *Richard Powell* and *Vince Cebert*, Joshua Tree; *Dr Beth Cooper*, Sunshine Chiropractic.

MAIN STREET TASK FORCE

The Wilton Manors Main Street Task Force would like to thank everyone who participated in the July 22 Town Meeting at the Italian American Civic League. Over 120 residents, business owners, and stakeholders gathered to learn more about the Main Street Approach, and participate in break-out sessions that establish priorities for the projects the group will work on. Since that meeting the task force has begun the work of organizing a task force in to a Community Based Organization that works to preserve and enhance the traditional town center of Wilton Manors. J.R. Crockett, longtime Wilton Manors resident and business owner, has volunteered to act as Chairman of the Task Force through the incorporation phase.

The Main Street Task Force has begun raising the funds that the new organization will need to get started. Regular Organization meetings are scheduled for the following dates:

August 27, September 9, September 23, October 7, October 21

The Design Committee of the Wilton Manors Main Street Task Force held its first meeting on August 19 and has begun work on a project with the Broward Beautiful Community Grant. The next meeting of the Main Street Task Force Design Committee is at 6:00pm on September 17, at City Hall.

Information on the Main Street Task Force, its meetings and progress reports can be now be found on the Wilton Manors website at www.wiltonmanors.com. Additional information can be obtained by contacting consultant Robert Geitner of Fritz Geitner, Inc. at 305-861-0035 or by email at robertgeitner@yahoo.com.

BUDGET REVIEW REPORT

Once again the Budget Review Committee for the City of Wilton Manors worked many hours under the guidance of Paul Kuta. This citizen committee was started in the mid-90's to give a citizen committee input into the budget process. They spend many hours meeting with city officials and department heads looking at the budget from the viewpoint of a resident. Most of the committee members have impressive background credentials from major universities in business and accounting and from work experience in government and private industry. Their report is available at the library and through WMBA, call Virginia Flaherty at 954-566-8957.



Members & Guests Are Welcome

Task Force Update
Main Street

PROGRAM

Fritz Geitner, Inc.
Robert Geitner

SPEAKER

6:30 Meeting Begins
6:00 pm - Networking

TIME

1639 N.E 26 Street
Independence Hall

PLACE

Monday, September 9, 2002

NEXT MEETING

P.O. Box 24332
Fort Lauderdale, FL 33307-4332

