



eNews January 2011



Downtown Council Breakfast Meeting

Meets 1st and 3rd Friday of each month

Place: Currents Riverview Bistro, 841 Prudential Drive (The Aetna Building), 2nd Floor

Time: 7:30 am Networking & Breakfast, 7:45 Self Introductions and Program

Meeting This Friday January 7th,

Program: Indianapolis Leadership Trip report

Speaker: Jepp Walter, Bonnie Arnold, Jim Love

Jepp, Bonnie, and Jim will share their experience of the Indianapolis Chamber Leadership Trip.

Bring a gift for the business card drawing, or to donate for the 50/50 drawing.

Next Program: January 21 - Ron Barton, Executive Director, Jacksonville Economic Development Commission.

The [Downtown Council](#) meets on the first and third Friday of each month at Currents Bistro on the 2nd floor of the Aetna building 841 Prudential Drive ([Click for directions](#)) on the south bank downtown. Pull into second driveway, get ticket from attendant, and drive into parking garage. Ticket will be validated for free parking at the Council Registration Table. Cost is \$17 for members and \$22 for non-members. Registration and networking at 7:30. Buffet breakfast from 7:40-8:00. We accept checks, cash, MasterCard, Visa & American Express.

REGISTER in ADVANCE ON-LINE : Click ([Event Registration Link](#))

-DOWNTOWN COUNCIL NEWS and EVENTS -

Chamber Night With The Symphony, An All- Council event

January 21, 2011. Times Union Center for the Performing Arts.

Doors open at 6:30 pm and concert begins at 7

Enjoy a great downtown event with pre-concert food, drinks and a post concert mixer with musicians. Tickets have been discounted for chamber members.

Tickets \$33 or \$43 with food-

Call Bill Cosnotti for tickets 356-0426 (you must purchase from Bill to receive the Discount)

Downtown Council Website

Be sure to visit our website. You can link to our Facebook and Twitter pages. You can read past news stories... and much more. www.downtowncouncil.org

Site built by our own Downtown Council member Geer Services

[NEWSLETTER ARCHIVES](#)

Win a \$50 Gift Card-

All for attending Downtown Council meetings. A new council attendance recognition program for Downtown Council members. Each time a member signs in a meeting his or her name will be entered for a drawing for a \$50 gift card. The Drawing will be held quarterly. So if you attend each meeting in the quarter you will have 6 chances in the drawing. The April - June drawing will be held in July and you must be present to win. Remember to join us for every meeting and you MUST SIGN IN to be eligible.

Happy New Year!!

2010 was as tough year for most of us and from that perspective I'm glad it's coming to a close. From a Downtown Council perspective during 2010, we had our good points and bad. The highlights include our activities with Landon Middle School, support of the Film Festival, our World of Nations participation, the Symphony Night, our "All Councils" events, the river meeting, etc. All of this was due to the dedication and work of our members. The downside to 2010 was the loss of members due to the economy and other factors. 2011 provides us an opportunity to reverse this trend.

In 2011, we will continue the good we did in 2010, provide more opportunity for contributing positively to our community, promote downtown, and improve our membership levels. There are mixed thoughts about why membership is down. Feedback from members indicates having a breakfast only meeting may be part of the problem. Other feedback indicates a concern with the price of our breakfast meetings, especially with the economy the way it is. We will explore these options during the year and make positive changes as necessary to help retain existing members as well as recruit new ones.

The vitality of Jacksonville is a reflection of the health and vibrancy of the core downtown area. This year we have selected the theme of *"Bringing Small Business to Downtown"*. This seems like a broad topic, but we need to promote downtown as a place to work in addition to a nice place to visit. You can walk anywhere in the core city, ride the skyway or take a trolley. These would be "features" instead of "defects" in the software world. Unfortunately, to many, these things are perceived as defects.

- Who wants to walk when you can ride? Oh yes I forgot, we have a beautiful river walk. Take the river walk to a meeting!
- Who wants to ride public transportation? The more business people that ride, the better for everyone!
- Have you ever had lunch on the 42nd floor of the Bank of America building? What a view of Jacksonville!
- Have you ever had lunch under Laura Street? Benny's is the place to go!

Why did we put our business downtown? First, because I didn't want to rent a moving van when I retired and Richard and I wanted to be close to a large number of potential clients. So I put my things on the freight elevator and we opened shop the day after I retired. Oh yes, we eventually got contracts with some of those potential clients! Was this strategy, or luck, I guess a little of both. But location is everything when settling on a business location. We now have seven people that rarely visited downtown in the past that now commute to work here every day.

Downtown is a great place to work and I hope the Downtown Council can get that message out to business owners. During our first January meeting we will have Jepp Walter, Bonnie Arnold and Jim Love report on their "Leadership Trip" visit to the revitalized Indianapolis, followed at our next meeting with Ron Barton, Executive Director from the Jacksonville Economic Development Council to discuss "Business in Downtown Jacksonville". We will be able to draw a comparison between Indianapolis and Jacksonville, and determine what action we as the Downtown Council can take to help move Jacksonville forward.

2011 will be a great year with your continued participation and leadership. By the way, we need a few good men and women to work on our various committees such as Downtown Enhancement, Education, Membership, Communications, and future committees such as Event/Meeting Coordination, Public Affairs, Historical or Benevolence.

Happy New Year to All!
Pat Geer

Meet Your 2011 Officers & Board of Directors

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11764 Marco Beach Dr. Suite #1 | Jacksonville, FL 32224

Telephone: 904.998.1935 - Fax: 904.997.6223

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