

# PSJ Developments

P O R T S T . J O E R E D E V E L O P M E N T A G E N C Y

*The PSJRA proudly presents*

## RETAIL EXPERT RICK SEGEL

Breakfast Seminar  
FRIDAY  
MARCH 16

8 - 9:30 AM  
Sunset Coastal Grill

Retail industry journals have called Rick Segel "the leading retail speaker in the country." A Certified Speaking Professional (CSP), Rick is not only a gifted and humorous keynote speaker, he has also worked with hundreds of retailers throughout the world as a consultant and mentor in marketing, retail sales training, merchandising and customer service.

And the PSJRA is bringing him directly to YOU, our retailers. This is a great time to take stock of your retail approaches and prepare for GROWTH.

Every retail business within the re-development area is invited to the breakfast seminar. During the day, Rick will visit five (5) businesses for invaluable 1-on-1 consultation. If you are interested in being chosen for this

unique opportunity, please provide the PSJRA with a short written statement of why you would like to be selected. Mail to Gail Alsobrook by March 1 at either of the following:

[gail@CelebratePortSaintJoe.com](mailto:gail@CelebratePortSaintJoe.com)

or

101 Reid Avenue, Suite 109  
Port St. Joe, FL 32456

**Reservations for the seminar are required! Respond by Wednesday, March 7 by 5 PM to Gail at 850-229-6899.**

Would you like to know more about Rick? Feel free to visit [www.ricksegel.com](http://www.ricksegel.com) for much, much more exciting news!

### THE LATEST NEWS...VERY BRIEFLY

- Our website is up and running...still in its infancy. Look for new material and improved design over the next couple of months. Many thanks to Vince Bishop, our webmaster for his capable and patient assistance.
- **Reid Avenue:** Look for new benches and litter receptacles in about three months. Next is fresh paint at the lamp poles. More to come over time.
- **Williams Avenue:** We are performing a comprehensive survey of your street to...yes...help you with drainage and pedestrian safety. We want to beautify your street in the process!
- **NPSJ:** Our next banner series will highlight your history. We will be collecting information from you soon.
- **The NPSJ and Downtown Advisory Committees** are up and running. This provides an effective vehicle for communication between the Board of Directors and the neighborhood districts. There are still seats open! NPSJ meets the first Thursday and Downtown meets the first Monday of each month. Need specifics? Call Gail at 850-229-6899.

[www.CelebratePortSaintJoe.com](http://www.CelebratePortSaintJoe.com)

# A UNIQUE CITY BLENDING UNIQUE NEIGHBORHOOD DISTRICTS:

## WHAT IS THE SUCCESSFUL OUTCOME?

Change is inevitable; progress is optional. The City of Port St. Joe is poised for redevelopment, and many of the components are in place to effect positive change. The PSJRA is dedicated to performing as an agency for change to the economic, cultural and social benefit for each person, each neighborhood, and the community as a whole.

Change is inevitable; progress is optional. Overarching political and/or personal agendas must be put in a secondary position to reach a successful outcome.

Change is inevitable; progress is optional. As C.C. Holloman states, "Everyone has agendas." This is natural. As long as these agendas are

openly disclosed, honest negotiation and progress can and will occur. Hidden agendas will not lead to a successful outcome and will lead to polarization and inertia.

Change is inevitable; progress is optional. The PSJRA is a serious agency with a good deal of influence for good. The focus provided by a redevelopment agency is a tremendous benefit for the redevelopment area and for the city and county as a whole. Together, we can tap into that power for a successful outcome.

Change is inevitable; progress is optional. Attend the community workshops to review the redevelopment plan. If you speak, you WILL be heard. You may not get your way...the whole

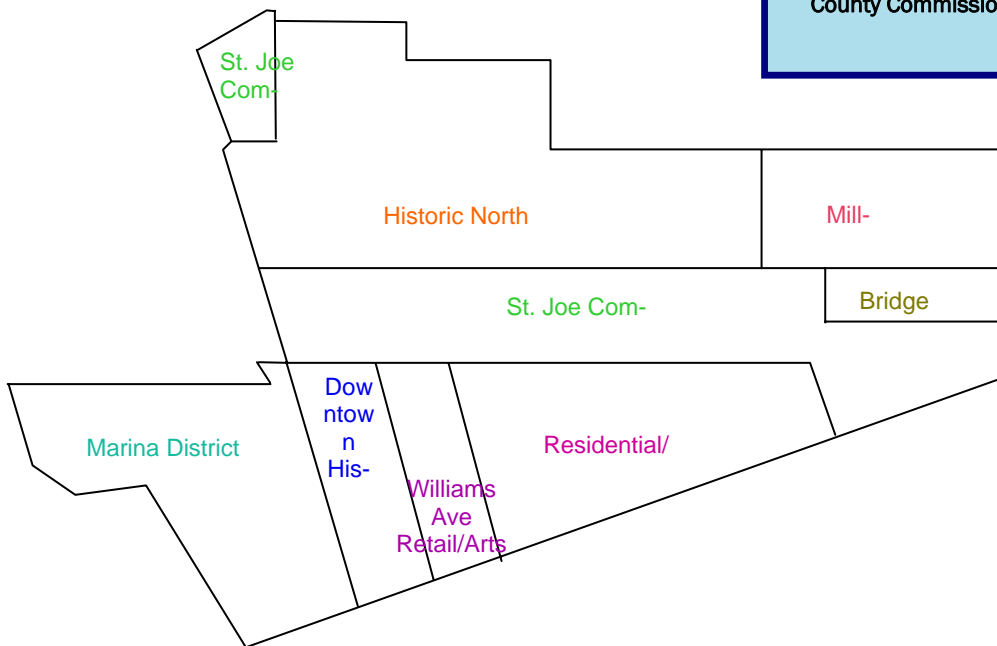
way...but you will have influence. Influence is one of the greatest personal attributes we possess; however, you must be present, open and honest to exert positive and sustainable influence.

Change is inevitable; progress is but an option. Be part of the progress. Let's make progress happen.

**PUBLIC WORKSHOP**  
**SCHEDULE**

**Monday, February 26, 7:30 PM**  
**Washington Gym**

**Monday, March 12, 5:30 PM**  
**County Commission Chambers**



*An overview of the neighborhood districts within the redevelopment area.*