

## PSJRA News and Notice of Meeting

Marketing and retail expert, Rich Segel, paid local merchants a visit last Friday through a seminar sponsored by the PSJRA. About 40 individuals attended the breakfast seminar, with a delicious meal provided by Sunset Coastal Grill. Rick's presentation focused on various ways to improve sales and increase revenue. He noted that price, service and selection are no longer the only requirements for success and focused on signage, bundling items, display and internet opportunities. Even so very early in the morning, our local retailers were indeed a lively, pleasant and positive group of people. As Marie Todd of Portside Trading said, "I realized I am not alone." She also noted Rick provided a much needed "adrenaline boost." Rick spent the rest of the day visiting five businesses to give one-on-one consultations.

His first stop was Portside Trading, and maybe...just maybe...Marie will get a computer and venture into the internet!" I intend to be one of the first to visit her "blog." And I look forward to learn the percentage of revenue increase as a result.

After visiting Palm Tree Books, Commissioner Reeves treated Rick to lunch, and I suspect got some good tips along the way!

After lunch, Rick spent time with Charles Givens and Troy White at the Korner Stop & Go. According to Troy, "Rick was good and was good for us." Next Rick jogged over to Williams Avenue to visit Dana and Charlie Black at Up Tempo. They had a good time and thoroughly enjoyed his tips and assistance. It seems one of Rick's children is a marathon runner! Charlie

said Rick gave them "really good suggestions" and he "bolstered things we had been thinking about and shut down some that were not good ideas to begin with." He was "real experienced in what we're trying to figure out."

The last stop of the day was Ramsey's Printing and Office Supply. Mr. Willie and Rick spent the first hour talking about retail and marketing and the second hour making friends. Mr. Willie said, "That man read my mind." Mr. Willie has spent his life ("since I could crawl") in advertising and said, "It is ironic that he and I had the same ideas, and he added a lot to that by incorporate excellent new strategies." He was "encouraging to the future by providing things to build on."

We have had many, many requests to have Rick back—sooner rather than later—and as Charlie Black says, "It will be an awakening for you!" He will come with a completely different program and will spend time with five more retailers!

In other news: The PSJRA will hold a workshop on Thursday, March 22, at 5 PM at the Fire Station to review proposals and consulting teams to provide "next-step" services in our redevelopment. The proposals and consultants under consideration are Land Design Innovations, WIM Associates, Florida State University and Legacy Community Initiative. The advisory committee members are encouraged to attend as well as any and all other interested parties. A special meeting of the board of directors will convene at 5:30 to vote on the proposals. The board will also create a list of names to put before the City Commissioners to fill the two vacant seats on the board of directors. Anyone interested

should call Trish Warriner at 227-1600.

If you need any information, please call Gail Alsobrook at 229-6899 or email

[gail@CelebratePortSaintJoe.com](mailto:gail@CelebratePortSaintJoe.com). If you would like to drop by for a visit, my office is in a new location...upstairs at City Hall. It may take awhile to move in, but I will keep a chair available for you!