

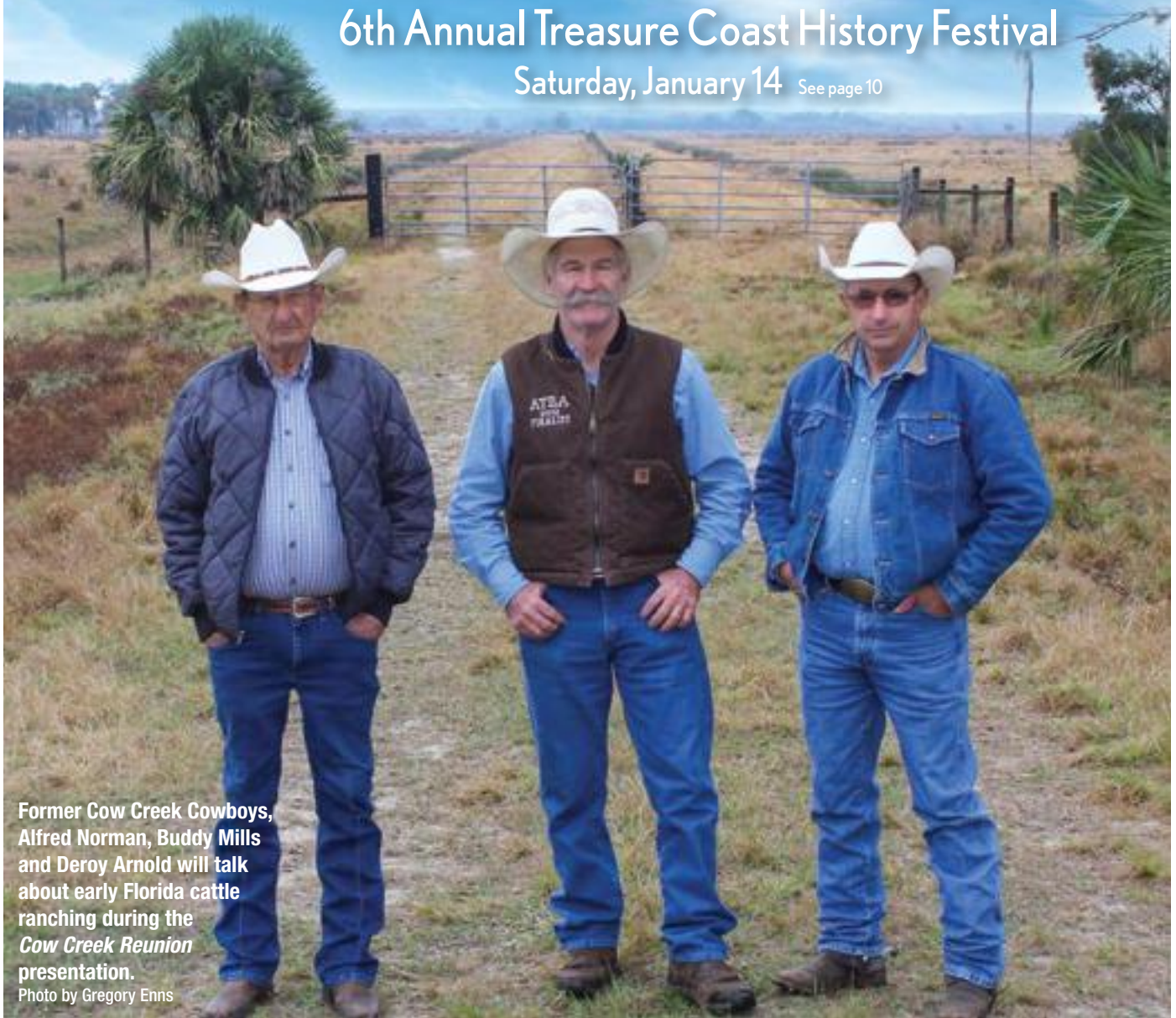


Volume 19, No. 6 January, 2023

FOCUS

The Official Monthly Newspaper of Main Street Fort Pierce

6th Annual Treasure Coast History Festival Saturday, January 14 See page 10



Former Cow Creek Cowboys, Alfred Norman, Buddy Mills and Deroy Arnold will talk about early Florida cattle ranching during the Cow Creek Reunion presentation.

Photo by Gregory Enns

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PRESIDENT'S MESSAGE

Happy New Year Fort Pierce!

by Donna Sizemore



It's tradition to start the new year out with a New Years' resolution or a new goal and many of us pledge to exercise more and eat healthier. Well, keep in mind downtown Fort Pierce can help you reach those goals with access to restaurants that offer a plethora of healthy menu options and a beautiful boardwalk, along the river, to get those steps in.

Maybe your New Year's Resolution is to get more involved in the community. If so, consider volunteering with *Main Street*. If you are interested, please go to the website below and submit your contact information: <https://mainstreetfortpierce.org/volunteer>. We'd love to hear from you.

We, at *Main Street Fort Pierce* have an annual goal of keeping the heart of the community alive and beating strong. We will continue to work collaboratively with local businesses, individuals, local leaders and individuals to breathe new life into downtown.

"Downtown is important because it's the heart and soul of any community. If you don't have a healthy downtown, you simply don't have a healthy town."

—Ed McMahon Chair Emeritus, National Main Street Center Board of Directors

A huge *Thank You* to Doris Tillman, Director of *Main Street* and the *Main Street* board members for a very successful year. We are planning the events for 2023 and the first one is on February 11th. The annual *Reverse Raffle* and this year's theme is *Yellowstone*. It's going to be a blast. Please go to the *Main Street* website for more information on this event and all others.

We are looking forward to 2023! ❖



Volume 18, No. 6

January, 2023

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Mayor Linda Hudson invites you to join her for Community News, Special Announcements, Complimentary Coffee, Orchid Island Juice, Breakfast Treats, and more!

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Calendar

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MONTHLY EVENTS

January 6, Friday: FRIDAY FEST AT MARINA SQUARE — 5:30 to 8:30 p.m.; live music by *Oliver and the Twist*; sponsored by Cobbs Landing and Little Jims restaurants; **Please remove all vehicles from the permitted Friday Fest road closure area (Marina Way & Melody Lane) by 2:00 p.m.**; Facebook—Main Street Fort Pierce, 466-3880; mainstreetfortpierce.org.

January 14, Saturday: 6TH ANNUAL TREASURE COAST HISTORY FESTIVAL — 9:00 a.m. to 2:00 p.m. at the **Sunrise Theatre**; 772-466-3346; e-mail staff@indianrivermag.com. See page 10.

January 20, Friday: COFFEE WITH THE MAYOR — 8:00 a.m. at the **Fort Pierce Yacht Club**, 700 N. Indian River Dr.; *Sponsor* — **St. Lucie County Fair**; Facebook—Main Street Fort Pierce, 466-3880; mainstreetfortpierce.org.

January 20, Friday: ARTWALK — 5 to 8:00 p.m.; Various studios and shops open throughout the downtown area; artstlucie.org.

WEEKLY EVENTS

Wednesdays: Wednesday Green Market & Food Co-Op — rain or shine 12:00 to 6:00 p.m., Downtown Marina Square; 971-8480.

Saturdays: The Jazz Market — 8:00 a.m. to 1:00 p.m.; north side of the Downtown Fort Pierce Library; Jazz & Blues Society, 460-5299; jazzsociety.org.

Saturdays: Ft. Pierce Farmer's Market — 8:00 a.m. to Noon; Marina Square on Melody Lane; Market Manager, 940-1145.

LIVE MUSIC DOWNTOWN

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Tuesdays: Jazz Jam at the Sunrise Black Box Theatre — 7:00 to 10:00 p.m.; 460-5299; jazzsociety.org.

MANATEE OBSERVATION & EDUCATION CENTER

429-6266 • ManateeEducationCenter.org

DOWNTOWN FORT PIERCE LIBRARY

462-2787 • www.st-lucie.lib.fl.us/

SUNDAY DOWNTOWN CHURCH SERVICES

Current service times may be effective by Covid-19 please call or lookup online for current information.

Common Ground Vineyard Church; 460-5414, commongroundvineyard.com.

First Church; 464-0440, firstchurchfp.org.

Fort Pierce Haitian United Methodist Church; 940-6728, haitianmethodist.org.

Notre-Dame Mission Catholic Church; 466-9617, notredamecc.com.

St. Andrews Episcopal Church (founded 1893); 461-5009 mystandrews.org.

COMMUNITY INFORMATION

A.E. Backus Museum
772-465-0630 • backusmuseum.com

Bud Adams Gallery of Historical Photographs
772-462-1795
2nd Floor of P.P. Cobb Building

Fort Pierce Police Athletic League
772-370-6162 • fortpiercepal.com
Volunteers needed: 772-466-0606

Fort Pierce Jazz & Blues Society
772-460-5299 • jazzsociety.org

Fort Pierce RiverWalk Center
600 North Indian River Drive
772-489-6473 • cityoffortpierce.com

Heathcote Botanical Gardens
772-464-4672
heathcotebotanicalgardens.org

Manatee Observation & Education Center
772-429-6266 • ManateeEducationCenter.org

National Navy UDT-SEAL Museum
772-595-5845 • navysealmuseum.org

St. Lucie County Marine Center
772-462-3474
stlucieco.gov/marine_center

St. Lucie County Regional History Center
772-462-1795 • stlucieco.gov/history

JANUARY: NATIONAL THANK YOU MONTH

JANUARY 1: NEW YEAR'S DAY

JANUARY 4: NATIONAL SPAGHETTI DAY

JANUARY 6: NATIONAL TAKE DOWN THE CHRISTMAS TREE DAY

JANUARY 7: NATIONAL BOBBLEHEAD DAY

JANUARY 9: NATIONAL LAW ENFORCEMENT APPRECIATION DAY

JANUARY 11: LEARN YOUR NAME IN MORSE CODE DAY

JANUARY 12: NATIONAL HOT TEA DAY

JANUARY 14: RATIFICATION DAY

JANUARY 15: NATIONAL BAGEL DAY

JANUARY 16: MARTIN LUTHER KING JR. DAY

JANUARY 24: NATIONAL PEANUT BUTTER DAY

➔ JANUARY 25: NATIONAL FLORIDA DAY

JANUARY 28: NATIONAL LEGO DAY

JANUARY 31: SCOTCH TAPE DAY

Mayor's Message **City of Fort Pierce Accomplishments in 2022**

by Linda Hudson, Mayor, City of Fort Pierce



The City of Fort Pierce accomplished a great deal in 2022 and heads into 2023 with similar ambitions.

Many new homes were approved and/or built in 2022, a large majority in the Western Corridors between Kings Highway on the west and Hartman Road to the east, including *Celebration Point, Blue Sky, Bent Creek, Phase II, Avalon Crossing, Waypoint, Hillpoint and Willow Lakes*. Businesses were approved in the same area, including **Camping World, KOA, Crosstown Parkway Warehouse, Flagstaff Self Storage, Lazy Daze RV Park, Aspen Dental, Homes to Suites by Hilton**, and the **Wave Garden** on Midway Road.

Commercial improvements were made by **Lawnwood Regional Medical Center, The Sands Assisted Living Facility, and Renaissance Businesses Park**. **Seven-Eleven** took over the old Walgreen's at 25th Street and Orange Avenue.

A new **Wa-Wa** opened on U.S. 1, near Virginia Avenue, **Ocean Village** built a new clubhouse, **Harbor Cay Shops** opened on Seaway Dr. and the *City of Fort Pierce* improved and enhanced *Porpoise Beach Access* with a colorful mural.

Street resurfacing began city wide, and major improvements were made on 5th, 8th, and 17th Streets. Also, Beach Court, Avenue B, Indian River Dr., Ohio Ave. and Binney were all improved. In January, the city opened *Indian Hills Sun Trail* improvements.

The city opened the *Highwayman Museum* and began a partnership with *Incubate Neighborhood Center at Means Court Center*. The **Sunrise Theatre** came back to life, post-pandemic, and hosted the only gubernatorial debate held in Florida in 2022.

Our police and public works departments worked unceasingly during 2022. The police resumed *Courageous Kids* and

Unity in the Community events. Public works kept our city clean and functioning throughout the year, when our neighbors endured garbage woes brought on by contract carriers. Both police and public performed outstandingly during Hurricanes Ian and Nicole.

We changed the Election District lines with a thoughtful and public process, conducted elections and welcomed two new commissioners: Arnold Gaines after special and general elections and Michael Broderick, after the November general election.

A 1715 Cannon was unveiled at the waterfront, after a 3-year curing process and our city, along with the *Sunrise Kiwanis* and many community groups and individuals participated in a community rebuild of the *Kids Park at Jaycee Park*.

These are highlights of 2022, but so much more was achieved. We now begin planning for 2023 and beyond. ❖



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Kindness, Community and Cups on Display



Kindness is a quality of friendliness, generosity, and consideration.

"A Cup of Kindness" is an art exhibit featuring local artists working in clay and 90 original cups and mugs created by these artists. This exhibit will be presented January 20, 2023, in the *Ramp Gallery* at **First United Methodist Church** in Fort Pierce.

Thirty potters have entered 90 original cups and mugs in support of the *Kathy Krueger Acts of Kindness Memorial Fund*. The artists have added more than \$1,000 to the *Kindness* fund. The *Kindness* fund honors Fort Pierce native Kathy Krueger, who passed away in 2021 and is remembered for her kindness. Soon after her death, friends at **First Church**, established a fund whose purpose is to continue Kathy's legacy of kindness.

Since August 2021, the *Kathy Krueger Acts of Kindness Memorial Fund* has honored first responders in Fort Pierce. **First Church** began using the fund to provide meals and goody bags to all the emergency room shifts at **Lawnwood Hospital** and all ICU shifts. Next up, **First Church** focused on each shift at all **Fort Pierce Fire Rescue** stations. To date, over 550 goody bags and 350 meals have been provided to honor and show kindness to our city's first responders. The **Fort Pierce Police Department** will be the next focus of efforts to recognize first responders.

The "Cup of Kindness" exhibit will run January 20 through February 12, 2023. The opening reception will take place on Friday, January 20th, from 5-7 p.m. This will be a unique exhibit. All cups will be available for purchase. Please support the artists as they have generously supported the *Acts of Kindness Fund*. Proceeds of sales go directly to the artists.

This quote is from one of the exhibiting artists:

"I think all of these artists responded enthusiastically because this show is all about kindness. Kindness modeled by Kathy Krueger. Kindness from the Ramp Gallery to the artists. Kindness from First Church to the Fort Pierce community's first responders. Kindness. At a time when we are all craving kindness." ❖



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6th Annual Treasure Coast History Festival, Saturday, January 14

History will come alive in downtown Fort Pierce on Saturday, January 14, as the 6th Annual Treasure Coast History Festival is celebrated.

This year's festival will take place from 9 a.m. to 2 p.m. on Second Street in front of the **Sunrise Theatre**, 117 S. Second St. Besides historical exhibitions outside the theater, the festival also features three presentations inside the theater, all tied to events that began exactly 100 years ago, in 1923.

Access to all events at the festival is free, compliments of Fort

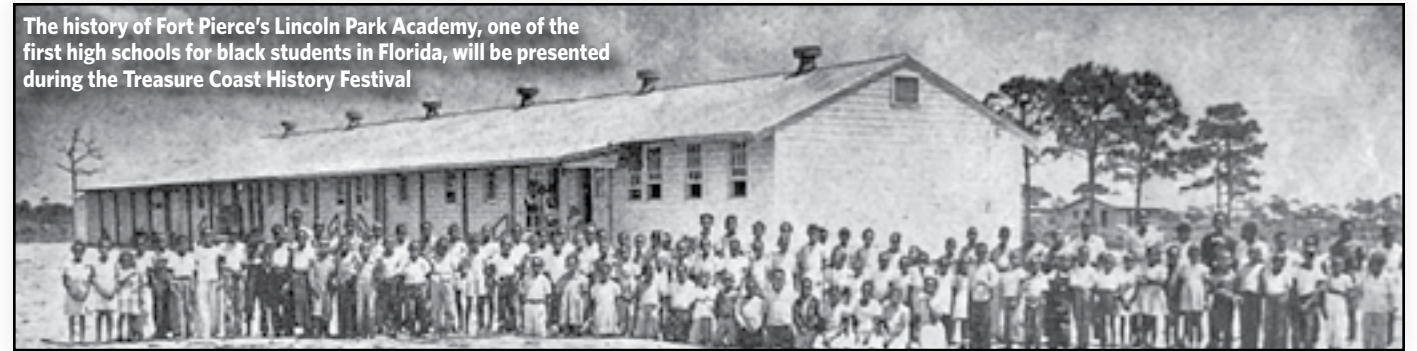
Pierce-based **Indian River Media Group**, publisher of *Indian River Magazine* and *Fort Pierce Magazine*, and presenting sponsor, **St. Lucie Battery and Tire**. Also assisting in production of the festival are **Main Street Fort Pierce**, the **St. Lucie County Historical Society** and the **Sunrise Theatre**.

The first presentation inside the **Sunrise Theatre** begins at 9 a.m. and celebrates the centennial of the school that would become *Lincoln Park Academy*. Back in 1923, few black students were able to attend high school — there was no black



Descendants of the Cow Creek cowboys will share their family's folk traditions during the annual Treasure Coast History Festival

The history of Fort Pierce's Lincoln Park Academy, one of the first high schools for black students in Florida, will be presented during the Treasure Coast History Festival



high school south of Palatka — and local parents got together to begin a high school in Fort Pierce that would provide an education for black teenagers. The presentation features eight panelists deeply tied to the school, including former School Board member Samuel Gaines, who has written a history on the school. Other scheduled panelists are Veryl Moore, Francina Mimms, Hassie Russ, Harry B. Williams, Ernestine English, Dorothy Jackson and Dave Perry.

The second presentation, at 10:30 a.m., celebrates the **Sunrise Theatre**, which opened as a vaudeville theater in 1923, the fulfillment of the vision of impresario R.N. "Pop" Koblebard. Two of Koblebard's granddaughters, Wendy Bishop and Mary Ann Bryan, will help recall the theater's early days and transition to a movie theater while other panelists, including **Main Street Fort Pierce Executive Director Doris Tillman**, will share how the theater was restored and reopened to its current splendor in 2006. The session includes a video presentation of rarely seen photographs tracing the theater's history.

The final presentation inside the theater is at 12:30 p.m. and features a **Cow Creek Reunion**, bringing people

together featured in *Indian River Magazine's Cow Creek Chronicles* series that followed the lives of C.F. Raulerson, who founded what would become the **Cow Creek Ranch** in 1923, and his descendants.

Scheduled guests on the panel include Debra Sloan, great-granddaughter of C.F. Raulerson, and includes many of the descendants of the original Cow Creek cowboys and focuses on early Florida ranch life and cowboy folk ways.

The presentations inside the theater are emceed by Gregory Enns, publisher of *Indian River Magazine* and author of the *Cow Creek Chronicles*.

Planned exhibitions at the street festival include historical reenactors from the Seminole War who established Fort Pierce, a tent dedicated to the history of the Spanish treasure fleet that sunk off our coast in 1715 and a selection of historical books available for sale by the **St. Lucie County Historical Society** and the **Florida Classics Library**.

The festival also features food vendors, including a genuine Summerlin family fish fry. For more information, call 772-466-3346 or e-mail staff@indianrivermag.com. ❖

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Treasure Coast Manatee Foundation Supports Ecological Restoration

by Bob Lynch, TCMF Chairman

The Indian River Lagoon (IRL) has long suffered water quality issues due to stormwater run-off from both urban and agricultural areas. Barometers of estuary health include the presence (coverage) of seagrass meadows and oyster beds. Both have been in decline in the IRL for quite some time.

In an effort to help, the **Treasure Coast Manatee Foundation (TCMF)** and the **Manatee Observation and Education Center (MOEC)** have embarked on two restoration projects in Moore's Creek, a natural tributary to the IRL. These ongoing restoration projects are a new direction for MOEC and TCMF who, historically, have focused primarily on education and awareness.

Beginning in 2019, TCMF and MOEC partnered with **Florida Institute of Technology** to initiate a **Living Docks Oyster Program** in Moore's Creek. Oyster shell donated by **2nd Street Bistro** is cleaned and attached to mesh mats. The mats are then installed by wrapping them around dock pilings, just below the surface of the water. The old oyster shells work as a homing beacon of sorts for young, larval stage oysters which settle on the mats and develop into living adult oysters.

The program will assist with water quality improvement as each oyster filters up to 50 gallons of water per day as part of their feeding process. There are currently 31 oyster mats deployed in Moore's Creek. If each mat recruits 100 oysters, water filtration could be as high as 155,000 gallons every day!

When the manatee mortality rate reached a crisis level in 2021, TCMF and MOEC embarked on a second restoration effort, this time involving seagrass. The project quickly became a rallying cry — "Save the Seagrass!" and resulted in an inspiring community grassroots effort. Fundraising goals were reached and exceeded within a few short months, allowing the addition of a secondary seagrass enhancement project just outside Moore's Creek.

Fundamental to the cause was **Pierced Ciderworks** who hosted a **Save the Seagrass** fundraiser in November, 2021, where many local businesses and artists, along with community members, supported the cause. Additionally, the **Doris M. Carter Family Foundation** matched the funds raised that evening to help the initiative get started. **Sea and Shoreline**

was chosen as the environmental consultant, and plantings commenced in June, 2022. The young plants will take time to grow and spread, but once established the seagrass will provide habitat, food and spawning areas for various Indian River Lagoon species.

Peering into Moore's Creek you might wonder, "What are those cages/traps?" These devices are better known as herbivory exclusion devices which are in place to protect the fragile young seagrasses in the one-acre planting zone. These exclusion devices will remain in place for up to a year to allow the plantings to flourish and spread.

I invite all to stop by and visit the **Manatee Observation and Education Center** and see how you can get involved. By working together, we can make a real difference! ❖

The Manatee Center January Events

MOEC is open Tuesday–Saturday 10 a.m.–5 p.m.
and Sunday 12 p.m.–4 p.m.

Wednesday, January 11 at 11:00 a.m.
ManaTales Storytime

Nurture your child's natural curiosity about nature through this free Mommy-and-Me style program. Each session will focus on a new nature theme and includes a story, craft, and more! Some classes feature live animals! Fun for preschoolers.

Friday, January 13 at 12:00 p.m.
Artificial Reef Program

Lunch & Learn — Jim Oppenborn will be discussing the *St. Lucie County Artificial Reef Program* and how the program helps increase fish habitats. The program helps create fish habitat for adult and juvenile fish, both offshore. Habitats include offshore hard bottoms, inshore oyster reefs, seagrass beds, and water quality. There are always projects for volunteers to get involved with! This Lunch and Learn will be held at **Fort Pierce Yacht Club**. *Free Event.*

Saturdays, January 7, 14, 21, 28 at 2:00 p.m.
Fin-tastic Fish Feeding

The **Manatee Observation and Education Center** is a waterfront environmental education and wildlife viewing center located on Florida's east coast in beautiful downtown Fort Pierce. It is home to over 30 fish species including lion fish, porcupine puffer fish, and a black edge moray eel.

Learn more about manatees and the *Indian River Lagoon* by visiting the **Manatee Observation and Education Center** and attending on of our education programs, including our *Saturday Fish Feeding*.

Treasure Coast Youth Sailing Foundation, Inc. Seeks Donations for Equipment Needs

In January, 2022, the **Treasure Coast Youth Sailing Foundation, Inc. (TCYSF)** started with no students and no instructors. Currently, they have four instructors (part time) and between summer camp, the **Boys and Girls Club**, the **PAL** organization and **St. Andrews Academy**, over 100 young people learned the basics and a few of them are going places in the sailing world.

Now the **TCYSF** needs help from the community. They are looking to add another coach inflatable and one more ten-hp motor. This will give them two small inflatables and two small outboards. For more information on the **Treasure Coast Youth Sailing Foundation**, please visit www.treasurecoastyouthsailingfoundation.com.

May the wind blow fair and true. ❖



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Fort Pierce Yacht Club Celebrates the Season

by Robynn Holland, Community Liaison FPYC

The Fort Pierce Yacht Club members were busy in December with several seasonal traditions including their annual *Trim a Tree* event. Led by Judy Bopp, her committee transformed the FPYC with beautiful decorations to be enjoyed throughout the month of December. Each year the *Trim a Tree* event benefits a charity in the Fort Pierce Area and this year's ENDIT was chosen. ENDIT (Everybody's Not Doing It) is an afterschool and summer program that focuses on "providing positive peer pressure to pre-teen and teen youth by providing education, inspiration, and positive alternatives through the arts." ENDIT was recently featured on WPBF and gives an excellent overview of the program; www.wpbf.com/article/florida-fort-pierce-school-program-art-music-theater/42178723 Because of the efforts of the *Trim a Tree* team and the generosity of the membership of the FPYC over \$3,000 was raised to benefit this outstanding group.



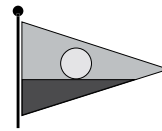
Sonia Dupree, Mayor Linda Hudson, FPYC Member Judy Bopp, Strather "Skip" Dupree

Members gathered early on the morning of December 4 to begin decorating the FPYC float for the annual Christmas parade, another long-time tradition. *Main Street Fort Pierce* had the theme of a *Country Christmas* this year, and Charlie Hayek, along with his team, organized the decorating and encouraged members to march in the parade or ride on the float, which many did, enjoying the sights and sounds of the parade. The sidewalks were filled with children, both young and old, enjoying the joy of the season. The FPYC is always thankful for the

leadership of the *City of Fort Pierce, Main Street Fort Pierce,* and the *Kiwanis* for providing this fun filled event.



December offered many opportunities for individuals to go enjoy the sights and sounds of the season, including the music and lights at Marina Square, (through January) the *Star of Wonder* presentation at the **IRSC Planetarium**, and the *Garden of Lights* at the **Heathcote Botanical Gardens**. Many members of the FPYC also serve the community through other organizations, and two FPYC members, Anne and Fred Kern, are long time members of **Heathcote** and serve on the *Illumination Team*. If you missed these events in 2022, plan to include them in your 2023 holiday season.



Sponsored by MIATC (*Marine Industries Association of the Treasure Coast*) (MIATC) and hosted by the FPYC, the annual *St. Lucie County Christmas Boat Parade* took place on December 10th. The boat parade is a favorite event and hundreds of spectators lined the Fort Pierce Inlet to view the boats of all sizes, beautifully decorated with lights ablaze. Awards were given in three boat divisions: Large, Medium, and Small. First place winners were: Large Boat — Richard/Rita King Boat #17; Medium Boat — Kali Carlisle Boat, #8; Small Boat — Tony L'heureux Boat #19.

Mark your calendars if you have a passion for racing on the water. Several events are planned by the FPYC *Vice Commodore of Fleet* for the early part of 2023. These are open to the public, but one must have a PHRF rating and proof of insurance. The next planned Fleet Races are the *Eggnog Race*, January 2, the *MLK* race, January 16, the *Mardi Gras Race*, February 19, the *Betty Jo Race* (one woman must sail the boat for the entire race), March 19 and the *Spring Regatta*, April 9/10. For more information check the FPYC website: www.fortpiercenyachtclub.com/.



As December ends, the month of January brings reflection, hope for things wished for in the new year, and opportunities to work together to build community. The FPYC, organized in 1980, has as its mission, in addition to promoting safe boating and clean water, a commitment to be involved in supporting the Fort Pierce community. In 2022 the FPYC invested in the community by providing several hundreds of hours of volunteer service and monetary gifts totaling a little over \$10,000 through the FPYC and the FPYC Foundation. The FPYC looks forward to continuing their 40-year tradition of being an active part of the community in 2023 through opportunities such as *Main Street's* annual fund raiser held in February, the *St. Lucie Learn to Read* fund raiser in March, (Dottie Brennen, a founding member of the FPYC, was instrumental in starting the *St. Lucie Learn to Read* program), and the centennial celebration of the **Fort Pierce Police Department** and the **Sunrise Theater**, just to mention a few.

The membership of the FPYC would like to say a special thank you to the mayor, city commissioners, department heads and employees of Fort Pierce for their work behind the scenes in providing the many wonderful events and community opportunities during 2022. Fort Pierce would not be the special place to live and visit without your leadership, dedication and hard work. It is recognized and appreciated. ❖



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Sunday, December 4, 2022

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- 1st Place Float 🌲 *Lake Forest Park Senior Living*
- 2nd Place Float 🌲 *Fort Pierce Yacht Club*
- 3rd Place Float 🌲 *Fort Pierce Women's Club*
- Best Equestrian Group 🌲 *Turn n Burn*
- Best Dance/Cheer Group 🌲 *True Crew Dance*
- Best Commercial 🌲 *Cabo Rio RV Resort*
- 1st Place Decorated Vehicle 🌲 *St. Lucie Fair Association*

- 2nd Place Decorated Vehicle 🌲 *Believe it Gymnastics*
- 3rd Place Decorated Vehicle 🌲 *Treasure Coast Vintage Car Club*
- Best Musical Performance/Marching Band 🌲 *Fort Pierce Central High School*
- Best Governmental Public Agency Entry 🌲 *Fort Pierce Utilities Authority*
- Best School Club/Troup 🌲 *LaSala's Dojo*





Country Christmas



Love, JAZZ Community: The Year of Yes!

by Don Bestor

Happy New Year! Now that the eggnog is all gone, and the grapes and black-eyed peas and grapes you gobbled down on New Year's Eve and New Year's Day have had a chance to digest, it's time to get serious about making a little time for yourself this year. This year – 2023 – can be your year of *Yes!* It can be your year to actually act on that whole self-care promise you made last year and didn't follow up on. And we know just how to help you make good on your resolutions and enjoy a little self-care with a healing helping of music for good measure.

Our 2023 calendar is already rife with possibilities for you to enjoy live, professional music both here in Fort Pierce and all around St. Lucie County and the Treasure Coast. For example, every other Tuesday evening, you'll find us live at the **Sunrise Theatre's Black Box**, where the cover is low (especially for members of **Fort Pierce Jazz and Blues Society**), and the music is hot! Mark your calendars now for January 10th and 24th, February 14th (Valentine's Day date with your sweetie?), and February 28th. We can turn Taco Tuesday into *Tunage Tuesday* and help get your week started right.

Every other Wednesday this year, we'll be live at **Port St. Lucie Botanical Gardens**, just off Westmoreland Boulevard, where we'll play from 6:30 p.m. to 9 p.m., and you can enjoy music and some refreshments for less than a ten spot. Look for us there Wednesday, January 4th and 18th and February 8th and 22nd. But that's not all ... you can come out and hear live, professional music for free at the Saturday morning **Jazz Market**, adjacent to the **Fort Pierce Farmers' Market**. On the first and third Saturday of each month, you can browse the markets by the Indian River waterfront and enjoy free music, too.

And since we know the last week of the month is always a little tougher than the others, we'll provide the soundtrack and the inspiration to help get you through that, too. On the last Monday of the month (January 30th and February 27th), we'll

be live at the **American Legion** at 810 US Highway 1 in Fort Pierce, and on the last Thursday of the month, you'll find us ...and a really fabulous meal, at **2nd Street Bistro** from 6:30

to 9 p.m. Basically, you can enjoy a great meal and then burn off some of the calories dancing to your favorite songs because, of course we play requests.

Everywhere you turn, there is a chance for self-care through music, so why not make 2023 the year you treat yourself as well as you treat everyone else? This year, why not consider becoming a member of the **Fort Pierce Jazz and Blues Society** or sharing a membership with someone special who deserves to experience happiness, friendship, and enthusiasm, just like you? Your membership will give you a chance to hear professional music locally 52 weeks a year (often multiple times each week). And that's not all; you'll be helping support high

school seniors who want to continue their music education with scholarships, too. But wait! There's more. You'll be helping to support America's original art form, and you'll be helping to bring live, jazz musicians into our schools through master classes and mentoring opportunities that will ensure a strong, diverse, and music-filled future for generations to come. You can find us and our full schedule at www.jazzsociety.org, or call us today at 772-460-JAZZ. ❖



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TREASURES OF THE PAST

125 years ago this month as reported in the Saturday, January 8, 1898 edition of the The Inquirer (Lancaster, PA)

Florida Freeze Costs Millions

Early this week Florida had the coldest weather since the disastrous freeze of 1894. The mercury dropped to 22, two degrees lower than in the great freeze of 1894. The loss to pineapple and coconut growers will aggregate many thousands of dollars.

At Fort Pierce all the truck farms are ruined. Hundreds of thousands of dead fish are floating in the lake. Over 1,100 acres of pineapples around here are killed.

At Eau Gallie, the freeze has destroyed the last hopes of the orange growers along Indian River. The loss to orange growers and farmers along the coast will be between \$3,000,000 and \$5,000,000.

100 years ago this month as reported in the Tuesday, January 2, 1923 edition of the Tampa Tribune

White Way Project is Given Big Boost

Fort Pierce's white way project was given quite a boost when the officials of the Florida East Coast railroad company, here on an inspection tour Thursday, subscribed for twelve standards and lights, to be placed along the railroad's property adjoining the passenger station.

This now makes a total of 136 standards and lights that have been subscribe for, enough to give the city one of the most complete white way circuits of any to be found in the state.

C.S. Brasswell, promotor of the proposition, states that the bigger part of the material has already reached here and that arrival of the cable is now the only thing that is holding up the commencement of the installing it. This is now enroute and is expected to reach here any day.

The whole project will cost it is stated, \$11,600, of which all but a few hundred dollars has been subscribed.

75 years ago this month as reported in the Friday, January 21, 1949 edition of Tampa Times

Alto Adams Named Chief Justice Here

Justice Alto Adams, former Fort Pierce circuit judge, has been named chief justice of the Florida Supreme Court for the next two years.

He succeeds Justice Elwyn Thomas, who also came to the bench from the Fort Pierce circuit court. Justice Adams will be 50 years old this month.

He is a native of Walton county and was appointed to the Supreme Court in 1940. He got his law degree from the University of Florida and practiced in Pensacola before going to St. Lucie County.

50 years ago this month as reported in the Tuesday, January 25, 1949 edition of the Tampa Times

McCarty to Head Cancer Campaign

One of Florida's best known public figures will lead the drive in the State in April for funds to carry on the fight against cancer. He is Dan McCarty, of Fort Pierce...

...Mr. McCarty, who was runner-up in the gubernatorial race last year, already has begun setting up a small army of volunteer workers who will carry the drive into every corner of every county in the State.

"Money given to the American Cancer Society by the people of Florida over the last three years," Mr. McCarty said, "has built here one of the finest cancer control programs in the United States..."

...The State campaign chairman is recognized over Florida as one of the most public-spirited men in the State.

His family pioneered the development of Fort Pierce and the lower east coast and Mr. McCarty, soon after his graduation from the University of Florida followed in the footsteps of his father and grandfather.

He was elected to the Legislature in 1937 and at the 1941 session was elected Speaker of the House – the youngest in Florida's history. He owns substantial citrus groves in St. Lucie County and was the organizer of the Indian River Citrus Associates, a cooperative packing and marketing group which he serves as general manager.

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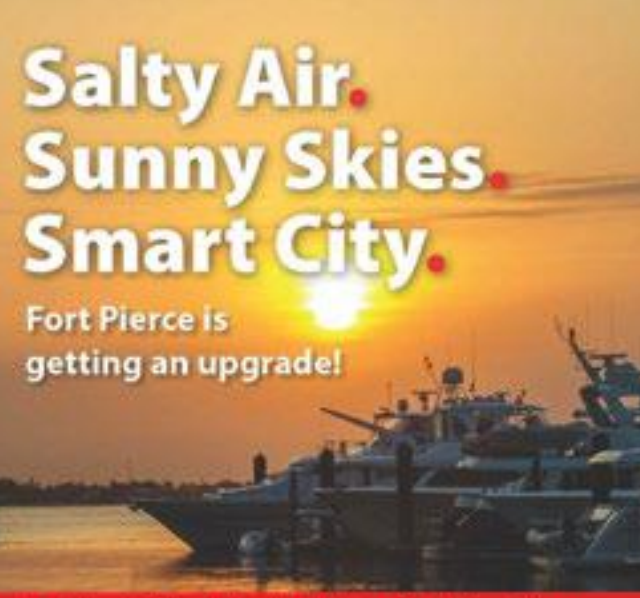


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Don't Go into 2023 Without Considering These Small Business Trends

by U.S. Small Business Administration, www.sba.gov

With 2023 arriving, you need solutions that account for the latest industry insights. The SBA can help you find them.

It's difficult to understate all the changes the business landscape has seen in the past few years, and yet entrepreneurs have responded with incredible adaptability. Perhaps that is one of the biggest reasons small business owners are optimistic about the future. In fact, 66% expect revenue increases and more than half plan to expand their business in 2023.

Plenty of challenges and opportunities lie ahead, both in day-to-day operations and in the long-term. It's impossible to predict exactly what will happen next year. However, having well-informed expectations can help you stay ahead of the curve. Here are the trends the SBA is monitoring as we head into 2023:

E-commerce and social commerce will continue to boom. There's no denying e-commerce's place in the market. More than half of global internet users buy something online every week. It doesn't look like those numbers will be going down anytime soon. Experts forecast that the global e-commerce industry will grow to \$8.1 trillion by 2026. Social media has also emerged as a serious player. With customers now buying directly on platforms such as Facebook and Pinterest, it could be time to adjust your sales model accordingly.

But that doesn't mean you should forget about brick and mortar. Our way of life may be increasingly digital, but the statistics don't lie: 61% of customers still want to try products in person before buying. It's all the more reason to think about your strategy from an omnichannel perspective. If you have a website, consider installing chatbot technology or optimizing for voice search. In-store, you can cater to customer expectations with services like self-checkout. After all, more than half of surveyed retail shoppers in North America have used it.

Safety is important to your customers. Data collection is a real customer concern. Shoppers want to know that their information is secure, especially as online transactions become commonplace. You can protect your customers and build



brand trust by doing the right things: using reputable payment providers, investing in fraud prevention tools, and installing a Secure Sockets Layer (SSL) certificate on your website — to name a few.

So is sustainability. Environmental responsibility matters to today's customer. In fact, consumers from every generation are willing to pay more for sustainable products. Furthermore, 76% say they've made a conscious effort to shop more sustainable products in the past year. Brainstorm ways to make your processes more sustainable, such as using low-waste packaging for your products.

Customer experience is still king. Research shows that customers value experience over both price and product quality. Whether online or in-person, the customer experience has to be the focus of your strategy. Think of fun ways to personalize your in-store profile, such as hosting pop-up events. Online, it's about creating an immersive experience. For example, if you sell clothes, you might invest in technology that allows customers to try on clothes virtually.

If you have questions about any of the above trends, our Resource Partners can help. We also cover a variety of topics on the SBA Learning Platform. If you're looking to start, grow, expand, or recover your business in the new year, our funding programs can give you the lift you need. Regardless of what 2023 brings, the SBA is here to support the small business community. ❖

The Zoo

by Lisa Jill Allison, Lisa Jill Allison Art Gallery



One of my favorite roles on planet earth is that of Grandmother. Previous to this, it was the role of mother. It is the gift of a small but mighty human in your care. With your child it is a huge learning curve. With a grandchild, it is still uncharted territory, but not quite as unfamiliar. Many times grandmothers are privileged beyond measure in their interactions with the little one. I will share one such encounter.

My son, Luke called one morning with concern in his voice. I immediately imagined the usual childhood issues; a fever, a bump or bruise, sleeping troubles. Not this day. This was a most unusual and, in my world, quite monumental issue. My grandson, Gavin, then 5 years old, had told his dad he was afraid he was losing his imagination. And what, may I ask, is life without imagination? Isn't it one of the greatest gifts of being human? Take food for example. We smell fresh baked bread and imagine the taste, the texture, even the sound of biting into that perfectly crisp outside, doughy on the inside, loaf. Then we get to take a bite. We have lived that same experience twice, once in our imagination and once in our physical body. We simply imagine seeing someone we love. Our skin shivers a bit, our heart glows and we let out a light sigh. The actual meeting does not disappoint.

So, back to the issue at hand, Gavin's imagination crisis. I immediately had a plan and would be picking up Gavin the next day to rekindle his waning imagination. What better place than the zoo to do so? First stop, the stuffed animal display in the gift shop. It was time to adopt a friend for the adventure. One of the animals in the shop really wanted to go on a roam throughout the zoo. Time was invested in making sure we found just the right animal for the trip. A giraffe (one of our zoo favorites, but don't tell the other animals) in a spiffy zippered vest called out to us, in our already expanding imagination. The giraffe was going to soak in all of the experiences of the zoo and tuck them snugly inside himself to carry the memories home for later times.

Needless to say, it was the perfect day. Everything catered to us. The zoo personnel were especially delightful that day, approaching their responsibilities with joy and interest. The weather was sublime and the animals playful to the point of being comedians. Mr. Giraffe, took it all in as he was carried, facing front so he could see everything. I watched a 5-year-old's eyes brighten as he imagined the fine outing, he was taking his new giraffe friend on, and as he imagined future trips to places where animals roam free under equally sublime skies. The trains ride through the park was a fore gleam of a cross country train ride when a bit older and the zoo's kayak waterway a hint of a future kayak trip down a distant river, larger, lush and teaming with wildlife.

At the end of our zoo day, imagination was back in full force and Mr. Giraffe was stuffed to the tips of his ossicones full of cheery memories to be relived again and again, while held snugly under cozy covers in the night. Years have passed since this outing of the utmost importance and Gavin and I still relive it often and Mr. Giraffe is still a part of the family, now living at Grandma's house, ready for sleepover visits from Gavin, now 11. Word is, my dog Rosy and Mr. Giraffe are now best of friends, or am I just imagining that?

So, how's your imagination? It's easy for it to be crowded out by our lengthy to-do lists and our big grown-up responsibilities. Don't despair. There are quick fixes. A trip to the library where you can choose an adventure just as thoughtfully as Gavin and I chose Mr. Giraffe can propel your imagination into high gear as you feel yourself in the pages of the book. A stop at the Saturday Farmer's Market to nibble at the food court, tasting goodies from your childhood, can put you back in your mother's arms. Simply sitting by the water in the riverfront park can create a reel of future adventures in your imagination.

Grandmas may possess years of wisdom but sometimes nothing compares with the wisdom of a child. Imagine that. ❖

January Brings Fishing Resolutions!

by Captain Bo Samuel

There is no better time to make a new resolution to enjoy more of the great fishing here on the Treasure Coast. The cooler waters of January provide amazing opportunities to get outdoors and catch a delicious fish dinner. I believe it's one of the best months of the year to be on the water because the fish are so plentiful. Redfish, snapper, tripletail, cobia, pompano, and sheepshead are choice targets.

Bottom fishing can be very productive in January, as well as being a ton of fun. Mangroves, lanes, muttuns, and yellowtails are being found offshore on the 50–100-foot reefs. Remember to keep the bait on the bottom with enough weight. I prefer live bait but frozen will also work for snapper fishing. Near-coast reefs are good for targeting sheepshead, especially on those windy days when offshore is less attractive. When you find the sheepshead, be prepared for a bite with every drop of bait! Catching these sheeps will guarantee one of the tastiest fish dinners you've ever had on the table. If you would like someone else to be on cooking detail, **Cobb's Landing** in downtown Fort Pierce will be happy to take your fresh catch and turn it into a feast.

Offshore trolling is still seeing significant catches of kingfish, mahi and some sails. Mullet, threadfins, or blue runners are a good bet to put some kings on the boat. King mackerel must be at least 2" to the fork and anglers are allowed to keep two kings per day according to regulations.

This month will also see the **5th Annual Lenny Schelin Jr. Memorial Tournament** to benefit glioblastoma research. Fishing days are January 7th through January 14th. Awards party is scheduled at **Little Jim Bait & Tackle** on January 15th at 2pm. Your support is greatly appreciated. More information can be found at lennyschelinmemorialtournament.com.



The photo this month is of my dad, Matt, with a stellar pair of muttuns!

So, start 2023 with a trip on the sea! Your local bait and tackle shops, like **Little Jim Bait & Tackle** and **Debrooks Fishing Corner**, can help with tackle needs plus rules and regulations. Keep your line tight, be ready for the bite, and get *Pullin Drag!*



Favorite Recipes from Main Street Board Members



Jeremiah and Kelly Johnson's Bacon Wraps

Ingredients

- 1 loaf of sandwich bread
- 2 blocks of cream cheese
- 1 lb. of bacon
- Toothpicks

Instructions

1. Preheat oven to 375°.
2. Cut crusts off bread.
3. Slice bread in half.
4. Cut bacon strips in half.
5. Roll up 1 T cream cheese on a piece of the cut bread.
6. Wrap with ½ slice of bacon. Secure with toothpick.
7. Repeat with remaining bread and bacon.
8. Bake for 30 – 40 minutes.
9. Serve hot!



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Name: _____ Membership Level: _____

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- 2 - Visit our Website at www.mainstreetfortpierce.org, click the membership link
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