

ESBA HONORS

**Community Service and Donates \$40,000
to non-profit Carl Maxey Center**



Pictured From Left to Right: LaVerne Biel, Mark Carlos (Council Legislative Assistant to Wilkerson), Jim Hanley, Curtis Hampton (Carl Maxey Center Treasurer), Dorothy Hood, Larry Stone, Wilhelmenia Williams, Larry Krauter (Spokane International Airport CEO), Sandra Williams (Black Lens Editor), Doug Trudeau, Michael Cathcart (Councilmember)

ESBA Officers

Doug Trudeau
President

Danny Beard
Vice President

Barbara Woodbridge
Secretary

George Demakis
Treasurer

Cyndi Fridye
Jim Hanley
Larry Stone
Member(s) at Large

ESBA's Mission

At the East Spokane Business Association, our mission is clear: To support the East Spokane Business District by preserving and improving its unique facilities, infrastructure, and commercial interests.



Inside This Issue

ESBA Honors
ESBA Press Release

New ESBA Leadership
ESBA

East Central Community
Betsy Wilkerson

BID Information
LaVerne Biel

Member's Newsletter



Spokane – November, 2021

At their monthly meeting on Wednesday, October 27th, at 12:00 p.m., East Spokane Business Association's (ESBA) membership and board of directors recognized three honorees for their service to the community and presented a check to the Carl Maxey Center for \$40,000. The funds were raised via the Annual ESBA Dinner Event. Although the Annual Dinner Event was canceled, the generous sponsors still donated.

Following the ceremony for the honorees, ESBA asked Sandra Williams, Executive Director of The Carl Maxey Center and Black Lens Publisher to say a few words prior to receiving their \$40,000 donation. Williams was extremely grateful for the donation and reminisced about the non-profit's humble beginning, "It started with a conversation and a question, what can we do or how can we put our heads together and uplift the neighborhood?". Seen below, Williams is very proud of The Carl Maxey Center's progress since "the meeting of the minds" and the Center's inception in 2017.

THE THREE HONOREES INCLUDED:



Lillian "Sug" Villella

Center Director

Presenter: LaVerne Biel - ESBA Executive Director

For her dedication, we honor Lillian "Sug" Villella for her many years of service at the Southeast Day Care Center. When Sug became the director of the historic Southeast Day Care Center in 1987, it was facing financial difficulties. She and the League of Women for Community Action Non - profit, credit the Lord for the donations and other financial resources that kept the lights on and the daycare operational year after year. The daycare has now been operational for 53 years, thanks to her strength, empathy, compassion, dedication, and faith in the Lord. Sug has left her mark on the hearts of hundreds of children and families that she has nourished and supported throughout the Spokane community.





Larry Krauter

Spokane International Airport (GEG)

Presenter: Larry Stone - ESBA Treasurer

Larry Krauter is the Spokane International Airport (GEG) CEO. East Spokane Business Association recognizes Larry Krauter for his outstanding service to air transportation for the Inland Pacific Northwest Region. Under Larry's leadership, the Spokane region has gained nonstop service to an array of key cities. The operation of Spokane International Airport has been improved in many ways that benefit citizens and businesses. Travelers now find that the service at Spokane International is exceptional. Larry was recognized nationally as Airport Director of the Year for his leadership and management. A large number of major product improvement projects have been completed and many are underway during Larry's tenure. Air transportation is key to business success in improving the standard of living for the Spokane region citizens. In every way, Larry has met this challenge in an exemplary fashion.



Debby Ryan

Community Assembly Representative

Presenter: Doug Trudeau - ESBA President

Debby works closely with the East Central Neighborhood Council. A member of East the Spokane Business Association. Former COPS volunteer and graduate of the Citizens Academy. Her professional career was spent in Public Health. Six of those years were at the East Central Community Center, with the Women Infants and Children (WIC) program. She serves on the boards of East Central Community Organization, East Spokane Kiwanis, and the Washington State AARP Executive Committee.

Member's Newsletter

THANK YOU TO ALL THE SPONSORS THAT MA

DIAMOND	 <p>BANK OF AMERICA</p> 	
PLATINUM	  	 
GOLD	  	   
SILVER	 	

2021 TABLE



MADE THE CARL MAXEY DONATION POSSIBLE:



SPONSORS



Welcome New



Danny Beard
Vice President

Born and raised in Sparta, IL., Danny was voted Southern Illinois Athlete of the Year in 1970 where he received a full scholarship to play basketball for Kansas State University. While there he was a 3 year starter on a top 10 nationally ranked team. They won two Big 8 Championships and made two NCAA Elite 8 appearances.

In 1972, Danny was selected to the 1st Team All-Midwest Regional as well as an honorable mention All Big Eight in 1974. He completed his career as the 17th ranked all-time scorer in school history. Danny received letters from the Chicago Bulls and Phoenix Suns as to their intent to draft him in 1973-74. In 1974 he was selected to participate in the Portsmouth Invitational Tournament for graduating Seniors in Virginia. Also in 1974, he was selected to play with the United States Big 8 All Stars to tour and compete against the Yugoslavian national team.

1974-76 - Danny was captain and played for a semi-pro team called Athletes in Action, which was the athletic ministry of Campus Crusade for Christ.

1976-1982 - Danny was a Division 1 assistant basketball coach, three years at Samford University and three years at Eastern Illinois University.

1978 - Danny was selected as a clinician for the Uganda African Olympic Team in Kampala, Uganda.

1980 - International head college coaching experience 19-0 in Brazil & Guatemala against national teams

1994 - High School boys assistant varsity coach class B State Champions

1995-97 - Head coach high school boys 2 state tournament appearances

2011 - Assistant varsity girls largest class 4A State Champions

2017 - Danny retired as the Senior Vice President of NBC Camps where he worked for 40 years. NBC Camps is the largest residential basketball camp in the world, having a camper count total of over 200,000.

Current - Danny works part-time for the Union Gospel Mission, a homeless shelter in Spokane, WA. Danny has been married for 46 years to Deborah and has three children and one granddaughter. He currently resides in Spokane, WA.



Barbara Woodbridge
Secretary

I live in Newman Lake with my husband and our amazing blended family with two sons, two daughters, and nine grandchildren. We enjoy golfing, snowmobiling, boating, and spending time with our family & friends.

I moved to Spokane in 1995 and instantly fell in love with the Pacific Northwest. Shortly after moving to Spokane, I began

working for my long-time employer, Washington Trust Bank.

I am very active & involved in the community and it has deepened my passion to make a difference in our community wherever I can.

Two years ago, an opportunity opened for me to transfer to the East Sprague Branch of Washington Trust Bank. Before making this change, I drove all around the East Sprague neighborhood and noticed the significant positive changes that had taken place over the years. When I heard about East Sprague Business Association, I knew I wanted to be part of the organization and get more involved. I truly enjoy the East Sprague neighborhood and I look forward to supporting the residents & businesses in our area.

ESBA Leaders



George Demakis
Treasurer

I have a degree in Chemical Engineering and an MBA in Finance. Currently, I am the Credit Manager for the Stone Group of Companies located in the East Central neighborhood. In that role, I am responsible for managing the Accounts Receivable, Collections, Insurance, and any related issues for multiple companies. I have also served as Assistant

Treasurer of ESBA for the last four years. My background is in Commercial Banking and Corporate Finance. In addition, I have owned and operated my own business. As a new homeowner in Downtown Spokane and working in the community, I believe the East Central neighborhood and the East Spokane Business District can be a vibrant centerpiece for the City of Spokane. I look forward to working with the other members of the Board to promote the neighborhood and develop it into what it can and should be, the Jewel of Spokane.



Cyndi Fridye (Fri-DEE)
Member at Large

Cyndi is a proven leader with over 20 years of financial experience and a passion for business development. She delivers consistent results in building community relationships and is accomplished in team development. Cyndi also excels in commercial lending, banking, and credit analysis.

I am excited to be involved in the ESBA because I know community development and growth weigh heavily on our community partnerships with one another at both state and local levels. If we want to make a change, we need to be engaged. We need to know there is strength in numbers. We also need to align our priorities throughout our community.



City Council Corner

My Friends in East Central

by Council Member Betsy Wilkerson



Photo by Maddie Pearson,
Photographer from District 2

Well here it is, Fall 2021! If you are like me you are asking, “Where did the Summer go?” In July, I celebrated my grandkids’ 12th birthday and now they are off to middle school and again I asked myself, “Where did the time go?”

Over this last Summer, we have been through the wringer of heat, smoke, fires, and COVID including the Delta Variant, now truly I am just waiting for the locusts to show up! So much has

happened that I will just give y’all some highlights:

Cooling and Warming Shelters:

So when the temperatures were predicted to be over 100 degrees for more than 3 days, I personally felt that the Administration’s response was inadequate. Our most vulnerable individuals and families really had nowhere to go and the situation was much worse if you had pets. There were folks who were in homes that had no air conditioning and were also at great risk. The CDC says the most preventable death is heat stroke and that became our unfortunate reality in Spokane with over 20 deaths of our fellow Spokanites due to heat. To prevent this horrible situation from happening again, your City Council got to work and I worked with my colleagues to pass Ordinance C-36077. This new ordinance requires cooling shelters to be operated when temperatures are above 95 degrees for two consecutive days (vs three days of 100-degree weather.) Warming shelters are now required to operate whenever the weather falls below 32 degrees.

American Rescue Plan Act:

When it comes to the American Rescue Plan Act or ARPA, City Council set out general guidelines for the goals and proposed processes for the of over \$80 million in ARPA fund distribution by Council Resolution 2021-0045. This proposes some initial criteria both generally and specifically for the individual phases called for in that resolution: Replenishment, Reach out, Resiliency and Relief. So please visit <https://my.spokanecity.org/news/releases/2021/07/22/council-seeks-community-input-on-american-rescue-plan-funds/> on the City’s webpage to participate in the Thought Exchange tool and give us your ideas on where we should invest. You can also send one-pager proposals to our ARPA Coordinators, Mackenzie Lloyd and Joy Peltier, at arp@spokanecity.org.

Moving right along on – On August 20, 2021, City Council did a Resolution establishing a community-directed process for the next uses for the soon to be former library space known as the East Side Spokane Public Library. When the new library opens at Liberty Park (currently slated for October 2021) it leaves behind a vacant space and reverts to becoming a City-owned property. There are many ideas floating around ie; a cultural center, health care center, training/ higher-ed center, more room for the MLK center expansion, and even a public safety building. No matter what, the neighborhood will have a say! So we will be convening community engagement sessions around the first of next year, so stay tuned.

My alma mater, Libby Jr. High, was added to the Historical Register of the City of Spokane. Having been a Libby Lancer, I was very proud of the East Central Neighborhood and all of us who attended back in the day. Remember those catwalks over I-90 we had to cross? Another great place that was added to the Register was my High School Alma Mater, Lewis & Clark High School. Yay, Tigers!

My last really good news is that the City finally, and I mean FINALLY, hired the Civil Rights Director! This position has been funded for the last 4 years, yup I said 4 and it has finally been filled. I could not be prouder or happier to say that Jerrell Haynes has accepted this position.

Oh and by the way my grandchildren are terrified that I am going to take a second job as the lunch lady at Chase. I don’t know about the second job, but if any of your young ones go there, look out for me! And if you are able and have time to volunteer at a school of your choice our kids need to see us there especially after the year they just went through.

So as Fall begins, so does the rhythm of life. We don’t have all the answers on the City Council, but with your continued input, support and help we can truly make a difference. Keep hope alive, it’s all some of us have!

Cheers to a fruitful Fall,

A handwritten signature in black ink that reads "Betsy".

Council Member Betsy Wilkerson
Spokane City Council District 2, Position 2

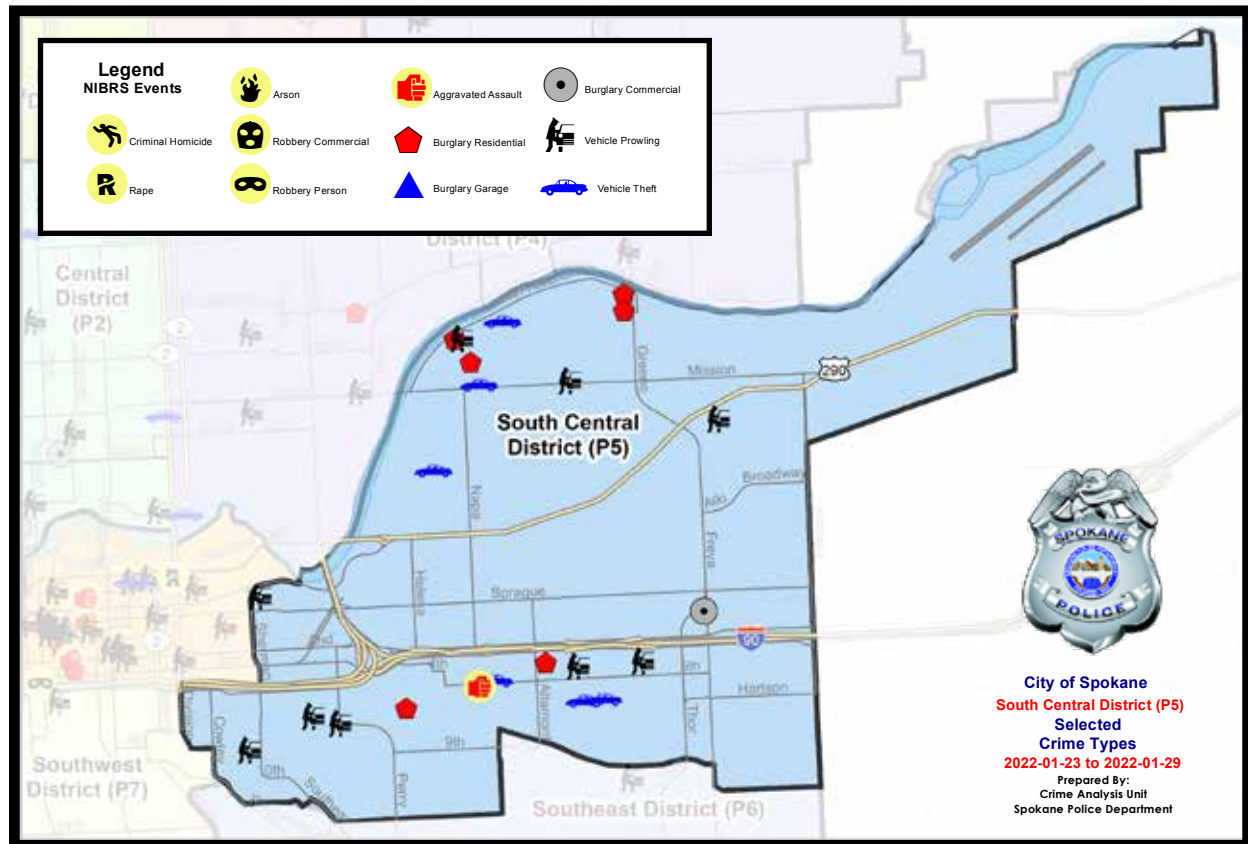


South University District Transformation



Member's Newsletter

SE - South Central District (P5) Crime Trends as of Monday, February 7th, 2022



NIBRS Categories (Part 1 Selected)		7 Day Comparison			28 Day Comparison			YTD Comparison		
		Current	Prior	Percent	Current	Prior	Percent	Current	Prior	Percent
Violent	Criminal Homicide	0	0		0	0		0	0	
	Rape	0	0		2	1	100.00%	3	2	50.00%
	Robbery - Commercial	0	0		0	0		0	0	
	Robbery - Person	2	0		2	0		2	0	
	Aggravated Assault - Non DV	1	0		4	2	100.00%	5	3	66.67%
	Aggravated Assault - DV	0	1	-100.00%	3	7	-57.14%	6	7	-14.29%
Violent Total:		3	1	200.00%	11	10	10.00%	16	12	33.33%
Property	Burglary - Residential	2	6	-66.67%	11	3	266.67%	11	2	450.00%
	Burglary Garage	1	0		2	1	100.00%	2	3	-33.33%
	Burglary Commercial	1	2	-50.00%	6	5	20.00%	7	7	0.00%
	Larceny	24	25	-4.00%	84	50	68.00%	99	93	6.45%
	Vehicle Theft	4	7	-42.86%	18	11	63.64%	20	12	66.67%
	Arson	0	0		1	1	0.00%	1	1	0.00%
Property Total:		32	40	-20.00%	122	71	71.83%	140	118	18.64%
Preliminary Part 1 Crime Totals:		35	41	-14.63%	133	81	64.20%	156	130	20.00%

The Power of Silent Advocates

by LaVerne Biel



When you think of the sheer will to change things, silence advocacy does not spring to mind. However, that's what happened when the Sprague Union District BID was formed (formally called Parking & Business Improvement Area or PBIA). These community-minded and visionary business/property owners dedicated numerous hours to improve and future-proof the area. A quote from

Malala Yousafzai states "When the world is silent, even one voice becomes powerful". These silent advocates worked behind the scenes

to become one voice. They established a cohesive team to promote and improve the Sprague Union District and East Central Spokane.

There were many people involved in making East Central come alive. Our Board Members, Jim Hanley and Bob Mauk were two of the founding BID Board Members (along with Darrell Smith) who served on the Board since its inception in 2016. Jim and Bob are moving off the Board and in true community fashion, are continuing to serve our board as committee members and advisors.

We want to thank them for their energy and service! Jim and Bob are examples of the power of service. We are fortunate to have these silent advocates in the Sprague Union District and our community.

Jim Hanley



**THANK
YOU!**

Bob Mauk



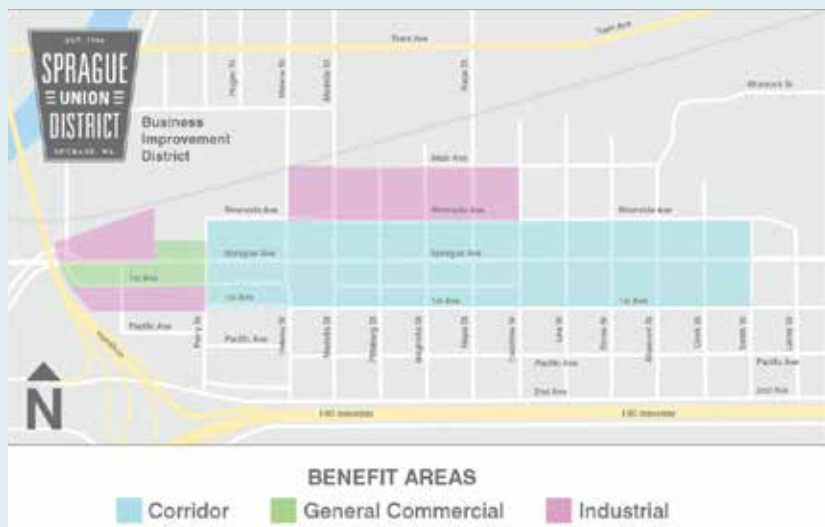
2022 Parking & Business Improvement Area (PBIA) Officers

Darryl Reber
President

Amy Vega
Vice President

Chris Venne
Secretary / Treasurer

Tresa Schmutz
Treasurer



ESBA ACCOMPLISHMENTS OVER THE LAST 5 YEARS
IN COLLABORATION WITH THE GOVERNMENT

- (a) Prostitution Down 95%
- (b) Streetscape Improvements on Sprague
- (c) Coordinating Transportation Issues with WSDOT
- (d) Creation of Business Improvement District
- (e) Working on Homeless / Vagrant Issues

If you want to make a difference, join ESBA today!

We meet at noon on the 2nd and 4th Wednesday of every month at:

Sprague Union Terrace, in the Community Room
1420 E. Sprague Ave Spokane, WA 99202

**Either pay online at esbiz.org/annual-membership,
or send application and dues to:**

East Spokane Business Association
PO Box 4132 Spokane, WA 99220

----- ✂
East Spokane Business Association Application

Name: _____

Business Name: _____

Address: _____

Phone: _____

Email: _____

Business Website: _____

Annual Membership Fees:

- ☐ \$75 for individual
- ☐ \$125 business membership