

Beautification dollars not coming from taxes

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display town colors will be used in flower beds at appropriate sites throughout town, including at the municipal office on Civic Avenue.

upgrade of services including street, sidewalk, cleaning and weed pulling.

As Stouffville continues to grow, the downtown will face competition from other areas in York region, stressed Eric Lismanis, Stouffville's economic development officer.

"It's of the utmost importance that the momentum of this effort continue," said Lismanis. "It will definitely help improve the economic position of the downtown and will have a ripple-out effect for all of Whitchurch-Stouffville."

In the long term, the plan calls for a downtown revitalization workshop for building owners and BIA members, concept development of a number of private initiative with building owners and BIA members, including signage and facade improvements.

A feasibility cost-analysis study will be done regarding the removal of some of the downtown lamp

posts.

The committee is also pin-pointing the cost of changing the ballasts to reduce the wattage of the lamp posts.

To emphasize the importance of getting input from the entire community, a survey is being done. People are being asked to come up with three ideas on how to improve the downtown core.

Local mayor Wayne Emmerson said the plan is workable, quite affordable and appears to be welcomed by all.

Armed with a modest budget, including \$15,000 from the town, the committee, under the direction of Lavell, "is doing a wonderful job," said Emmerson.

"It is time that the town and the residents of Whitchurch-Stouffville work together to enhance our downtown core and support all our local businesses. We now need to rejuvenate and renew an important part of our community," said Emmerson.

The town's portion of the money comes from the recent sale of a parcel of land owned by the local Hydro utility. "So it's not coming out of the residents' tax dollars," said Emmerson.



BIA revitalization committee member Loretta Lavell gives Stouffville IGA owner Phil Barker a 15-minute critique on how to beautify his store front. Barker was impressed with the ideas.

Photo by JOAN RANSBERRY.

Putting 'class' back in town

Stouffville's IGA needs a face lift, and store owner Phil Barker agrees.

On Thursday, Barker took advantage of a 15-minute critique of the exterior of his Main Street business.

It was carried out by Stouffville resident Loretta Lavell. Lavell has an eye for beauty, especially streetscaping.

"I want to help put the class back in Stouffville," said Lavell, a key member of the Business Improvement Area's (BIA) revitalization committee.

As a businessman, Barker must deal with reality daily. The cost of all things, including a face lift, must be taken into account.

During the critique, Lavell pointed out that Stouffville's IGA has great potential. It's a store with character. In Lavell's eyes, a store is a living, breathing thing.

"This store has great bones," said Lavell. As well, the store has an impressive proof line. "It has

a good facade," said Lavell.

Lavell's advice for the IGA is: Get rid of the large sign and the gray cement planter, relocate and replace the garbage bin, cover the gray look on the front with a New England green stain, alter the look of the outside pop machines, add an extra bench, hang some flower baskets, take the old shutters down, clean up the front door and keep the windows sparkling clean at all times.

Barker was impressed. Because Lavell is positive, it was a painless 15 minutes.

"And the suggestions could be well within reach. 'I'll check out what can be done,'" said Barker.

The IGA owner is now encouraging his neighbours to join the mission to improve the overall look of the downtown.

Continuity is critical to the overall picture, Barker and Lavell are stressing.

Lavell is offering all downtown merchants a free consultation. Call 640-4523.

Joan Ransberry

Lady luck wins \$16K pot

JOAN RANSBERRY
Staff Reporter

March 4 is Daisy Rudd's lucky day.

On Wednesday, the Uxbridge woman celebrated her 54th wedding anniversary by going to Casino Rama with husband Ted. While the couple didn't win any money while playing the slot machines, they had fun.

After the trip to Orillia, Ted drove Daisy to Stouffville's Country Market to play bingo. There, she won \$16,234.

"It's amazing," said Daisy. "It's my wedding anniversary. I've had 54 years of wedded bliss and now I hit the (Superstar) jackpot. It was the best day ever."

In the spirit of friendship, Daisy is sharing her win with friend and bingo partner Jean Munro. "We always share," said Daisy.

In the Superstar bingo, Daisy completed for the jackpot against thousands of others playing at halls across Ontario through a computer network.

Superstar bingos offer guaranteed minimum jackpots of \$25,000 seven days a week at about 200 participating bingo halls in Ontario.

Introduced a year ago, Superstar bingo is a joint effort of charities, bingo hall operators and the Ontario government.

It's estimated that in the first year the province-wide bingo will generate about \$100 million. Forty per cent of the sale is returned to players in the way of prizes, charities pick up 22 per cent, the bingo hall gets 12 per cent, the Ontario government

takes 13 per cent, while the remaining seven per cent goes to operating costs, explains Laura Gannon, manager of the Stouffville bingo.

Gannon and market manager Rob Shannon are thrilled to have a winner in the local area.

Overall, bingo is proving to be a very popular pastime for people living in and around Stouffville.

The local bingo not only provides entertainment for many, it generates money for charities, Shannon said.

Charity bingos at the 10th Line



Mill Street resident Daisy Rudd receives a congratulatory kiss from husband Ted. Daisy won \$16,000 playing bingo at the Stouffville Flea Market.

Photo by MIKE RUTZ

Never too old to bowl

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score and re-sets the pins, while resident Allan East recovers the balls. On average, eight residents bowl every week.

Each month, the bowling scores are tallied to determine the Bowler of the Month, while everyone competes for the Bowler of the Year award.

The man to beat is Earl Clark. Named 1997 Bowler of the Year, the 88-year-old is proud. "The trophy

remains with Earl," said Ostroski.

Up until recently, Ethel Stockdale, 99, bowled on a regular basis. "Now, she enjoys afternoon bingo," said Ostroski.

The greatest challenge for new bowlers is getting use to the light weight ball.

"It all looks very easy, to someone watching but with limited strength, vision problems and other impairments, the residents fare very well. Best of all, it's great fun," said Ostroski.

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