

MAYOR MARVIN'S COLUMN

Our Village merchants are preparing for the approaching holiday season by stocking new merchandise for gift giving and planning several events to generate increased activity in the business district.

The annual "Light Up the Town" will take place on Saturday, December 5th featuring Santa, carolers and holiday treats, culminating in a tree lighting ceremony at the foot of Park Place at 5PM. We will light the tree on the Village Hall lawn at the same time. Eastchester Supervisor Anthony Colavita has also allocated Eastchester Park Funds to donate a 15 foot spruce tree on the Nature Preserve site at the corner of Crawford and Archer Streets that will be festooned with lights this year adding a festive and welcoming feel to all parts of our Village.

The transformation of the Nature Preserve from an unsightly leaf dump site into a parkland oasis is a wonderful story worth highlighting at this season of giving.

Thanks to donations now reaching over \$200,000.00, over 100 trees have been planted and an irrigation system installed on the property. The land has been graded and seeded and a butterfly garden created with over 600 specialized plants. Two benches have been added along a meandering stone path and a walking path is now under construction to make the Preserve even more accessible.

The addition of the illuminated tree will serve as a warm reminder of the generosity of our residents.

The Friends of the Library Board are exhibiting that same spirit of generosity this season. In an effort to generate support for our Library and encourage holiday shopping and dining in our Village, they are hosting an innovative "Village Shopping Night" from 3PM to 7PM on Thursday, December 10th. A portion of all proceeds from that evening will be donated to the Library Fund. As of press time, fifteen merchants have already agreed to participate. They include Underhill's Crossing, Mano A Mano, J. McLaughlin, Kensington Paper, Enchanté, Toney Toni and the Gang, Citrine, Fierson's, Jacqueline Bed and Bath, La Gravinese Jewelers, The Bronxville Running Store, Womraths, The Wine and Spirits Emporium, Bronxville Jewelers, and Tryforos and Pernice.

As you may recall, in an effort to achieve a zero tax increase in the 2009-2010 Village budget, the Trustees and I had to make significant cuts in every department including the Library which impacted their operations and purchasing power.

In response to the budget reduction, all members of the Library staff and volunteer boards galvanized and came up with innovative ways to increase the Library Fund and benefit others in the process. The Friends sponsored a “Fancy Nancy” book-themed mother/daughter tea and collaborated with Womraths on a “Buy a Book/Donate a Book” initiative. Residents who purchased books from Womraths from the Library’s “wish list” not only benefited the Library but helped our much treasured independent book store in the process. A bookplate was then affixed to each purchase permanently recognizing their generosity.

Another creative collaboration was a request to residents to purchase a magazine subscription for the Library from our Seventh Grade students who conduct a yearly subscription drive to raise funds for their class trip to Williamsburg. Residents helped our Library and our students with just one purchase.

In the best tradition of Bronxville, the initial “wish lists” for both books and magazines were filled almost immediately thanks to the kindness of residents.

I am pleased to announce that despite the current economic climate, two new businesses recently opened in our Village and a third moved to a prominent location on Pondfield Road, attesting to their collective faith in the continued vitality of our business district.

“No Stone Unturned”, a perfectly priced and fashion forward jewelry store opened on Kraft Avenue near our movie theater. Two Village residents, Kevin McNeill and Ruth Walter, opened Dobbs & Bishop, a gourmet cheese shop right next door to Continental Hair Salon, a Village business for the last 49 years! You may have done a double take last Saturday when sheep, goats and a cow occupied the parking spaces in front of the new shop. In a major departure from traditional Bronxville regulations, permission was granted for the traveling petting zoo. Not only was it a major crowd draw but we had great fun crafting our very first “cow permit” at Village Hall.

Two long time Village residents and stalwart supporters, Janet George and Susan Piper, relocated their store, East India Designs, to a prominent

location in the space of the former Bronxville Shoe Store in time for the holidays.

We wish all of our merchants a very successful holiday season. As we sometimes search far and wide for holiday “bargains” please be mindful that when it comes to seeking donations and counting on the kindness of merchants, we look very close to home. So please support those who always support us.