

MAYOR MARVIN'S COLUMN

The Chamber of Commerce Sidewalk Sale on June 6th was a huge success thanks to the efforts of our merchants, our Chamber of Commerce, Village employees, our supportive residents and some divine intervention of picture perfect weather.

We hope the momentum continues so our valued merchants enjoy a profitable summer.

To promote more activity and have the business district a focal point of Village energy and activities, the Chamber of Commerce is inaugurating a new concert series right on Park Place. The inaugural concert will be Thursday, June 25th from 6:30PM – 8:30PM featuring our local talent “Plan B”. Park Place will be closed to vehicular traffic, food specials will be available and many of our stores will stay open late. Blue Moon Café is also featuring a special discounted “Happy Hour” post concert. Please come out and enjoy an evening in our Village center.

Many of our businesses are also featuring new activities and merchandise appropriate for the summer season.

Silver Spoon is now offering very well priced boys’ swimsuits and shorts in a host of popular patterns including skull and crossbones, and a variety of animal embroidery from sizes infant through Boys 10. Long a difficult item to find in the Village, we welcome their expansion into young boys clothing.

Citrine, owned by longtime Village residents, Willis O’Brien and Sarah Reynolds, is carrying an affordable and adorable selection of gifts including a complete line of enamel jewelry featuring earrings, bangles, cuff bracelets and long and short necklaces starting at \$50. Having seen them, I can attest to the fact they are youthful and stylish yet still a very lasting piece of adult jewelry.

And to quench that summer palate, Haagen Dazs will offer “Sorbet Sippers” in every flavor at the discounted price of \$3.99 for the entire summer, including the brand new flavor, cranberry/raspberry sorbet. And for the ice cream lover, an enhanced coffee flavor called “Java Chip” will be introduced in the next two weeks. Our Senior Citizens are now offered a 10% discount on any item in the store.

In the Bronxville spirit of giving back, Haagen Dazs will also be donating “Free Scoops” certificate to all the children who complete the summer reading program at the Bronxville Library.

A special thank you goes to the very innovative owners of Topps Bakery, Jackie and Heath, for contributing a float to our Memorial Day parade, complete with candy tossing. Based on its popularity, Macy’s will soon have some competition from the Village parade.

The season also brought a transformation of one of our venerable businesses, Underhills Crossing. To mark their fifteenth anniversary in Bronxville, owner Steve Palm has transformed the restaurant into a sleek and sophisticated bistro featuring a new menu, a new chef, new price points and an all new wine and cocktail menu. Underhills managed

to retain its original charm and is still very welcoming to families. It has just added a whole new dimension for its next fifteen years.

And if your interest turns to art, Noel Fine Arts Gallery just opened its annual summer exhibition featuring fourteen artists displaying works in many diverse mediums, styles and techniques. The exhibit extends until the end of August.

And the coming of nice weather in Bronxville is also synonymous with the opening of our Farmers' Market. It is open every Saturday until November from 8:30AM to 1PM on Stone Place adjacent to our paddle courts. Managed by the extremely capable and creative Mary Liz Mulligan, it features a variety of organic items from just picked fruits and vegetables to meats, breads and baked goods, and gourmet cheeses and condiments. Our market has become a sought after destination for Hudson Valley farmers and four additional vendors were added just this season.

I freely admit that all of the above is unabashed advertisement for our Village merchants who add so much value to our Village and enhance its character and ambiance.

Our store owners are all trying to be inventive and adapt to the new economic reality and I ask that you welcome and support their efforts by spending whatever time and money you can in our business district. With your help, our downtown can emerge even more vibrant and diverse than ever before.