



The Place to Be

# Derby News Update

September 2011

Issue 28

## Local Spending Makes a Difference

Take a minute and think about your home-grown, hometown businesses. Then, think about the three independent businesses you would miss the most if they suddenly closed their doors. Maybe it would be the drive-through coffee shop or the cute little gift store that you drive by every day.

There's a movement across America known as The 3/50 Project. It encourages people to pick three independent businesses and spend \$50 there once a month.

Cinda Baxter, founder of The 3/50 Project, created this local business movement in 2009 after growing weary of hearing the media's dire reports about the state of the economy. The negative reports were discouraging, especially to small business owners. A blog post asking consumers to purposefully

spend money each month with local businesses has grown into an international movement supporting locally owned stores. Learn more at [www.The350Project.net](http://www.The350Project.net).

### The 3/50 Project: Building Business from the Ground Up

Presented by Cinda Baxter

Tuesday, October 11  
6:00 p.m.

Derby Welcome Center  
611 Mulberry Rd.  
\$5 in advance  
\$10 at the door

Designed for business owners and community members. Open to the public.

To get your tickets in advance, call 788-9003, visit the Welcome Center, or email [rsvp@derbychamber.com](mailto:rsvp@derbychamber.com).

What would the impact in Derby be? If just half of Derby's 22,231 residents spent \$50 a month at one of our small businesses, the effect on those businesses would be staggering. Just do the math -  $11,115.5 \times \$50 = \$555,775$ . Over half a million dollars! Local spending really does matter. Studies have shown that for every \$100 spent at a locally owned store, \$68 remains in the local economy. For franchise or corporate stores, that amount drops to \$43.

Of course, every single business is important to the local economy, regardless of ownership.

## Gustafson Named New Library Director

Derby's new library director, Eric Gustafson, will begin leading the library on September 6.

Gustafson, a native of McPherson, has a master of library science degree from Emporia State University. He served as the library director in Hiawatha for two years. Prior to Hiawatha, he was the library technology consultant for



*courtesy photo*

the State Library of Kansas for two years.

In Derby, Gustafson will work with a collection size of 90,000 items, an annual budget of more than \$1 million, and 36,000+ square feet of space in a facility that opened its doors less than two years ago.

Gustafson is taking the place of Judy Bennett, who retired earlier this year after 16 years as library director.

If you would like to learn more about the Derby Public Library, call 788-0760 or visit [www.derbylibrary.com](http://www.derbylibrary.com).

## Rotary Club Thank You

The Rotary Club of Derby donated four benches along Patriot Ave. and Rock Road in June. This addition to the city's popular hike and bike path provides a resting place for those who need respite or desire to meet a friend or exercise buddy "at the bench."

The benches sport the wheel emblem of Rotary International, a service organization that values truth, fairness, goodwill, and community benefit. Visit [www.derbyrotary.org](http://www.derbyrotary.org) for information about how to join.



## Happy Birthday Kansas!

Celebrate the 150th birthday of our state by attending the Kansas 150 Festival in Wichita on Saturday, October 8 beginning at 11:00 a.m. in downtown Wichita, near Century II.

The festival will feature the Kansas Sunflower Parade (runs along Douglas from East High School to Century II); an encampment with food, art and historic re-enactors; and a "Kansas: Home on the Range" concert, which will tell the story of Kansas in song, poetry and video.

Participation in the parade is free, but registration is required. Tickets for the concert are \$5 and can be purchased at [www.wichitatix.com](http://www.wichitatix.com).

For more information about the festival, call Jan Hiebert at 660-6395, email [ks150@gowichita.com](mailto:ks150@gowichita.com), or visit [www.ks150.org](http://www.ks150.org).



## Fire Prevention Week: October 9-15

National Fire Prevention Week is set for October 9-15. The 2011 campaign is all about keeping you, your family, and your community safer from fire.

Members of Derby Fire & Rescue will visit elementary schools throughout the week to teach kindergarten, first and second grade students about fire safety. Students will go through the Fire Safety House and learn about fire fighting equipment and trucks.

Fire Prevention Week was established to commemorate the 1871 Great Chicago Fire, which was a tragic two-day fire that killed more than 250 people, left 100,000 homeless, destroyed more than 17,400 structures and burned more than 2,000 acres.

While the Great Chicago Fire was the best-known blaze to start during this two-day stretch, it wasn't the biggest. That distinction



Firefighter Cody Larson talks to students from Tanglewood Elementary during Fire Prevention Week in 2010.

goes to the Peshtigo Fire, the most devastating forest fire in American history. The fire roared through northeast Wisconsin and destroyed 16 towns, killed 1,152 people and scorched 1.2 million acres.

In 1920, President Woodrow Wilson issued the first National Fire Prevention Day proclamation. Fire Prevention Week has been observed during the month of October since 1922 and is the longest running public health and safety observance on record. The President of the United States signed a proclamation proclaiming

a national observance during that week every year since 1925.

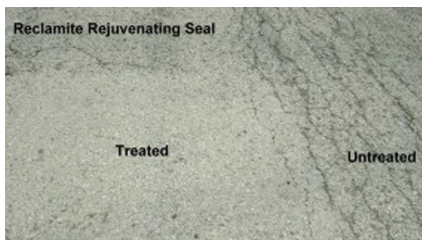
Learn more about Fire Prevention Week, including how to create an emergency escape plan for your home, at [www.npfa.org](http://www.npfa.org).

## Upcoming Street Improvements

In September, a number of streets in Derby will be treated using Reclamite, a liquid surface seal that binds small aggregate into the porous asphalt surface. This seals the surface from water infiltration and lengthens the lifespan of the asphalt by protecting the base material.

Main streets that will be treated include:

- Rock Rd (James to Patriot Ave.)
- Buckner (north of Patriot Ave.)
- Woodlawn (south of Chet Smith)



A number of side streets will also be treated. A map showing the streets which will receive the Reclamite is available on the Public Works Department page at [www.derbyweb.com](http://www.derbyweb.com).

If you live on an affected street you will receive a door hanger with information about what to do with cars parked on the street and how to drive on the surface after it has been treated.

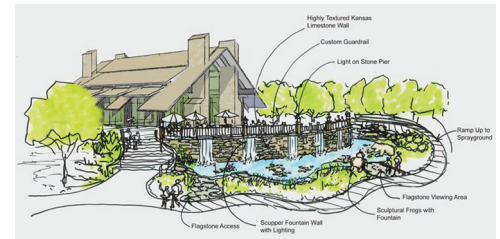
If you have questions, contact Public Works at 788-0301.

## Riverpark Central

The final designs for two Derby parks are ready for your input! An open house was held September 1 to present the plans to the public and receive feedback. The parks will be located at the former St. Mary property (Madison and Derby Ave.) and near the Market Street bridge (the old Public Works facility).

If you weren't able to make it to the open house, you can still see the plans and provide your comments through a special Facebook page called "Riverpark Central."

Design plans include a spray ground, fishing area, open pavilions, rain garden, amphitheater, playgrounds, outdoor classroom, open space, and native grass and landscaping.



Example of the water feature with lily pond that is included in the Madison Avenue park design.

## Community Choir

The Derby Community Choir will begin rehearsals on September 8. Weekly rehearsals will be Thursdays from 7:00 p.m. to 8:15 p.m. at Woodlawn United Methodist Church, 431 S. Woodlawn. A performance is scheduled for Sunday, November 20, at 3:00 p.m. at Woodlawn United Methodist Church.

If you would like to join the choir, please come to practice. If you have questions, contact Choir Director Ross Hearn by calling 788-6321 or sending an email to [rhearn2@cox.net](mailto:rhearn2@cox.net).



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<http://twitter.com/derbyks>

## Derby Historical Museum Mural Unveiling

Saturday, September 24, 10:00 a.m. to 2:00 p.m.  
208 N. Westview (near Woodlawn & Market)  
[www.DerbyHistoricalMuseum.com](http://www.DerbyHistoricalMuseum.com)