



Downtown New Bern

Home of Mrs. Kay Williams, Executive Director of Swiss Bear, Inc., Main Street Project.

The West Craven



HIGHLIGHTS



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Hospice Program

In the near future Mrs. Carol Pullen, Hospice Volunteer Coordinator for the Craven County Health Department, will start a class in Vanceboro entitled, "Hospice Volunteers".

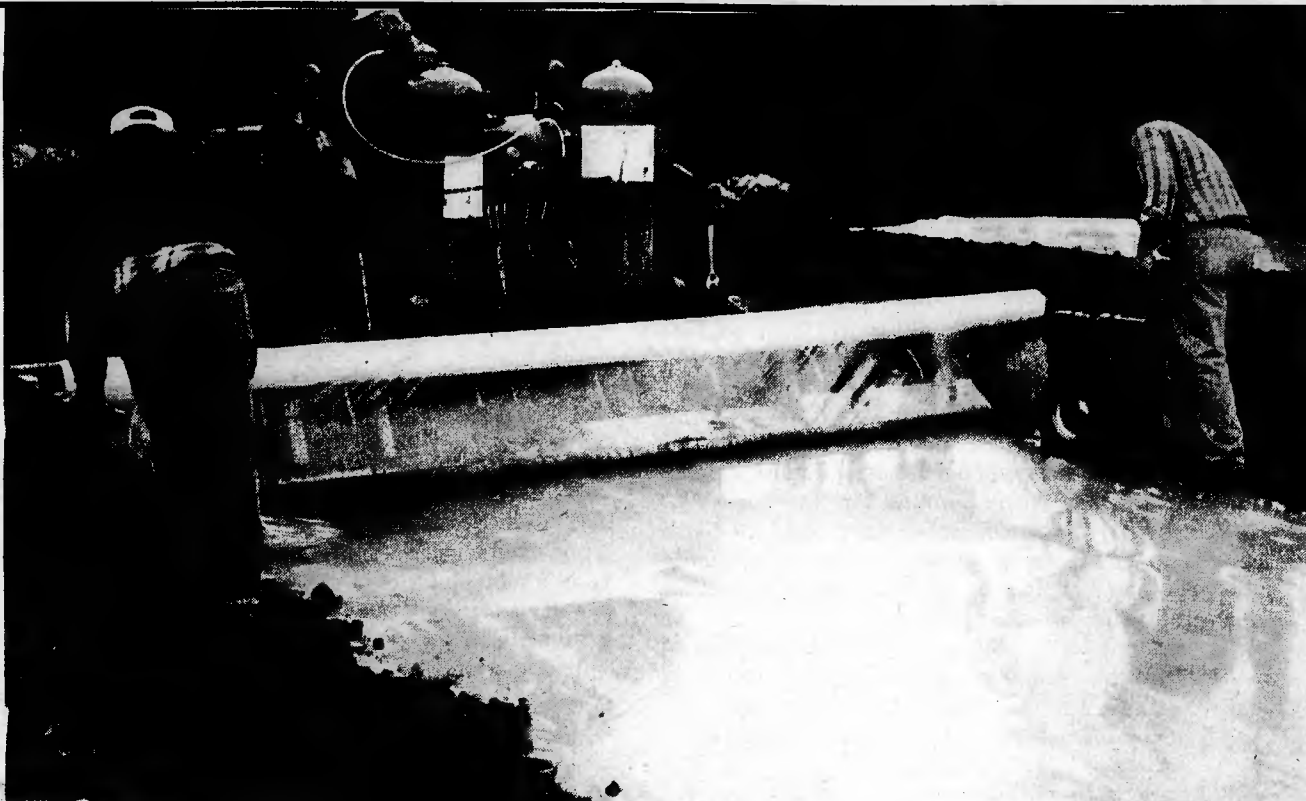
The Hospice Program is a component of the Craven County Health Program which is a part of the Craven County Health Department. Under the Home Health Program therapeutic services are given to patients that are confined to the home. Most of the patients come into the Home Health Program directly from the hospital. These people may be critically or acutely ill, and they are referred to the program and followed by their physician.

The Hospice Program is everything that the Home Health Program is, and it offers psychological support to the patient and the family through the use of a trained counselor and volunteers and coordination of the clergy with these people. It is designed for the dying patients and their families. The patient must be aware he is dying and must be in agreement to being on this program.

Mrs. Alyene Pollock is Nursing Supervisor.

Both programs are under the direction of Dr. Verna Y. Barefoot, Director of Craven County Health Department.

Mike Morton, president of the Vanceboro Rotary Club, stated that the Rotarians have endorsed the Hospice Program and will help in any way possible.



Marvin, Jimmy and Glenn Nobles

(photo by Richard Cannon)

Farmers are finishing up preparation of their tobacco beds. Here we see Marvin, Jimmy and Glenn Nobles busy preparing Chester Elk's tobacco beds with chemicals that kill weeds and make it easier for tobacco plants to thrive. This preparation takes about 72 hours to act and then the tobacco seeds are planted. Mr. Marvin Nobles says he has prepared over 13 thousand yards of tobacco bed with his equipment which puts out weed killer chemical and lays a plastic cover in one operation.

Saving Main Street, New Bern



L-R: Mrs. Kay Williams, George Dimick

(photo by Richard Cannon)

Mrs. Kay Williams, Executive Director of Swiss Bear Inc., explained to the Vanceboro Rotary Club that the Main Street project in New Bern will benefit everyone in Craven County. It will increase available money for County and City expenses through increased tax revenues; industry will be attracted because industry executives wish to move to areas with a strong downtown environment; and it will attract tourists. Mrs. Williams stated that tourism is the County's fourth major industry preceded by Cherry Point, local industry and agriculture.

New Bern has historic and recreational benefits to offer. It has been called, "The Southern Surprise". Mrs. Williams expects to capitalize on this idea through the efforts of Swiss Bear, Inc., which will be to increase the quality of life. Swiss Bear will present a good county image through the show place of the county seat and present the recreational and cultural assets to those who wish a better quality of life.

The program of revitalization will succeed by use of a 4 prong approach-design, organization, economic restructuring and promotion.

Design of Downtown will return to the original look-one of Colonial Downtown with underground utilities, parking lot behind Bear Plaza to accommodate art fairs and other events that will promote downtown. The stores will be small shops and steps are being taken to get store windows and signs to best portray the new downtown area to the public. The organization will encourage merchants to become members and support the Merchant's Association. Help will continue to come from the Chamber of Commerce. The improvements to downtown will increase the tax base and will bring tax revenue to the county. To promote the downtown, a marketing campaign will promote the historic area as a Government Center, Religious Center, a Recreation Center, a Banking Center and a Retail Center with small shops slanted toward tourists.

An effort will be made to tie into the fact that New Bern Downtown is the birthplace of Pepsi. Downtown New Bern is blessed with an area of great potential and truly "A Southern Surprise."