

Roger McGuire

Side 1:

He and his family first joined the Unitarian Church in Park Forest, Illinois, around 1954. They moved to Grosse Pointe, Michigan and then Birmingham, Alabama. He was chairman of the board at the time of the Civil Rights marches. His wife held a major office. [Robert Potter, Adlai Stevenson, Bill and Tracy Pullman, Pat McGuire]

[20] He joined this church in 1980 and, while less active here, he attends service. Social action is less significant here than in other churches he belonged to.

[33] His father was born Roman Catholic, his mother Southern Baptist. He was brought up in the Christian Science Church but objected to the deification of Eddy. [Mary Baker Eddy]

[51] He moved to Asheville in 1980 after a career in publishing for the Progressive Farmer Co. and the Southern Living Magazine, when he, being a diabetic, decided to retire. Pat was afraid of prejudices. Kim was a senior at Chapel Hill. They wanted a city with diverse interests and an interesting background. [Pat McGuire, George Wallace, Kim McGuire Samsel]

[80] They were impressed with the long history of struggle, the hard times and conflict in interests between newcomers and natives.

[102] They brought a farm, knowing this would attract their children to the area - two live in Asheville now. The editor of Southern Living encouraged them to come here and likened the place to a "Delicious donut with a hole in the middle"... The Blue Ridge Parkway, Biltmore Estate, Grove Park...the center of the city is full of empty store fronts. [Phillip Morris]

[145] A gigantic bond issue battle - the anti-tax group and City Hall vs. the liberals who wanted \$14 million to backstop the Pack Complex - They won 3 to 1. This reminds him of the present issue regarding the firing of Doug Bean - city manager (see enclosed). The cure can be as dangerous as the disease. [Douglas Bean]

[157] Revitalization of the city came on the heels of the bond burning - the city having gone through the highest per capita debt of any city in the US in the 30's. [Thomas Wolfe]

[175] He tells about the burning of the bonds and the tentative plan of Strouse Greenberg & Co. to build a shopping area on Lexington. [Jack Woodcock, Ben Holden]

[187] He and Pat became more interested in the center city and took a trip to Roanoke sponsored by the Junior League and the Community Arts Council. They realized that new facilities were desperately needed in the center of the town. Schneider 9 was engaged.

[246] A feasibility study was instigated and, 10 years later, the Health Adventure, Art Museum, YMI Cultural Center and a small theatre are a reality. He was asked to be chairman of the project - his term expired 1984 but he is still on the board. [Ralph Busgard]

[268] He said the project got off to a terrible start and, while the physical plant was finished, an aggressive marketing plan was needed. In 1992 the staff was reduced from 17 to 9. Instead of 100,000 visitors, 20,000 came through. By spring the court should be completed. (enclosure) [Vincent Marron]

[306] Pack Plaza is 80% leased and there are now 60-70 new businesses in the area. He names new enterprises - Café on the Square, Blue Moon Bakery, Asheville Wine Co., Laurey's Catering. (enclosure) [Kim and Jim Samsel]

[338] The Downtown Development office has evidence of the increase in assessed valuation of the properties and the tax increase, which has repaid the city several times over.

[349] He discusses the firing of Doug Bean by the newly elected council, opening the age-old conflict between the natives and newcomers. Companies, bringing new business, should be encouraged by developing - not destroying - the character of the city. (enclosure) [Doug Bean]

[404] This is a "branch office" town. In Charlotte the city Chamber of Commerce is headed by a chief executive officer of a national bank [Hugh McColl], whereas here, it might be headed by the regional Vice-President. Bissette turned the job down. There is, therefore not much thrust when it comes to "do your own thing" and development. The income comes from big real estate developers who look for big factories. [Lou Bissette, Hugh McColl]

[467] A mayor from Charleston [Joseph P. Riley Jr.], addressing a group here, spoke about "place making" and for over seven years Discovery sparked many activities, bringing vitality to downtown. (enclosure) [Joseph Riley, Phillip Morris, Karen Fields]

[525] RiverLink was sparked by a big bazaar at the Civic Center where plans were shown. (see Jean Webb's tape). [Karen Cragolin]

[536] Quality Forward, started in 1974 to celebrate the centennial, is financed by the city and county.

[561] The Downtown Association, financed by membership dues, sends out periodicals and actively interests people in city development. (enclosed)

[569] He believes there should be a special tax district - an extra property tax for the benefit of downtown. It is done in other places and does not require a referendum.

Side 2:

At one time UNCA wanted to bring the National Climatic Center from the Grove Arcade to campus and expand their curriculum. [William Highsmith]

[2/39] When he was having lunch with the Chancellor (also a board member of Discovery) they discussed the Federal Government's decision to tear out the insides of the arcade at the cost of \$9 million to make it better adapted to the climatic center needs. (enclosure) [David Brown]

[2/53] He went to the head of the center who said he and many in the agency were horrified that the General Service Administration (the Federal landlords of the building) were going to do this to a building on the National Register of Historic Places - and the arcade was not a satisfactory place for their activity anyway. A mayor's committee was organized. Meetings were held, the group made a trip to Atlanta where the GSA had headquarters. At this moment the state of NC has approved the investment of 1/2 million dollars to renovate the building - this will be repaid in the saving of rental from scattered buildings needed by the climatic center now. Martin became chairman of the board of a Public Market Foundation. [Kenneth Hadeen, Lou Bisette, Larry McDevitt, Karen Fields, Jesse Helms, Jamie Clarke, Terry Sanford, Russell Martin]

[2/106] Zaretsky, who moved here 2 years ago, helped establish a public market in Seattle, WA. Money was donated by Price and 50-60 indigenous businesses, day care center, cafes, ethnic food establishments and small businesses have shown an interest in renting space on the ground floor of the Arcade. [Aaron Zaretsky, Julian Price]

[2/128] The Economic Development Agency of the Federal Government said some private funds must be raised, plus the support of the city government, in order for them to invest several million dollars - this would show community support. There is a plan whereby 20 people will pledge \$5,000 each, as a backstop for the project. (see enclosure) [Aaron Zaretsky]

[2/171] There are a number of small groups and organizations in the city - many initiatives but little coordination. This was the role of Discovery. (see enclosure).

[2/190] He discusses the clashes in culture in the city - the natives who want to "tough it out and make do" and the people who moved here with a vision. There is also the counter culture with the emphasis on ethnic food, massage, etc. The city is in the midst of facing these differences with the firing of Douglas Bean and the move to recall several of the newly elected council members. (see enclosure) [Douglas Bean]

[2/215] The residents of Biltmore Forest are older, well off, and traveled. Many spend part of the year in Florida. They are motivated by desire to live in an ideal, protected community. Everyday it is harder to hide from the drugs, crime and disaffection of the city.

[2/246] Of the 8.5 million in private funds that went to Pack Place capital a large percent came from Biltmore Forest and a large percent from people who have lived here less than 10 years. Many are interested in culture. He sees Biltmore Forest people shopping at the Blue Moon Bakery and Café on the Square. (see enclosure)

[2/267] Biltmore Square Mall is having a terrible struggle. The population of the Forest is 7-800 families. The mall serves Saluda, Tryon, and the western part of the state as well.

[2/281] There is a "mall mentality" in America, but the more people travel the more they will appreciate downtown.

[2/306] In 1985, Jim Samsel, an architect, did some remodeling on his house in the country and, when they were walking in town, they discussed investing at 60 Haywood Street. A restaurant

[Jared's] was about to go out of business. There were 4 retail stores and room for 14 apartments in the buildings. Two million dollars were raised. [Jim Samsel]

[2/358] Despite the yearly raise in rents there was a \$30-40,000 shortfall each year. He changed accountants and sold 12 of the apartments and will keep 4 retail stores and one apartment for their business (see enclosure). [John Kledis]

[2/394] This apartment complex and the Haywood Park Hotel, plus Wall Street and Pack Plaza, (see Alice White Tape) all developed at about the same time. The Downtown Development Association started and there was a general surge of activity. One thousand people live downtown now. (see enclosure) [Robert Armstrong]

[2/421] His wife was working with WCQS radio station when it was a little 5 watt station on UNCA campus. Now it is community supported and she has been chairman of the board. (see 464 ahead). [Pat McGuire]

[2/440] She is working with the Downtown Streetscape Committee which "furnishes" downtown - like a "community living room." The concern is with sidewalks, benches, lighting, etc. If the city government invests in the plans there will be another "leap forward" and a "meeting place for all people."

[2/457] She is working with the urban trail. (see Tessier tape) [Pat McGuire, Grace Pless]

[2/464] When the radio station was in the Lipinsky Building on UNCA campus, it was necessary to close the building for renovation. Fearing the loss of the needed federal grant, it was decided to separate from UNCA and set up an office on Biltmore Ave. 88.1 was established with translators to carry news, classical music, and public affairs into Western North Carolina. The budget of \$3-400,000 is met by Federal funds and two on-air fund raisers which make \$70,000 each and underwriting sponsors (see enclosed).

[2/530] Pat is on the board of the NC Humanities Council which is affiliated with the National Endowment for Humanities. Right now, she is busy raising sheep on their farm. [Pat McGuire]

[2/544] Their children are: Kim and Jim Samsel, Emily (3), Kevin and Ann McGuire, Molly (3), John and Gretchen McGuire, 4 children (4-13), Steve and Kathie McGuire, Patrick and Mathew.