

The Joshua Tree

January 26, 2021

GROWTH, BROKEN FRIENDSHIPS, + TATUM PLAZA

History class was in session once again with our own local historian **Terry Caldwell** this week, as he continued to share more on the formation and growth of Victorville. When we last met, Willard Wade had become Victorville's first Mayor and was a huge proponent and reason for Victorville becoming incorporated. At the time of this in September of 1962, Victorville was just a city of 8,000 residents, but from that time forward, Victorville began to develop as a true business community.



City once it was incorporated was the use and need of Special Districts. Back then, all municipal services were run by independent Special Districts separately for water, sewer & sanitation, fire, parks, and streetlights, and each district had their own board of directors, that were elected by voters into those positions. This concept worked when the Victorville was small, but as the population grew, so did the dissatisfaction on how they were run. The

newly incorporated Victorville wanted to bring them in-house, which turned friends into enemies; breaking many friendships.

At the dawn of Victorville's growth in 1962, there were no significant employment opportunities except for George Air Force Base. In fact, Victor Valley College started out as a night school held in a room at Victor Valley High School! There were no courts like we have today, only "Justice Courts", which handled minor

traffic issues, neighborhood incidents and the like.

The biggest change that came to the



Another area of growth for Victorville was in the area of housing by the Tatum family. George Air Force Base was short on housing, so Clyde Tatum began building, and building, and building. Before starting in real estate development, Clyde was a potato and onion farmer, but by 1949, Tatum had started moving into real estate development. One of his first projects was construction of the first 650 homes for airmen at George Air Force Base. From there Clyde and the Tatum family-built Tatum Plaza, the first residential sub-division, and the whole Green Tree community, including upscale house for the area's white-collar workers, the Green Tree Inn and the golf course!

Tatum Plaza became the commercial hub of activity. Before its build, families used to go "down the hill" once a month to San Bernardino to do their shopping, as there was not much available in Victorville. The Tatum Plaza on Seventh and Victor included a bowling alley, restaurants, a pharmacy, the Gas Company, and other commercial offices. It remained the center of Victorville until it was destroyed by fire.

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This Week's Functionaries

Invocation: Bill Edwards

Flag Salute: Don Lager

4-Way Test: Dwight Johnson

COOKER'S CORNER

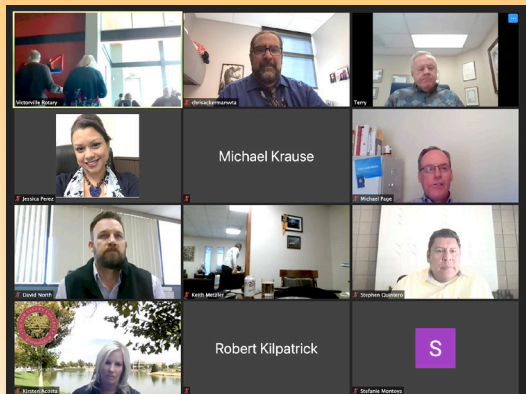


Thank you to our own Terry Caldwell for joining us again this week to share more on the history of Victorville. We love not only the facts, but the interesting stories as well. Thank

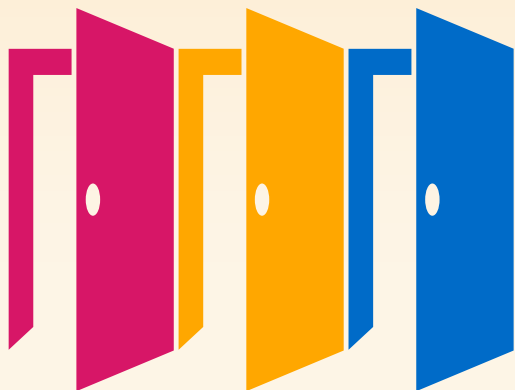
you, Terry, and we can't wait for another installment soon!

Mike Page shared that we are still needing programs to fill up for the coming weeks. If you have an idea on something you think would be beneficial to the Club or have an idea of a speaker outside of our group, please reach out to Mike.

It was great to see a few more of you showing up to meet in person at El Pescador, and hopefully with mandates being lifted, we can all go back to meetings as they were a year ago.



Margaret



www.victorvillerotary.org

HISTORY OF VICTORVILLE

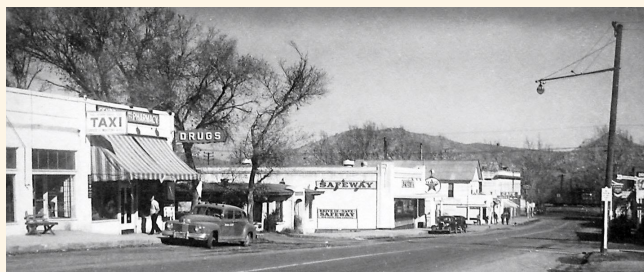
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Life was very different not only in Victorville, but the High Desert as well in the early 60's. There was no City Hall, so city workers used various rented office spaces, and no hospital until St. Mary was built in Apple Valley, by yes, Clyde Tatum.



In 1964 Contel acquired the first big Victorville business, Cal Interstate Telephone Company, but for Contel, that was only the beginning. They would buy

out mom & pop phone companies across 38 states with the condition that they had the right to modernize their systems. Along with the United States, Contel began acquiring properties in the Caribbean, and once purchased, there was an influx of managers coming



to Victorville for training, because Victorville became the home of the Western Division headquarters for Contel.

By the time the 70's rolled around, the City of Victorville had succeeded fighting tooth and nail to acquire all of the former Special Districts, which now became departments for the City.

Before concluding, Terry gave us all a preview of part three of the History of Victorville, which will feature another driving force in the growth of Victorville, Joe Campbell. If that name sounds familiar, just think of the Kemper Campbell Ranch. Until next time...

Rotary



Club of Victorville, CA

Rotary Opens Opportunities

Big Blue Dice



Tina Escareño had a chance to grab the Blue Dice, but drew a white one and saved the chance for another Rotarian.

We will continue next week with 11 dice and \$275 for the Rotarian who can pick the Blue Dice out of the bag.

Cancer Screening Bus



Fund raising activity is completed. Received the required funding for the project. Funds are currently with The Rotary Foundation. Rotary foundation is in the process of sending the total amount of \$113,000 to our project account by end of this month. Project implementation starts the first week of February. Given the covid 19 situation, project implementation timelines will be stretched up to 6 months from the first week of February. We will be launching the Mobile cancer screening bus officially by end of June or beginning of July.

We are excited to make tremendous progress on this project. Without your support, we would not have reached this stage. Once again thanks a lot for your support. We will send the official launching dates to all of you at least 1 month in advance so that you can join us, if possible

Thanks

Suren Poruri

Raffle



Bill Edwards was the big winner this week, taking home the \$25 Midway Home Solutions gift card from **Don Lager** and a VVTA notebook from **Kevin Kane**. **Tina Escareño** also left the meeting with a prize, a VVTA mini-office pack, also from Kevin.

Rotary Guests

This week we welcomed **Simon Herrera**, Operations Director for Victor Valley Transit, who attended with **Kevin Kane**. In addition, we also welcomed **Chris Scott** who is an aide for Jay Obernolte and **Coleen Luque** who once again shot our marketing video and photos.

Our only Stand-in this week was **Stefanie Montoya** for **Bryan Gillespie**.

February Birthdays

Kevin Kane
Caroll Yule

February 14
February 19

February Anniversaries

Jim Cox
Steve Orr
Don Lager

51 Years
8 Years
21 Years

The Polio Pig

Collected this week: \$8.00
Collected to Date: \$17,670.23
Total equals: 96,454 Doses!

*One dollar equals 2 doses of vaccine!
\$500 pays for a Polio Clinic!*



VICTORVILLE ROTARY CLUB OFFICERS

Board of Directors

President 2019-2021	Steve Orr
President 2021-2022	Jon Hove
President 2022-2023	Arsalee Morales
President 2023-2025	Jessica Perez
President 2025-2026	Bill Edwards
Immediate Past President	Margaret Cooker
Treasurer	Donna Wells
Executive Secretary	Margaret Cooker
Publicity/Public Relations	Kevin Kane
Club Service	Bill Edwards
Community Service	PLEASE VOLUNTEER
International Service	Ben Tafoya
Youth Service/Ryla & TLC	Arsalee Morales
Vocational Service	Jessica Perez
Grants/Speech Contests	PLEASE VOLUNTEER
Scholarships	Esther Mears and Arsalee Morales
George Hensel Ethics Essay Contest	Ron Boyd
Membership	Don Lager
Billing Officer	Esther Mears

Members-at-Large: Dwight Johnson & Rob Kilpatrick

Positions & Committee Chairs

BOD Secretary	Marilyn Buttelwerth
Programs	Mike Page
Public Service	Rick Bessinger, Teressa DeAtley
Sergeant At Arms	Arsalee Morales
Dan Stover Music Contest	Dr. Bowtie Brian
S.T.A.R. Students	Jim Barnes/Robin Cackler
Fundraising	Bill Edwards
Flowers and Gifts	KayMarie Gregory
Joshua Tree Editor	Chris Ackerman

The Victorville Rotary Club meets every Tuesday for fellowship at 11:30 a.m. and meeting at 12:00 noon at the Green Tree Golf Course Clubhouse, 14144 Green Tree Blvd., Victorville

Make-up Days and Locations

MONDAY:	San Bernardino East, Imperial Palace, noon
TUESDAY:	Rancho Cucamonga Sunrise, 7:15 a.m. Empire Lakes Golf Course Rancho Cucamonga, 12:00 p.m., Etiwanda Gardens
WEDNESDAY:	High Desert/Hesperia Club meets 7:00 a.m., Denny's, 14165 Main St., Hesperia San Bernardino Crossroads, Hilton, noon, Barstow, Rositas, 540 Main St, 12:00 p.m.
THURSDAY:	Apple Valley, ZOOM Meetings, 1st, 2nd and 4th Thurs Ontario, 12:15 p.m., Doubletree Hotel San Bernardino, Denny's at I-15, 7 a.m. Redlands, Masonic Temple, noon
FRIDAY:	San Bernardino North, Elks Lodge, 12:05 p.m.

Calendar Dates

Feb 8: Board of Directors meeting

5:30 pm Meeting
DCB Board Room, 2nd Floor
Hesperia and Silica Roads

Mar 5 & 6: PETS for Jon Hove & Arsalee Morales

June 12-19: Taipei Convention (Virtual)

Upcoming Programs

Feb 2: Stew Anderson

Topic: The History of JC Penny

There will be a photo op at Midway for check presentation from the Victor Valley Rescue Mission for a Washer and Dryer to be donated to the West Winds Warming Center - immediately following the meeting.

Feel Free to join us there wearing masks and practicing social distancing.

Feb 9: OPEN

Feb 16: Lisseth Tupe, Program Specialist and Estela Silva, Peer and Family Advocate III, Age Wise

Topic: Caring for our Aging Population: Innovative Approaches (Cooker)

Mar 2: Brightline

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