

May20, 2025

# HOW TO PLAN A CITY IN DEVELOPMENT

Tor 36 years, **Jim Cox** served as the City Manager of Victorville, California, guiding the city through decades of growth, challenge, and transformation. His leadership helped turn a small desert community into a thriving city, and his reflections offer a rare, thoughtful glimpse into both Victorville’s past and its ongoing journey.



Harvard taught that successful city development begins with careful, methodical planning. “They taught you to plan first, then build,” he said. “But cities don’t work that way. Most of the time, you’re planning while it’s already happening.”

His perspective was shaped not just by academics, but by history. During World War II, industrial manufacturing pulled workers from rural farms into the cities. After the war ended, many didn’t return to farm life, but instead settled in the cities. Unfortunately, when factories shut down, many urban communities suffered—leading to

economic decline and, in many cases, the creation of ghettos. It was a lesson in how quickly a city’s fortunes could change.

Victorville’s own story began humbly, with early development centered on 7th Street and the surrounding areas known as Upper Tatum and Lower Tatum. These areas were named after Clyde Tatum, a local potato farmer who generously donated land to help grow the city. Thanks in part to his vision, downtown

Victorville began to thrive, especially following the establishment of George Air Force Base. Tatum had a simple dream—that people could grow up in Victorville and stay here to build their lives.

But as the years passed, growth brought change. When the 15 Freeway was built, it was originally routed around Victorville, not through it. Residents were upset when development began near Greentree, an area close to the freeway. Over time, as car travel became more central to daily life, people began moving closer to freeway access, and the downtown area started to decline.

One of the greatest challenges Victorville faced was the closure of George Air Force Base. It left a void in the city’s economy and identity. But out of that loss came opportunity. The base was transformed into the Southern California Logistics Airport, now a major

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This Week’s Functionaries

Invocation:

Chris Ackerman

Flag Salute:

Ryan McEachron

4-Way Test:

Ben Tafoya

Fine Master:

Ryan McEachron



## MURRAY'S MINUTE

It was great to be behind the podium again this week, filling in for our President Bryan Gillespie! It was made

even more special to host one of our true Victorville icons, Jim Cox shared the history of Victorville and



his thoughts on the development of the city.

Thank you everyone to who came out to our Read B4K Graduation where 34 youngsters will begin the Fall in Kindergarten already reading at a 1st grade level! A Huge shout out to Colleen Calderon and Jorge Escalante for their hard work on this successful program. Take a bow!

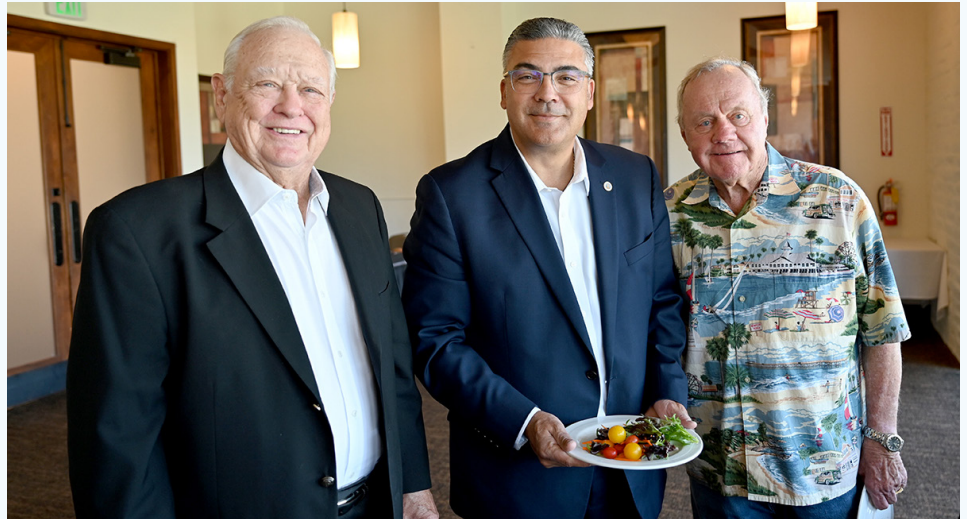
More information is coming soon about our 75th annual Fundraising Gala coming September 6th! Fundraising tickets will be available soon. We will only be selling 100 tickets priced at \$250 each where someone will walk away that night with \$10,000! Each ticket will include two entrants into the Gala. There will also be single tickets available, sponsorship opportunities, raffles, 50/50's and Chicken Alfredo from Bill Edwards!

Until next week...

Steve

## Jim Cox...

*Continued from Page 1*



economic engine employing over 7,000 people in stable, well-paying jobs. "That's secure employment," Cox noted. "That's what makes a difference."

Throughout his time in public service, Cox remained committed to doing what was best for the residents of Victorville—even if it meant voting for projects he didn't personally support. "If it was good for the people of Victorville, I voted for it," he said.

He also reflected on how city leadership has changed over the years. In the past, City Council members were often neighbors, friends, or at least familiar faces. "Now the council is made up of strangers, newer to Victorville, making big decisions about its future." Still, the goal remains unchanged: to help Victorville grow and create better-paying jobs for its residents.

Cox believes that success in city planning doesn't come from raising taxes or simply increasing wages. Instead, it comes from strong partnerships with private enterprise and creating conditions for sustainable development.

His career leaves behind a powerful legacy—a city shaped by steady leadership, a commitment to community, and a deep understanding of what it takes to grow not just buildings and roads, but a place people are proud to call home.





# THE MAGIC OF ROTARY

## Big Blue Poker Chip



*Alicia Anderson started a new game and just like that drew the Blue Poker Chip and won \$200!*

*We will start new next week with 14 chips and \$200 for the lucky Rotarian who can draw the Blue Chip.*

## Raffle

This week, **Chris Ackerman** donated a couple of VVTA bean bag phone holders that will be used by **Steve Murray** and **Dr. Ron Boyd**. Chris himself took home a book of "Dad Jokes" from **Jim Murray**, while **Steve Murray** donated a Rotary pen that was won by **Alicia Anderson**.

The wine was flowing as **Ben Tafoya** will enjoy the bottle he received courtesy of **Brad Letner** and **Ryan McEachron** won another bottle of wine that was donated by **David North**.

## Fine Session

**Ryan McEachron** was our Fine Master this week and began by asking **Terry Caldwell** if all of the information **Jim Cox** gave this week was correct. Terry shared that Ryan would need to find out when Terry speaks next week, which netted him a \$20 fine. **Ben Tafoya** also received a \$20 penalty for attending this week even though **Jim Cox** won the Chip Draw last week!

Both **Dr. Derek King** and **Bo Goulet** were penalized \$20 for each being late to the meeting and the same amount was fined to **Jon Hove**, who was became a world traveler due to his recent visits to the United Kingdom, Turkey, and Austria, all within the span of a short amount of time!

## Rotary Guests

This week our only stand-in was **Stefanie Montoya** for **Bryan Gillespie**.

## Spoon of Exception



**Alicia Anderson**

had another week with the Spoon and was so impressed with **Jim Cox's** presentation; she shared a bit of the changes she has seen in Victorville over her many years living here in the High Desert. She also shared that this year,

Excelsior Charter School is celebrating their 30th Anniversary and have been around for many of the monumental changes to Victorville.



## NOW HIRING

**Are you Funny, Mean, or Sometimes both? Then You may be Our New Fine Master!!**

**Applicants please send resume in care of Ryan McEachron**

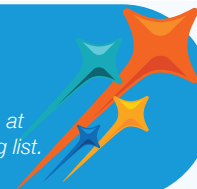
## The Polio Pig

**Collected this week: \$13.00**

**Collected to Date: \$21,443.83**

**Total equals: 103,866 Doses!**

**One dollar equals 2 Doses of Vaccine!  
\$500 pays for a Polio Clinic!**



## VICTORVILLE ROTARY CLUB OFFICERS

### Board of Directors

President 2024-2025 .....	Bryan Gillespie
President 2025-2027 .....	Bill Edwards
President 2027 - 2028 .....	<b>Please be Interviewed</b>
Immediate Past President .....	Steve Murray
Executive Secretary/Foundation/Grants .....	Margaret Cooker
Treasurer/Scholarships .....	David North
Youth Services/Ethics Essay .....	Ron Boyd
Club Service & Membership .....	Bill Edwards
Community Service/Speech Contests .....	<b>Please Volunteer</b>
Vocational Service .....	<b>Please Volunteer</b>
International Service .....	Ben Tafoya
Member At Large, Young Leaders Contact .....	Arsalee Morales
Member At Large, Special Projects .....	Rob Kilpatrick

**Members-at-Large:** Bob Basen, Darron Poulsen, Angel Espino

### Positions & Committee Chairs

BOD/PP Secretary .....	Pam Murray
Special Billing .....	Esther Mears <b>(TBD)</b>
Public Service Awards .....	<b>Please Volunteer</b>
Teacher Mini-Grants .....	Angel Espino
Dan Stover Music Contest .....	Angel Espino
Joshua Tree Editor .....	Chris Ackerman
Read B4K .....	<b>Please Volunteer</b>
Foundation & Grants .....	Margaret Cooker
Food Baskets .....	Bill Edwards
Interact (Junior Rotary) .....	<b>Please Volunteer</b>
Programs .....	Mike Page
Fundraising .....	Stefanie Montoya
S.T.A.R. Students .....	Angel Espino
Club Learning Facilitator .....	<b>Please Volunteer</b>

**The Victorville Rotary Club meets every Tuesday for fellowship at 11:30 a.m. and meeting at 12:00 noon at the Bear Valley Country Club, 13229 Spring Valley Parkway, Victorville**

### Make-up Days and Locations

<b>MONDAY:</b>	San Bernardino East, Imperial Palace, noon
<b>TUESDAY:</b>	Rancho Cucamonga Sunrise, 7:15 a.m. Empire Lakes Golf Course Rancho Cucamonga, 12:00 p.m., Etiwanda Gardens
<b>WEDNESDAY:</b>	San Bernardino Crossroads, Hilton, noon, Barstow, DiNapoli's Firehouse, 1358 E Main St, Barstow, CA
<b>THURSDAY:</b>	Apple Valley, Rusty Bull, 13685 John Glenn Rd, Apple Valley, Noon. Ontario, 12:15 p.m., Doubletree Hotel San Bernardino, Denny's at I-15, 7 a.m. Redlands, Masonic Temple, noon
<b>FRIDAY:</b>	San Bernardino North, Elks Lodge, 12:05 p.m.

## Calendar Dates

- May 22: Past Presidents' Dinner**  
5:30pm Fellowship • 6:30pm Dinner  
Mama Carpino's Apple Valley  
\$50 per person/\$95 per couple
- June 9: Board of Directors Meeting**  
5:00pm Fellowship  
5:30pm Board Meeting  
Location: Robar Enterprises  
17671 Bear Valley Road, Hesperia, CA

**Rotary**  
Club of Victorville, CA



## Upcoming Programs

**May 27:** Terry Caldwell, Former Victorville Mayor **TOPIC "History of Victorville During My Time on the City Council"** (Page)

**June 3:** Dan Munsey, San Bernardino County Fire Chief **TOPIC "TBA"** (Page)

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