

digging in

innovative health village at main street pmc breaks ground

The groundbreaking event for the Health Village at Main Street PMC symbolized a special moment in the history of healthcare in Brevard County. Excitement was high on this celebratory day in April, when more than 100 people gathered to witness the first tangible step in making the Health Village at Main Street PMC a reality.

As guests arrived, the Barbershop Harmony Society, Greater Canaveral Chapter, entertained

with harmonizing vocals, evoking a memorable sense of North Brevard's historical presence.

Jess Parrish Medical Foundation (JPMF) Executive Director Laurie Smirl opened the ceremony with a visual 360-degree tour of what Main Street PMC's buildings and grounds will look like when completed. Todd Reed, graphics manager with BRPH in Suntree, created the animated rendering with the same

software used in the classic movie *Toy Story*.

the vision

County Commissioner Truman Scarborough, a steadfast advocate for Main Street PMC, spoke about the importance of this project. "Main Street PMC will be an asset to every resident in North Brevard," Scarborough said, "whether they are a senior or a caregiver."

JPMF Chairman of the Board Jerry Allender emphasized that a key component

in the realization of this project has been successful fundraising. In response, PMC Auxiliary President Bill Terry presented a check for \$65,000 to the Main Street project, which brings the total auxiliary donations to \$215,000. The PMC Auxiliary has pledged \$300,000 to Main Street, making it the largest donor to date. The JPMF has raised more than \$2 million for the project so far.

"Knowing the generosity, compassion and community spirit of the people who live here,



With historic houses in the background, lots of helping hands were available to break ground for the Health Village at Main Street PMC.

Front row, from left: Jerry Allender, chairman, JPMF Board of Directors; Nathaniel Pilate, chairman, PMC Board of Directors; Pamela S. Tronetti, D.O., AGSF, medical director, Main Street PMC Senior Services; Turmy Sieveking, JPMF Board Member; J.J. Parrish III, vice chairman, PMC Board of Directors and JPMF Board Member; Herman Cole, PMC Board Member; Randy Coleman, JPMF Board Member; John D. Williams, Ph.D., JPMF Board Member; Christine Sylvester, member-at-large, JPMF Executive Committee; Truman Scarborough, Brevard County commissioner, District 1; Rachel Terry, JPMF Board Member; and Dorothy "Dot" Hudson, JPMF Board Member.

Back row, from left: Bill Terry, Parrish Medical Center Auxiliary president and JPMF Board Member; Jack Gould, JPMF Board Member; Lee Moore, Secretary, JPMF Board of Directors; Gene Segó, member-at-large and Major Gifts chairman, JPMF Executive Committee; Santiago Bulnes, JPMF Board Member; and Peggy Crooks, PMC Board Member.



the response to our campaign has been wonderful,” Allender said. “We are very, very grateful.”


PMC Board Chair Nathaniel Pilate said that the innovative aspects of the facility further promote PMC’s commitment to excellence and high healthcare standards. “To paraphrase PMC’s mission,” Pilate stated, “Main Street PMC will provide a healing experience for our community’s seniors all the time.”

Lisa Alexander, vice president of medical affairs and PMC executive for the Main Street project, concluded the program by saying, “Today’s groundbreaking symbolizes the physical beginning of a project that will continue to evolve, grow and achieve great things for the care of the people Main Street PMC will serve.”

After the program, PMC and JPMF board members and others who have been instrumental in the process officially broke the ground with gold shovels in hand.

in perspective

The Main Street project adds a vital healthcare dimension to the exceptional quality-of-life resource that is the Chain of Lakes recreation area, a joint project of the Brevard County Commissioners, Brevard Parks & Recreation, Brevard Community College and Parrish Medical Center. Main Street PMC will be at the south end of the Chain of Lakes at the northeast corner of PMC.

The novel concept of the Health Village at Main Street PMC initially will allow senior citizens to receive outpatient care in a healing environment shaped to provide treatment for the mind, body and spirit in a charming atmosphere reminiscent of a small town. Later phases will include multigenerational programs, services and amenities. 

contribute today

Call the Jess Parrish Medical Foundation at **321-269-4066** to learn more about how you can help make Main Street PMC a reality, or to get more information about JPMF.



Parrish Medical Center Auxiliary President Bill Terry (right) presents a check for \$65,000 to JPMF Board Chairman Jerry Allender from the PMC Auxiliary. To date the auxiliary has donated \$215,000 on its pledge of \$300,000, making it the largest Main Street PMC donor.



County Commissioner Truman Scarborough kicks off the groundbreaking ceremony as JPMF Executive Director Laurie Smirl looks on.