

# ONE OF THE SCARIEST EPIDEMICS

Get some fresh air and exercise for a very important cause on May 19 at 8:30 am.

It's the Ridge Road Run 5K for suicide prevention, which benefits the Monmouth County Mental Health Association and mental health programs in three Red Bank area high schools. Go to [ridgeroadrun.org](http://ridgeroadrun.org) for more information and how to donate. The race will start at Red Bank Regional in Little Silver.

It's a big event, which last year raised \$118,000. Students and administrators from Red Bank Catholic, Rumson-Fair Haven and Red Bank Regional, along with other volunteers, put the event together. Tragically, youth suicide is something that so many communities, including those involved in the race, have dealt with.

TriCity reader Christine Trabbatoni, who is organizing a group of runners to participate in honor of the loss of a young family friend to suicide, turned us on to this event.

"If you have never felt the dark demons of depression or anxiety, consider yourself blessed," Trabbatoni wrote to us in an email in support of the run. "Are you one of the people who have said in the past, 'What do they have to be depressed about? They have everything! Family, money, a good job, big house, looks, what's to be depressed about?' If you have ever said this, please google NAMI.org. Educate yourself, help in one of the scariest epidemics that affects each and every one of us."



★ **5K Race**

★ **1 Mile Fun-Run**

★ **Kiddie Dashes**

**Brought to you by**  
**Red Bank Regional,**  
**Rumson-Fair Haven,**  
**& Red Bank Catholic**

**Sunday, May 19th, 2019**

**Red Bank Regional High School**

**BUSINESS AND FAMILY  
SPONSORSHIPS AVAILABLE**

**SIGN UP TODAY AT [ridgeroadrun.org](http://ridgeroadrun.org)**

A VISIONING PROCESS IN RED BANK *continued from p.26*

er of these pages to effectuate our own visioning statement for Asbury Park, Red Bank and the triCity region of eastern Monmouth. We're like a benign dictator. So long as what we say is valid, the public will follow it and value it. That means readers will pick up our paper, which gives us our power to influence.

We use that power to relentlessly punch away, week after week, to achieve our multiple missions. In Red Bank, it's to make the town a regional center for the arts and culture, and by that we mean the whole Northeast. So we look for anything interesting and creative in Red Bank — and write about it relentlessly. Over and over and over again.

In this vision for Red Bank as an arts and culture center, we also push for greater use of the Navesink River — it's ridiculous that you can be eating lunch outside on Broad Street and have no idea this is a riverfront town. And we've been firing away at the ridiculous zoning that allows a conformist Hampton Inn (that may not be built in the end) at the riverfront gateway from Middletown. We also constantly remind everyone of the rail link to New York.

TriCity also salutes old school businesses in Red Bank that keep it real. And we fight for political reform, as the town's ossified and ridiculous one-party rigged system (Democrats control here) bars dynamic and talented people from serving — unless they get the blessing of a small clique of Democrats.

All of this stuff we impact by what we write and how we write it (often obnoxiously to get people to look up from their misnamed smart phones) — all with a deep-sense of strategy to leverage the power of this newspaper.

This Publisher brings all this up because RiverCenter is, in many ways, trying to do the same thing. They just have different tools to do it with a talented board, a full-time staff and a budget, along with the participation of many leaders and volunteers. We're smaller and nimbler.

RiverCenter did develop a basic "elevator" or "business card" version of their vision statement. We find a lot of it a bit obvious — but that's the nature of these types of exercises as you have to agree on priorities.

Worth noting, however, is that the vision statement specified two particular assets

in Red Bank that should be promoted: a reimagined and reinvigorated year-round riverfront, and promoting Red Bank as a regional center for both customers and makers of the arts and creativity.

We're all for the riverfront, which should mean to finally remove the buildings at the end of Broad Street that block access to the water. As for the regional center for the arts, RiverCenter is thinking about for our region in New Jersey. But we say that's already been achieved, and RiverCenter should join with us in envisioning something even greater — that regional center for the arts in the Northeast that small towns can become, such as Woodstock in New York or Tanglewood in Massachusetts.

The other assets of Red Bank that the vision statement says should be exploited are the wide array of unique dining and shopping experiences, the New Jersey Transit Village with access to New York, Red Bank as a center for health and wellness and the town as a hub for financial services.

So how can RiverCenter make an impact on all this? All we can suggest is to use this newspaper as an example. We do two main things:

Advocacy — meaning supporting or opposing actions by government or large entities, such as politicians, developers and media outlets — to further our vision. And promoting individuals and businesses — which means finding and telling their stories — to also further our vision.

Can RiverCenter do something similar within its own structure and resources? We hope so. Because while it's important to have a direction, as the group seeks with its recent extensive visioning exercise, it's also easy to have all that work devolve into bureaucratic nothingness.

So kudos to RiverCenter in working to focus its resources — which includes some exceptionally talented board members — toward a more powerful and directed approach. The key is, within the constraints of any organization, to do it in an innovative, flexible and thus effective fashion.

RiverCenter will need to do its best to empower staff and board members to be as freewheeling and flexible as possible. That's not easy for a group that answers to a 31 member board of trustees.