

Main Street at Work in Small Towns



www.newkirkmainstreet.com

Four Points

- Organization



Recognize businesses



Annual Banquet



Come Home to Newkirk



Quarterly Newsletter



Fundraiser – Birthday Tea Parties

Girls Just Wanna Have Fun

- **Purpose – Raise money**
- **Invite local hair stylists, manicurist, massage therapists**
- **Invite “cottage industries” such as candles, purses, jewelry**
- **Invite local caterers**
- **Each vendor allotted a space**
- **Services such as hair stylists work for “free”**
- **Charge a \$25 fee for women attending**
- **Provide refreshments**
- **This year partnered with the casino and had at their facility**
- **They provided match play for those attending**
- **Partnered with the Census and they provided bags and other gifts**
- **Have had this promotion three years at this point**
- **Very popular event**

Organization - Fundraising



Girls Just Wanna Have Fun

An Evening on the Titanic

- **Brought idea home from National Town Meeting**
- **Adjusted to fit Newkirk**
- **Partnered with the South Wind Casino**
- **Gave away \$1,000 – Casino donated \$500 & MS volunteer donated \$500**
- **Meal of prime rib, baked potatoes, salad, vegetable & dessert**
- **Game show format to win \$1,000**
- **Match play tickets to casino**
- **Free black jack tables**
- **Casino provided DJ**
- **Charged \$25 tickets – Casino charged us \$8 per person for event.**
- **Did drawings for gift bags**

Organization - Fundraiser

An Evening on the Titanic



Gone with the “South” Wind

- **Second annual themed dinner**
- **Added selling tickets by the table – 8 per table**
- **Those who “purchased” a table received double match play plus an additional ticket in the hopper to win the \$1,000**
- **Charged same price \$25 per ticket**
- **This time we did a reverse drawing to eliminate contestants – worked better**
- **This time received ticket to play black jack and it was for real money not prizes**
- **Had a band rather than a DJ**
- **Food was pork loin or chicken fried chicken, mashed potatoes, gravy, fried okra, pecan pie or cheese cake**
- **Could only seat 192 and completely sold out**
- **Casino charged us \$8 per person for event**
- **Casino provided \$500, Eastman National provided \$250 and Main Street provided the other \$250 for \$1,000**
- **Casino made posters, tickets and did advertising**

Organization - Fundraiser



**Gone with the
"South" Wind**

Birthday Tea Parties

- **Collected brides' dresses, prom dresses, bridesmaid dresses**
- **Collected hats, shoes, purses, jewelry**
- **Made laminated placemats, place cards, and invitations**
- **In season, have fresh flowers in tiny vases at each place**
- **Prepare finger sandwiches, cupcakes, Main Street mice, and lemonade**
- **Assist girls with choosing dress and accessories**
- **Do manicures**
- **Lesson on manners**
- **Serve Meal**
- **Open gifts**
- **If time, play drop the tea bag and the Hokey Pokey**
- **Have party favor for each guest**
- **Each guest allowed to take home fresh flowers**
- **Charged \$6 per girl with a minimum charge of \$42**
- **No more than 12 girls per party**

Organization - Fundraiser



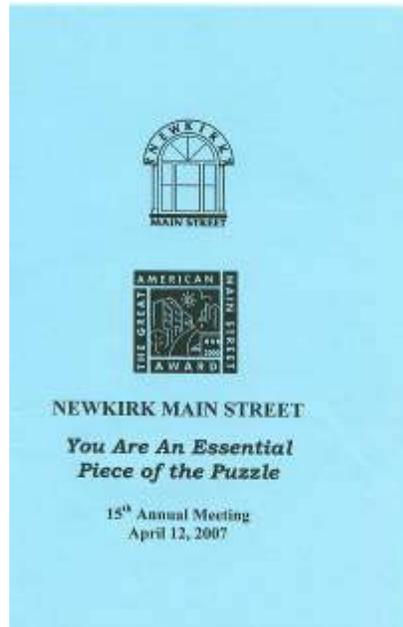
Birthday Tea Parties



Organization – Annual Meetings

- Always have a theme
 - Embrace the Past – Build the Future
 - Main Street Journey
 - How Sweet It Is
 - Thanks for Planting the Seeds of Growth Downtown
 - Setting Records in a Banner Year
 - Invest in the Best

Annual Meetings



Always "toot" your own horn!

Theme is also used for membership drive.



Always give party favors to those attending.

Annual Meeting – Recognize Businesses



**Downtown Business
Of the Year**



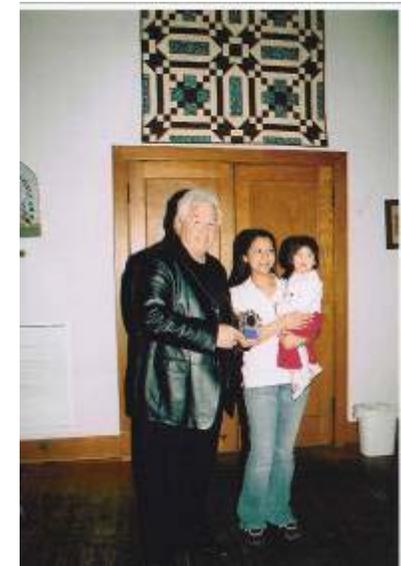
60 Years in Business



**Best Business
Practices**



25 Years in Business



Best New Business

Economic Restructuring Awards

Recognizing Volunteers – Organization Awards



**Board Member
of the Year**



**Partner of the Year
ConocoPhillips**



Giraffe award

**Hot Diggity
Dog award**



Main Street Hero



Outgoing Board Members

Recognizing Business & Property Owners - Design



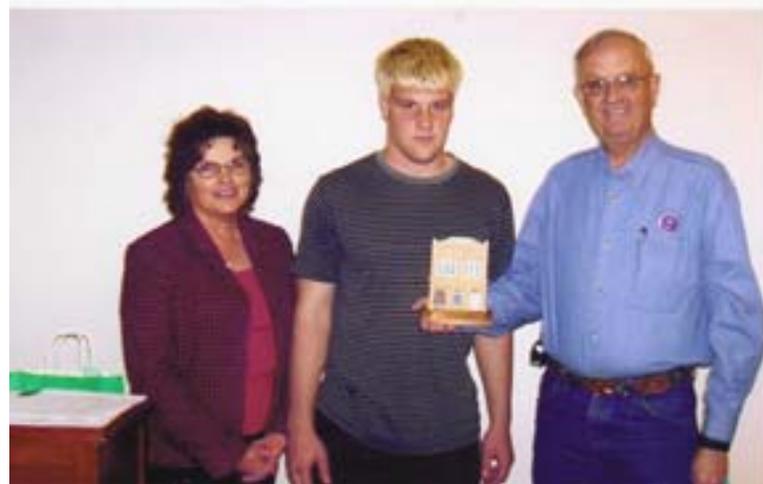
Public Improvements



Laurie White Design Award



**Interior Design
Award**



Laurie White Design Award

Come Home to Newkirk

- Aimed at graduating seniors
- Involve a group of three students to assist in planning
- School provides list of 20 seniors to be invited
- That number because of space to hold event
- Chosen not just on grades but other factors
- To encourage students to complete higher education whether it is college or trade school
- Encourage those students then to come back to Newkirk
- Invite young adults to give testimonials about why they moved back or moved to Newkirk
- Have trivia question game about Newkirk to break the ice
- Have quotes on the wall about Newkirk
- Sponsored through a ConocoPhillips grant
- Given a mouse pad with photo of Newkirk

Organization – Come Home to Newkirk



“People in public relations sometimes use this analogy to explain their craft: when the circus comes to town and you paint a sign about it, that’s advertising. Put the sign on the back of an elephant and march him through Beverly Hills, and that’s promotion. If the elephant walks through the mayor’s flower bed, that’s publicity. And if you can get the mayor to laugh or comment about it, that’s public relations.”

Michael Levine

Promotion



Charlie Adams Day



**Retail Promo – Children's
Christmas Shop**



Charlie Adams Day



Hoas & Doas Promo



Geo Cache Site

Children's Christmas Shop

- **Event held in Heritage Center**
- **Always held the second Saturday in December**
- **A Main Street elf visits the local schools to pass out flyers**
- **Parents are asked to send a list of who the child needs to purchase for – Mom, baby sister age 2, Grandpa, etc & amount of money they have to spend**
- **Merchant marks items in even dollar increments – must be \$10 or under**
- **Volunteers work the day of the event**
- **Parent/Guardian signs the child into the shop and then is encouraged to shop downtown**
- **Volunteers assist children in their shopping making certain they have an “appropriate” gift for everyone on their list**
- **Gifts are wrapped and ready for child to put under tree at home**
- **Those who finish before Mom or Dad comes back go into the “coloring” room**
- **Child is then signed out of shop when he is picked up**

Children's Christmas Shop

- The shop runs from 10:00 a.m. until 3:00 p.m.
- Merchants can pick up what did not sell either that afternoon or the following Monday
- They are paid for their items on Monday
- We borrow shopping baskets from either the grocery store or Dollar General for the day of the event.
- This past year we used Census bags for the children to take home their wrapped gifts in
- Main Street has a table of “regift” items that the amount on the item can be adjusted or given for free if the child does not have enough money for everyone on their list
- We have done drawings for parents who bring in receipts for shopping downtown during this time period.
- We have had Santa on hand and taken photographs and put on cards for \$
- Other than the items MS sells at our table this is not a MS fundraiser. Done event 14 years

Promotion – Retail Events

Children's Christmas Shop



Cool Cash for Hot Buys

- **Summer promotion “borrowed” idea from Cushing Main Street**
- **Purpose was for merchants to have sidewalk sales the day of event**
- **Slips were put in each place of business for customers to guess what time the ice would melt.**
- **Each participating merchant donated \$10 to be included**
- **Winner was awarded Main Street money that could only be spent at participating merchants**
- **A portion of money went for joint advertising**
- **Rest of money went to the winner**
- **The first year the money was frozen in a plastic bag within the ice**
- **Did not do that succeeding years**
- **Did promotion three years**

Retail Promotion



Cool Cash for Hot Buys



Geo Cache

- www.geocache.com
- Brings people to town that would not come for any other reason
- Have brochures in cache
- Have coupons from local businesses in cache
- Had a travel bug that was to travel Highway 77 – but he is currently MIA

Promotion - Retail



“Great town!!! Love the buildings.”



“What a great little town this is. So clean and everyone was so nice.”

Geo-Cache – traditional cache “Newkirk – Front Porch of Oklahoma”

“Great area – I would have never visited this area if it weren’t for the cache.”

“Neat location. Loved the container. TMLS SL”

“Nice hide. TNLN SL TFTC”

“Took travel bug left splash ball”



Hogs & Dogs

- Dog days of summer – stole idea from Sulphur Main Street
- Encourage merchants to have sidewalk sales
- Sold hot dogs and water for \$1 each
- Each dog had an entrance fee
- Doggie Grand March
- Dog Costume Contest
- Longest dog, shortest dog
- Races – usually three heats and then final
- Trophies for races, other prizes
- Hogs portion was a poker run
- One year had Hogs, Dogs, & Trailer Trash which included a Main Street garage sale on a trailer

Promotion – HOGS & DOGS



Sweet Lips

- Purpose to stimulate sales
- Contestants could go into every business to participate
- Up to merchant or business to ring their own cash registers or have special promotions
- Main Street provided the promotion and the people.

Sweet Lips

- **Held in February – low sales tax month**
- **Participating businesses put in \$15**
- **Committee provided slips**
- **Avon provided lipstick samples**
- **At end of contest each business drew a one slip from their contestants**
- **Business provided a gift for their “winner”**
- **Student Council members judged the “winners” for the Sweet Lips**

Winner was awarded Main Street Money, box of candy, two free meals, and flowers

After the first year two other Main Street towns joined in the fun and the winners from all three towns were sent to the State Main Street office to be judged.

The winner was named Oklahoma’s Sweet Lips – just bragging rights!

Promotion - Retail



Sweet Lips



Lose to Win

- Purpose was to involve people in the downtown
- Promote healthy living style
- Walking route through the downtown weekly
- By window displays in businesses focused on downtown businesses and merchants

Lose to Win

- **Fun Event**
- **Teams of Six**
- **Each participant paid \$5**
- **Team losing most weight in 8 weeks won entire fees**
- **Each team had to choose a name i.e. “Born to Lose” “Red Hots”**
- **Weighed in as a team on Coop scales weekly**
- **Downtown walking route varied**
- **Scavenger hunt in windows**
- **Different theme each week – i.e hats, umbrellas, etc.**
- **Had Burma Shave signs on the route**
- **One week picked up trash and turned in bag for extra points**
- **Fire station did blood pressure checks in conjunction**
- **Had covered dish dinner at the end with prizes for winners**
- **Winners money paid out in Main Street money so could only be spent in Newkirk**
- **Caution – never let a skinny person do the weigh-in**

Promotion – Lose to Win



Promotion – Lose to Win



Scarecrow Contest

- A project to make the downtown more festive and fun
- Probably should have been a design project – but this committee wanted to do it
- Main Street provided each business with the scarecrow form – T-shape with a round head
- Each business then dressed their scarecrow so that it coincided with their business or just on their whimsy
- Judged by high school students
- Almost every business went a step further and really decorated the front of their building
- This project was presented in the Downtown Promotion Ideas
- At least two other Oklahoma Main Street programs copied the idea
- Has been one of the most positive and fun projects
- We did it for two year

Promotion – Scarecrow Contest



Beginning Form



Auto Parts Store



Rippit Quilt Shoppe Frog



Real Estate Office



Newspaper Office



Bank of Oklahoma

Scarecrow Contest



Law Office



Dress Shop



Kaw Gaming



Post Office



Day Care



Bar



Main Street Volunteer
Of the Quarter

Economic Restructuring

- “Life is pretty simple: you do some stuff. Most fails. Some works. You do more of what works. If it works big, others quickly copy it. Then you do something else. The trick is in the doing something else.”

Motel Notebooks

- Front Cover is the blended photograph of Newkirk
- Page with emergency numbers fire, police, etc
- Financial Institutions
- Restaurants with menus included
- Churches
- Entertainment and Recreation
- Automobile Services
- Other businesses
- **Walking Tour brochures**
- **History of Community**
- **Information about Newkirk Main Street**
- **Junior Main Street's "Fun & Almost Free Things to Do in Newkirk" brochure**
- **Updated semi-annually**
- **At one motel the guests like them so well, they steal them!**

Business Newsletters

- Compiled and prepared by an E/R volunteer
- Use items from Rick Segal, Barbara Wold, Jon Schallert, and other Main Street communities – totally a “Rip Off and Duplicate” project
- Always give credit to source
- Prepared the last week of the month
- Office copies them
- Junior Main Street delivers to all downtown businesses
- Mailed to all other Newkirk businesses
- In the past have on occasion had a business pay for that postage and they write something for the newsletter – such as tax attorney just before tax season.
- Try to have articles that pertain not just to retail businesses

Tent Calendars

- Completed by office assistant
- Includes all community events
- Includes all Main Street committee meetings
- Junior Main Street delivers to all downtown businesses
- Main Street assistant delivers to all restaurants

Economic Restructuring



Motel Folders



Business Women's Seminar



Business Newsletter



Tent Calendars



Business Retention Seminar

Business Women's Luncheon

- Always has a theme
- Topic something that pertains expressly to women
- Female doctor on health
- An attorney speak on wills, divorce
- Telephone etiquette
- Dressing for success

Business Seminars

- Aimed at business retention - two per year
- Usually taught by the technology center from Ponca City
- Who Moved My Cheese
- Fish! Seminar
- Eat that Frog
- Give 'Em the Pickle
- You Can't Send a Duck to Eagle School

Sales Tax Report

MONTHLY CITY SALES TAX COLLECTIONS										
1991 TO 2014										
	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
JAN	\$21,113.91	\$19,516.64	\$21,459.15	\$23,534.40	\$22,195.69	\$23,262.85	\$26,816.33	\$22,035.62	\$22,922.32	\$26,587.99
FEB	\$ 20,346.41	\$22,375.78	\$20,482.64	\$19,365.59	\$17,339.80	\$22,114.08	\$22,646.97	\$19,562.92	\$19,273.32	\$20,545.48
MARCH	\$19,507.33	\$19,188.10	\$19,985.70	\$22,422.56	\$20,227.58	\$25,307.58	\$21,465.62	\$28,947.95	\$27,386.76	\$22,287.95
APRIL	\$21,563.22	\$19,467.14	\$22,231.38	\$23,753.91	\$19,099.60	\$20,474.90	\$21,428.44	\$21,750.39	\$25,118.87	\$23,373.69
MAY	\$20,850.55	\$23,272.93	\$19,931.48	\$21,585.23	\$55,907.68	\$30,023.17	\$23,313.97	\$25,320.88	\$21,936.10	\$24,327.89
JUNE	N/A	\$23,085.24	\$17,352.16	\$21,656.45	\$55,024.39	\$28,429.90	\$24,289.33	\$22,416.83	\$23,896.24	\$23,990.10
JULY	\$20,779.00	\$21,516.81	\$23,370.74	\$24,610.81	\$19,838.28	\$27,338.01	\$22,586.67	\$22,945.87	\$21,817.64	\$23,439.76
AUG	\$19,678.72	\$22,712.41	\$21,511.74	\$21,448.72	\$21,007.43	\$24,593.85	\$23,599.68	\$22,912.19	\$25,766.88	\$24,854.59
SEPT	\$23,032.75	\$22,667.38	\$24,364.71	\$22,525.66	\$18,754.05	\$23,204.51	\$26,458.30	\$23,374.89	\$23,317.04	\$25,246.13
OCT	\$21,318.05	\$21,028.17	\$22,873.06	\$23,236.91	\$22,464.05	\$20,788.83	\$22,772.84	\$ 22,642.47	\$25,474.29	\$23,178.66
NOV	\$21,424.42	\$21,427.69	\$21,662.65	\$22,177.65	\$19,654.46	\$28,138.31	\$24,465.72	\$25,352.09	\$25,046.32	\$24,967.02
DEC	\$21,678.28	\$19,976.44	\$20,367.32	\$20,415.05	\$23,523.32	\$22,381.16	\$22,915.54	\$23,175.34	\$25,427.16	\$24,028.13
TOTAL	\$231,292.64	\$256,234.73	\$255,592.73	\$266,732.94	\$315,036.33	\$296,057.15	\$282,759.41	\$280,437.44	\$287,382.94	\$286,827.39
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
JAN	\$26,000.28	\$29,805.88	\$24,747.69	\$27,371.38	\$29,390.73	34,285.94	\$32,919.43	\$32,516.20	\$35,765.75	\$33,423.88
FEB	\$27,409.05	\$26,103.01	\$26,348.02	\$25,181.34	\$30,205.46	\$28,934.04	\$30,495.57	\$32,291.86	\$29,935.29	\$34,068.08
MARCH	\$23,966.19	\$24,849.94	\$25,029.98	\$28,448.19	\$26,924.88	\$26,002.10	\$30,900.06	\$31,943.18	\$32,130.55	\$26,730.86
APRIL	\$25,101.41	\$26,821.61	\$28,360.96	\$29,288.55	\$27,983.53	\$26,457.80	\$31,703.24	\$32,484.11	\$33,378.22	\$25,322.86
MAY	\$26,261.09	\$24,650.68	\$27,267.32	\$25,718.68	\$31,138.79	\$29,011.85	\$31,932.63	\$32,802.74	\$29,552.60	\$26,756.03
JUNE	\$24,873.54	\$25,229.02	\$25,134.95	\$27,369.18	\$31,037.67	\$31,015.40	\$28,242.34	\$37,818.63	\$32,329.17	\$31,921.75
JULY	\$25,764.70	\$25,446.31	\$26,217.48	\$26,467.19	\$25,613.05	\$25,881.25	\$30,185.43	\$28,660.92	\$33,274.64	\$30,516.95
AUG	\$27,525.48	\$28,585.57	25,440.41	\$27,132.01	\$30,729.57	\$31,545.52	\$34,337.87	\$36,789.09	\$30,406.24	
SEPT	\$24,902.20	\$28,637.48	\$28,675.70	\$30,794.36	\$30,351.51	\$29,931.58	\$36,556.37	\$37,206.20	\$31,909.90	
OCT	\$26,183.11	\$27,370.40	\$32,247.57	\$26,778.61	\$28,111.95	\$31,619.60	\$30,371.72	\$32,646.73	\$35,763.32	
NOV	\$25,033.18	\$28,723.65	\$31,208.50	\$28,429.39	\$30,127.95	\$32,884.90	\$32,053.70	\$35,819.58	\$29,107.50	
DEC	\$24,941.09	\$25,808.52	\$27,796.15	\$27,371.38	\$28,622.05	\$29,851.40	\$34,791.09	\$29,771.97	\$ 27,631.03	
TOTAL	\$307,961.32	\$322,032.07	\$328,474.73	\$330,350.26	\$350,237.14	\$357,421.38	\$384,489.45	\$400,751.21	\$352,076.71	\$208,740.41

“It’s kind of fun to do the impossible.”
Walt Disney

Design



Banner Project



Banner Project



Attending Seminars



Red Hat Tea Fundraiser

Downtown Design



Downtown Windows



Downtown Banners



One of the most important functions of the design committee is their design grants.

By awarding design grants the committee has some input as to the work to be completed by the owner as well as colors.

All funds for the design grants are raised by the committee. No pledge money is utilized for these grants.

With the grant money 38 upper windows were re-opened.

Our grants provide a 79% reinvestment figure.



Newkirk Main Street Grant Application

- _____ Upper Window Grant - \$500
- _____ Paint/Façade Grant - \$500
- _____ Structural Grant - \$500
- _____ Back Door Grant - \$250
- _____ Energy Grant - \$500
- _____ Guttering & Downspout Grant – match up to \$20

Applicant must meet the following criteria:

- _____ Commitment to complete work within 90 days of notification
- _____ Owner(s) and tenant(s) of building are agreeable to work to be done
- _____ Party responsible for funding is in agreement with work to be done
- _____ Project funding is in place
- _____ Applicant agrees to follow Design Committee recommendations

Documentation

Building Owner:

Name: _____
Address: _____
Phone Number: _____

Tenant:

Name: _____
Address: _____
Phone Number: _____

Project Description

Description of work planned for this grant only: _____

Estimated cost of entire project regarding this grant only: _____
Existing condition of building: _____

Applicant Signature

Date of applicatio

Design Committee Approval _____

Date _____

Main Street Board Approval _____

Date _____

Required completion date for funding of grant:

One of the most popular fundraisers was a tea – started out with the Red Hatters and as that waned we just did teas with a different theme each year.

Each committee member was responsible for so many tables. They each brought their own linens, china, silver, and decorations for their Tables.

Each committee member was also responsible for some portion of the food – finger sandwiches, desserts etc. Main Street furnished the tea.

Committee members served the meal. We had some type of entertainment for the event.

Lessons learned:

Had to pay in advance

No food on the table before event started

Leave the doors locked until time for the event

Don't bring anything that you would be upset if it were lost or stolen.

Usually made about \$500 – approximately two grants. Labor intensive.

Design Fund Raisers



Silent Auction

Held in conjunction with annual meeting.
Each committee member brought items.
Easy – usually made about \$250 – one grant.



Joyous Occasions

- **Borrowed idea from neighboring community**
- **Involved other women in the community in addition to design members**
- **We furnished only the tables**
- **Volunteers brought their own linens, china, silver, and other table decorations.**
- **In the beginning they provided information about their linens, china etc – such as the pattern, it belonged to their grandmother, etc. From this information we printed a booklet**
- **They paid a fee to set up but it was the price of a ticket and they were allowed in for free**
- **After the second year, obtaining the information for the booklet was a nightmare. Discontinued that and they were required to make small placecards for their table with their own information.**
- **We did for three years.**

Joyous Occasions



**For smaller displays did
half tables.**



Made in Newkirk Basket



Local artists and crafters donated items for the basket. Sold tickets for \$1 each and then had a drawing. Did the drawing at the community 4th of July. Did not have to be present to win.



Through this committee literally changed the face of Newkirk. In addition to providing grant money and professional guidance, the committee jumped on the opportunity to be a part of Keep Oklahoma Beautiful's Fresh Paint project. With this paint and stipend, the committee and other Main Street volunteers have physically painted five buildings and two rear facades.



Our first Fresh Paint project 2005



Upside down dolphins on these Mesker buildings.





Fresh Paint Number Two



#2-1/2 Project





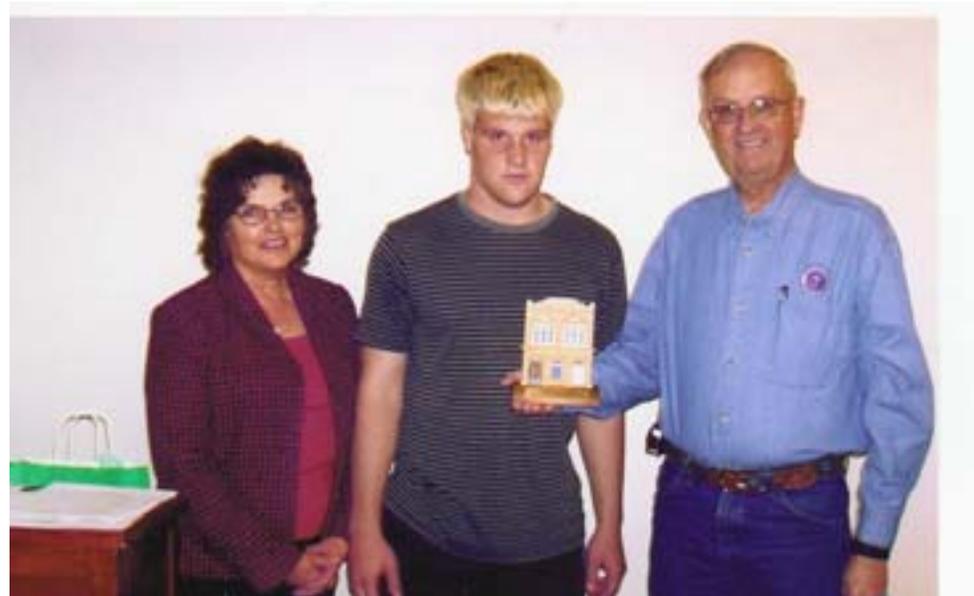


2007 Project





**Most prestigious award design gives is the Laurie White Design Award.
It is not given every year.**



Junior Main Street



Annual Cleanup



Fleece Jackets



Coloring Books

NEW KIRK



*Living in the Future
to Repair the Past*

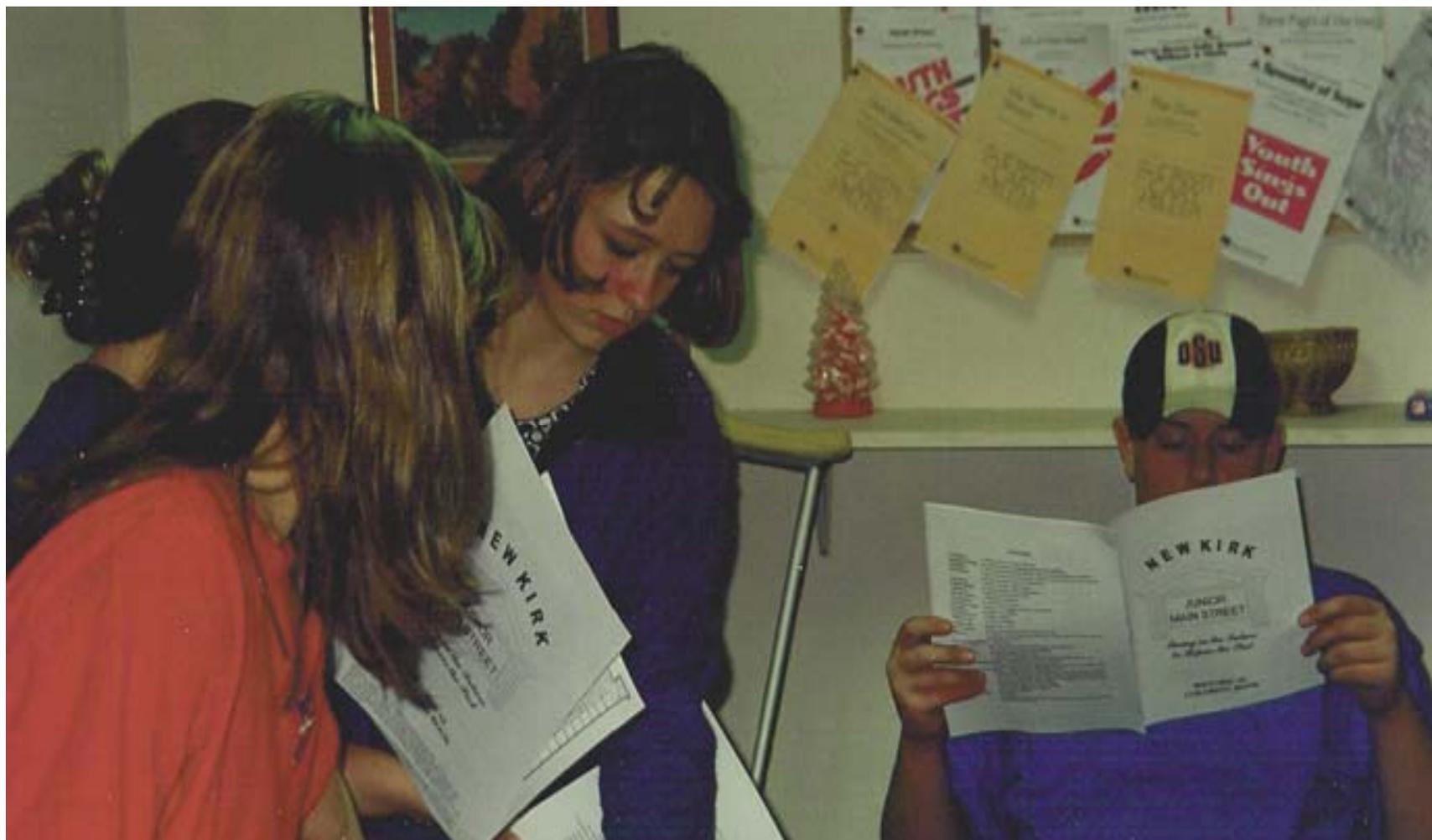


Children's Christmas Shop

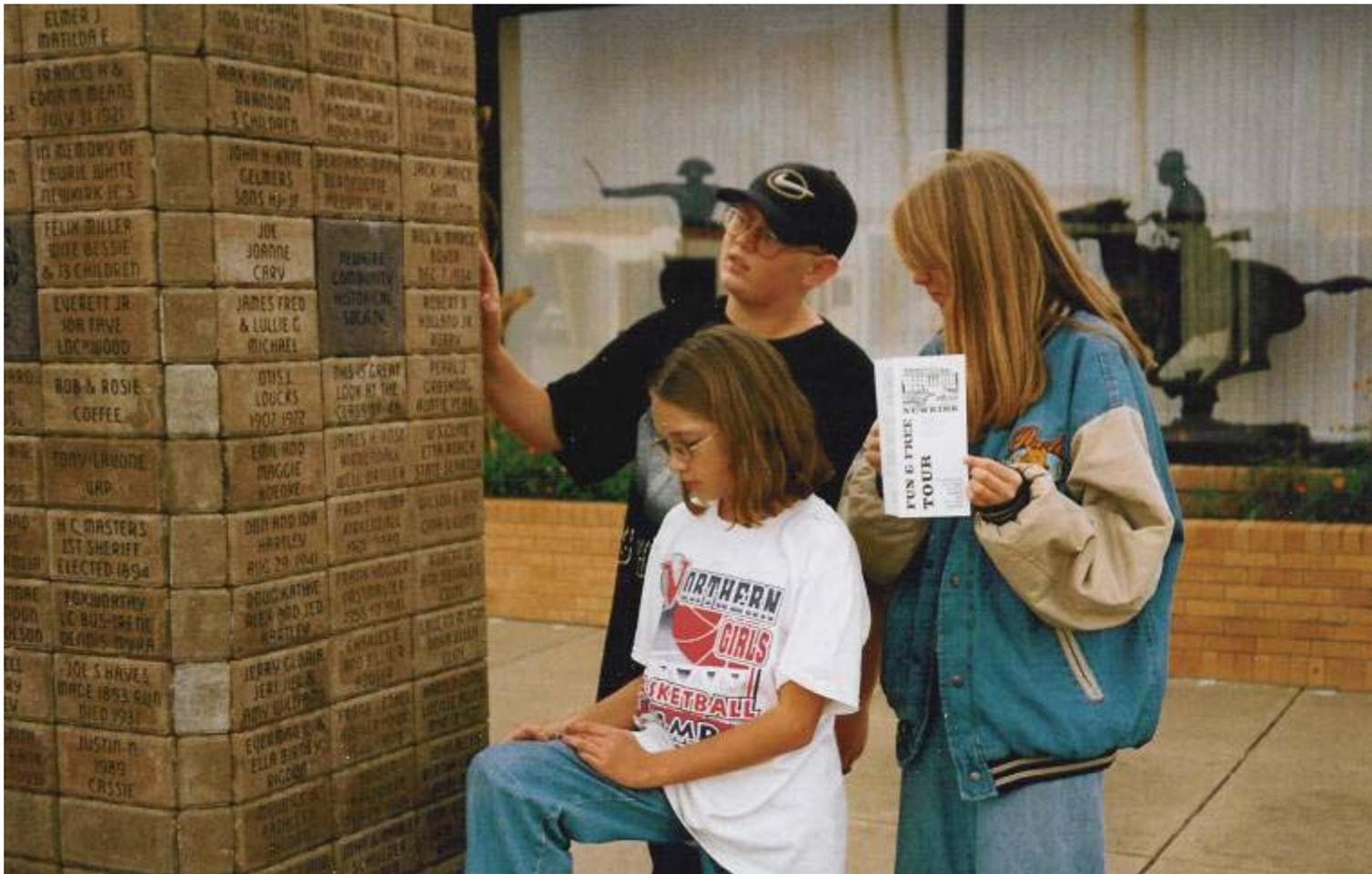
Newkirk Junior Main Street

- Mission Statement
 - “To improve and preserve the future of Newkirk’s downtown heritage, and to keep the pride the town has developed in the last 100 years.”
- Slogan
 - “Living in the future to repair the past.”

Developed a coloring book for 4th grade students

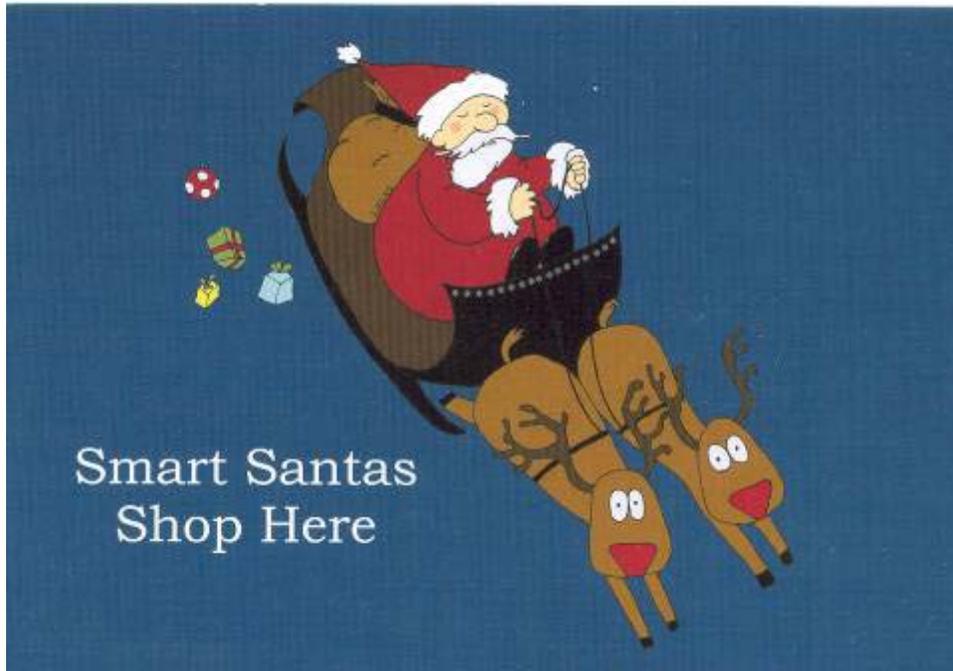


Wrote a brochure Fun & Free Things to do in Newkirk



Initiated “Shop Newkirk First” for cable TV





Addressed these
post cards to friends
and family.

Formed a Smart
Santas Campaign

Newkirk
Junior Main Street
encourages you
to be a
"Smart Santa"
and support
your local
merchants.
Merry Christmas!

Community wide clean up civic and youth groups



Partnerships



Keep America Beautiful



Keep Oklahoma Beautiful



Keep Oklahoma Beautiful

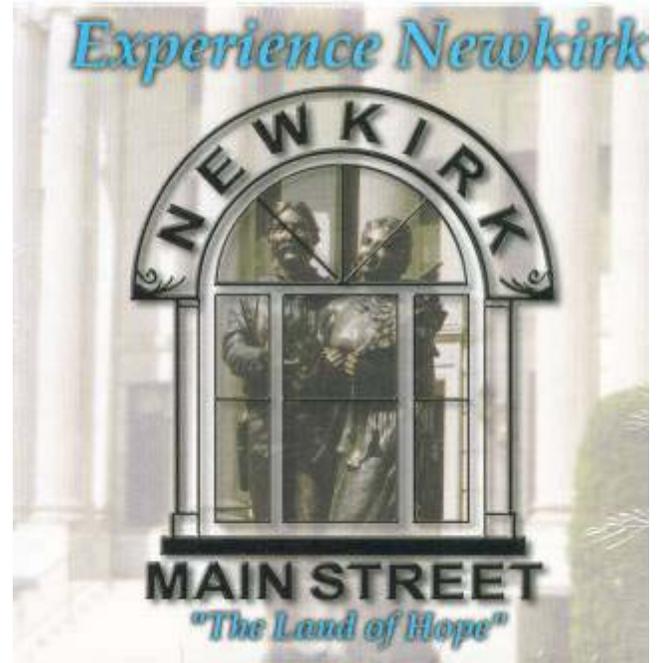
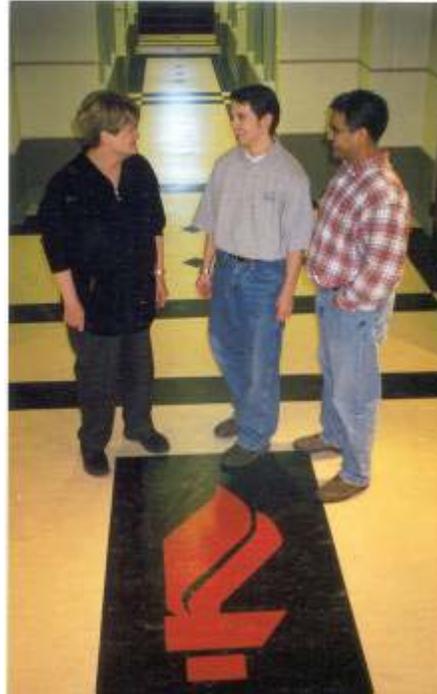


AT&T



**Kay County Sheriff
and CSSP Program**

Partnerships



**Northern Oklahoma
College – CD Rom
idea from National**

Partnerships



Americorps



SouthWind Casino



County Commissioners



Legislators

Partnerships



City Council



Newkirk Community Historical Society



City Council



School & teachers

Apply for Grants



Energy Grant - ODOC



Oklahoma Centennial Grant



Fresh Paint Grant



**Energy Grant
ODOC**

Grants



Oklahoma Humanities Foundation and Smithsonian Exhibit Journey Stories

Apply for Awards



Oklahoma Heritage Association



Oklahoma Main Street Awards

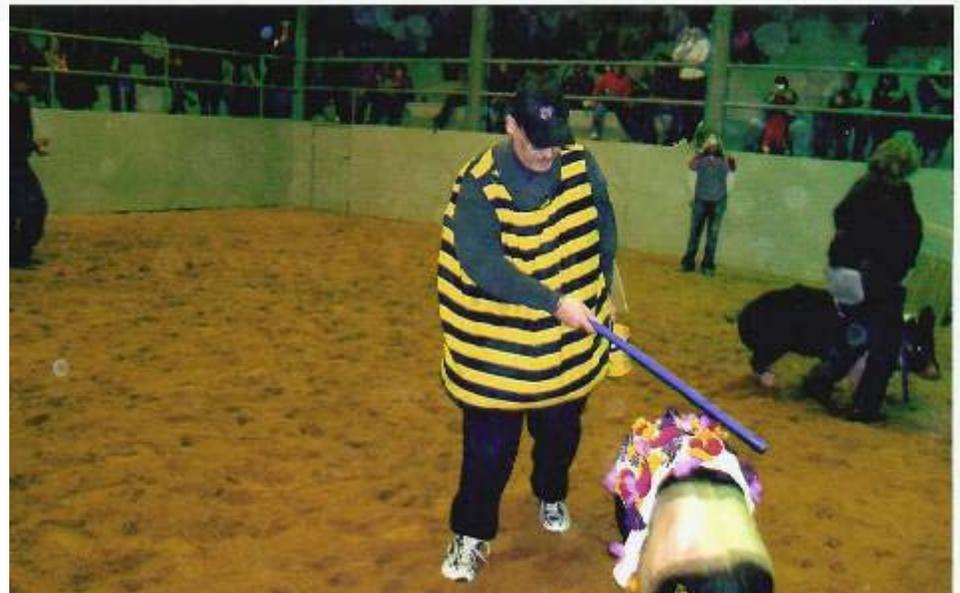


Oklahoma Department Commerce



Oklahoma Department of Transportation

Make it fun!

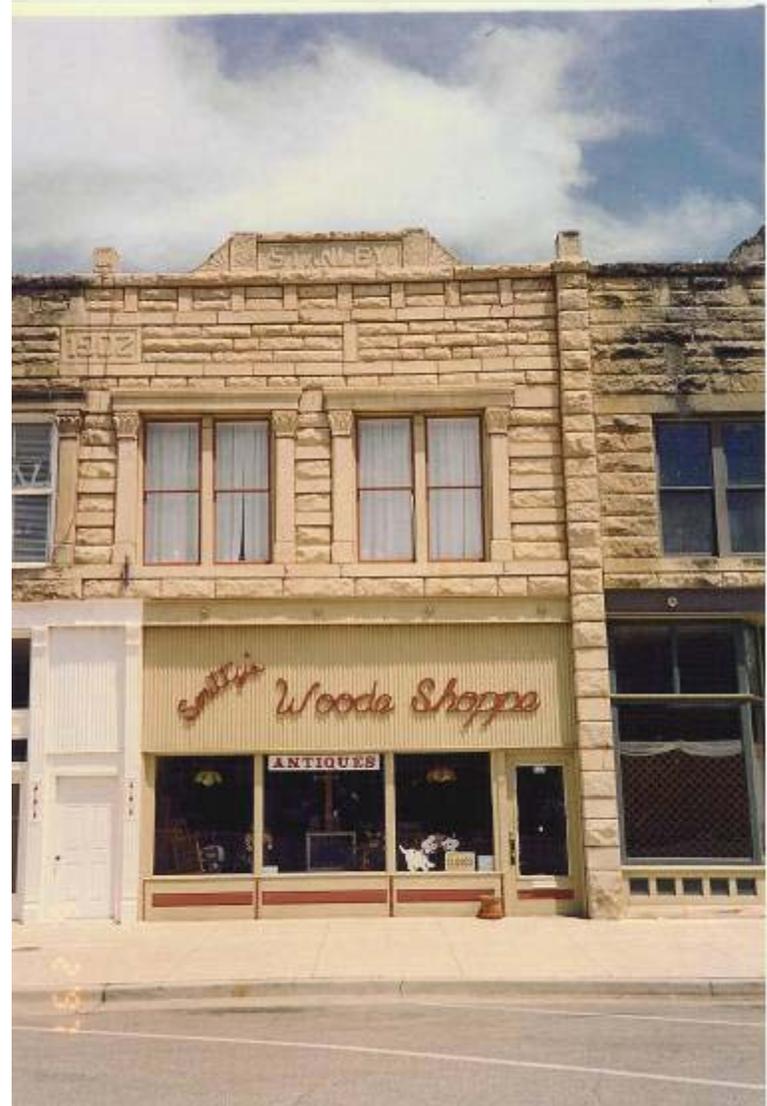


Recognize your volunteers



Recognize your businesses



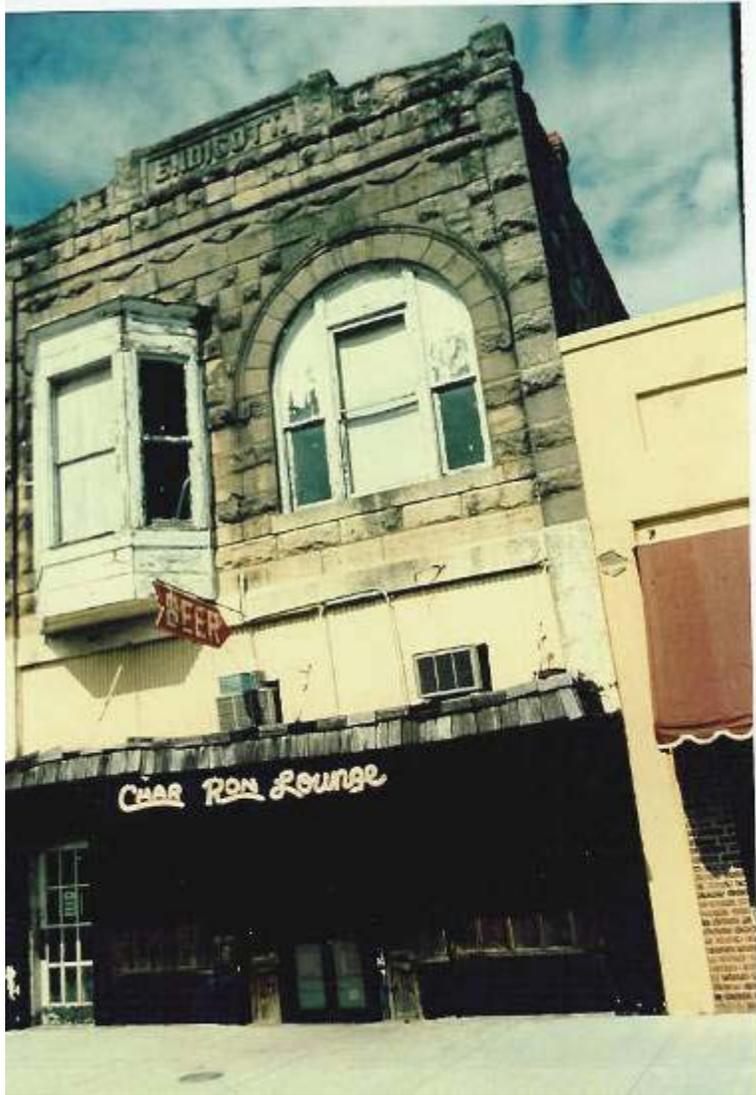


The Beginning
The SOB's started here!





First National Bank
Hardie & Young
Higgins



Charron Lounge
First Laurie White Design Award



Historic Korn's Building
Now Heritage Center



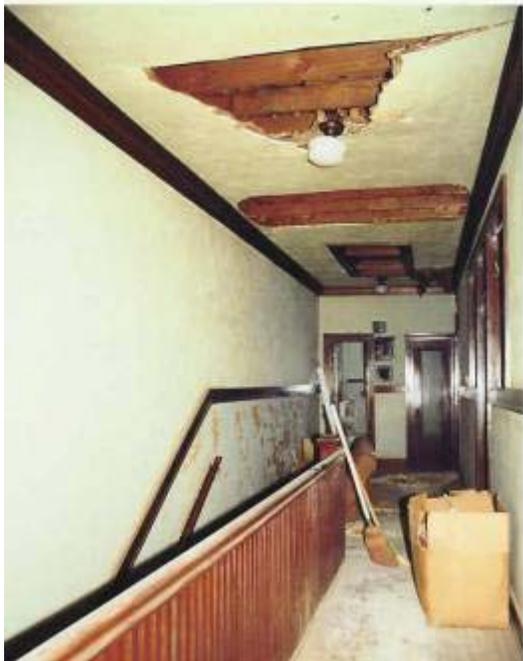
Korns Building

With the aid of community service workers, this building was saved.





Centennial Project
and
Caryl Morgan's
Dream



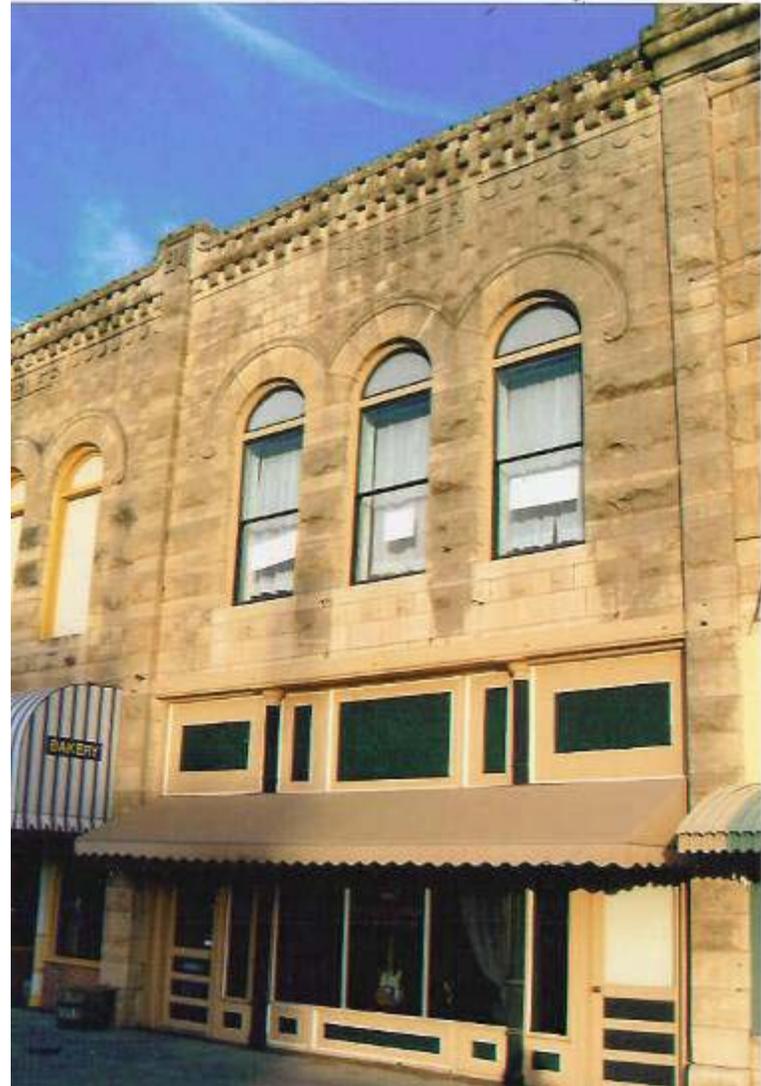
Historic Cline
Building





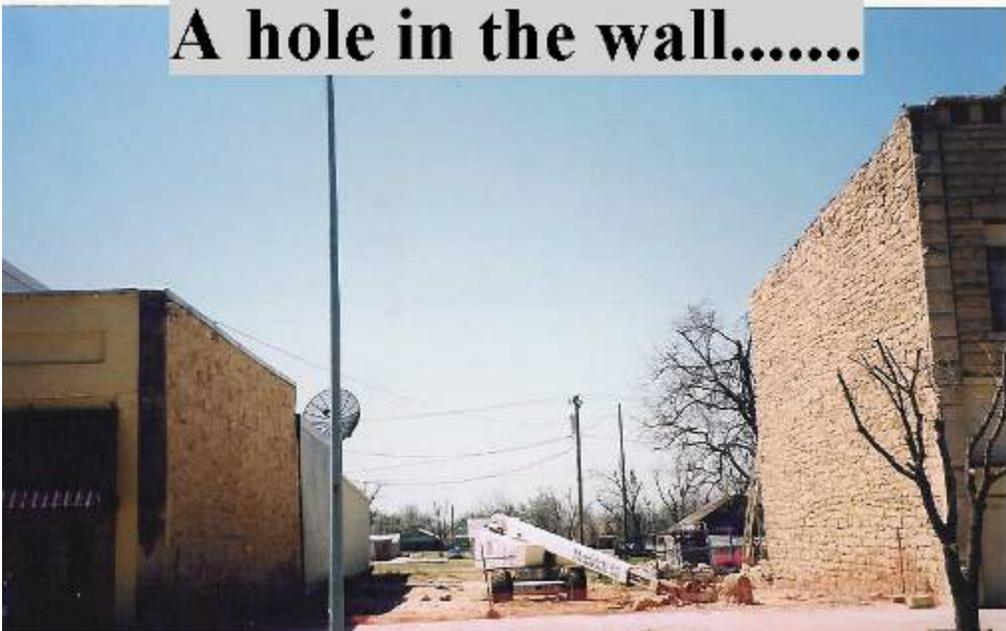
The Harshman
Home





How far we have come!

A hole in the wall.....



David Roy's
Eagle Scout
Project





Building full of
potential
opportunities

After winning Great
American Main Street
Award - Dollar General
came to Newkirk





A community working together - miracles!



Historic
Masonic
Building

Home to Rippit
Quilt Shoppe
Tag Agency
Chamber of
Commerce
&
Methodist Office





Upper Floor
Masonic
Building

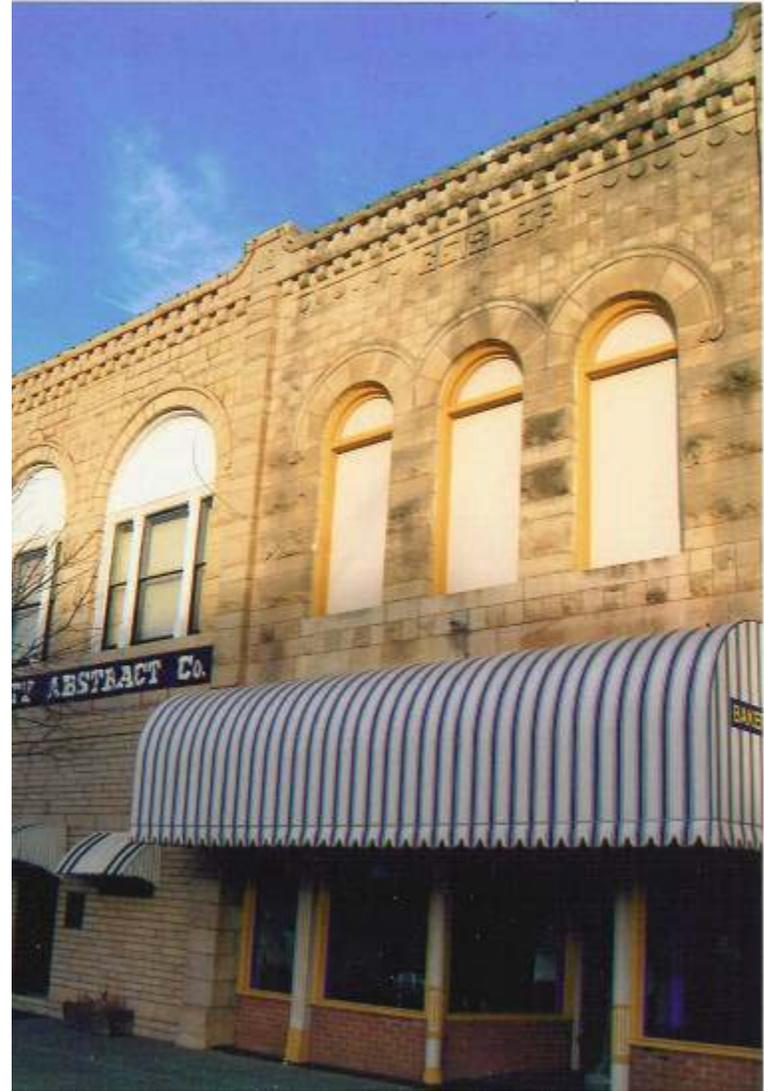
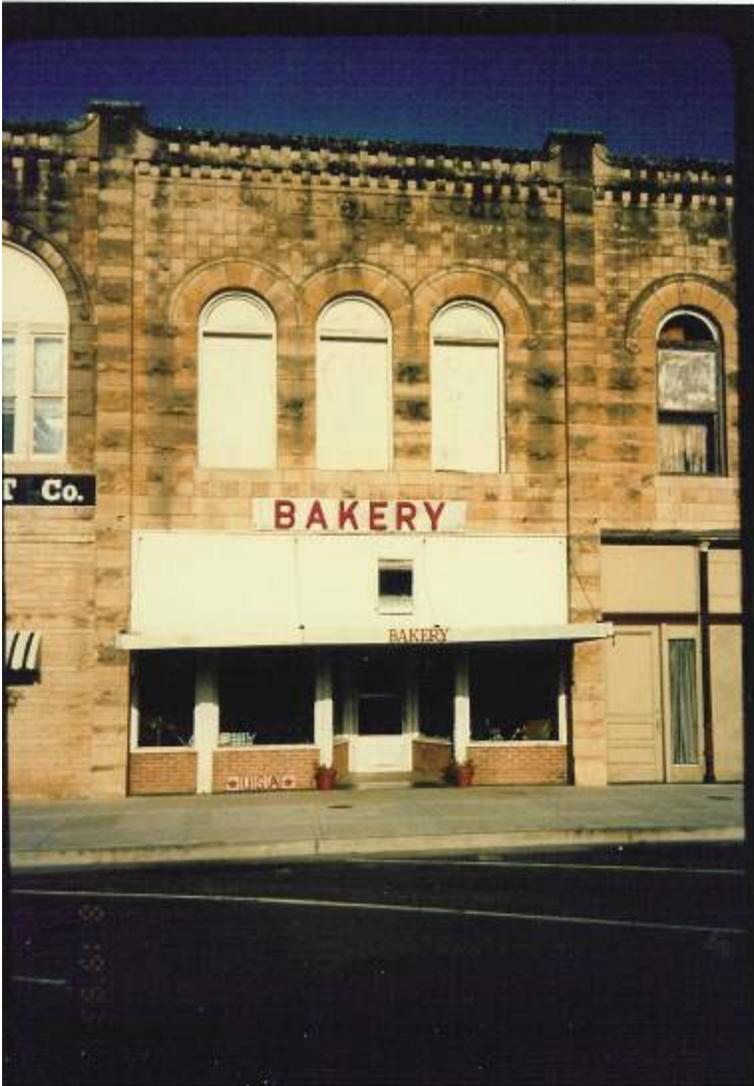


Newkirk's
First Building



The Newkirk
Community
Museum





In spite of a tragic fire in the 1950s, this building has served the community well as a bakery - first with Helmut, then Missy and now Jeanette. We are truly blessed.



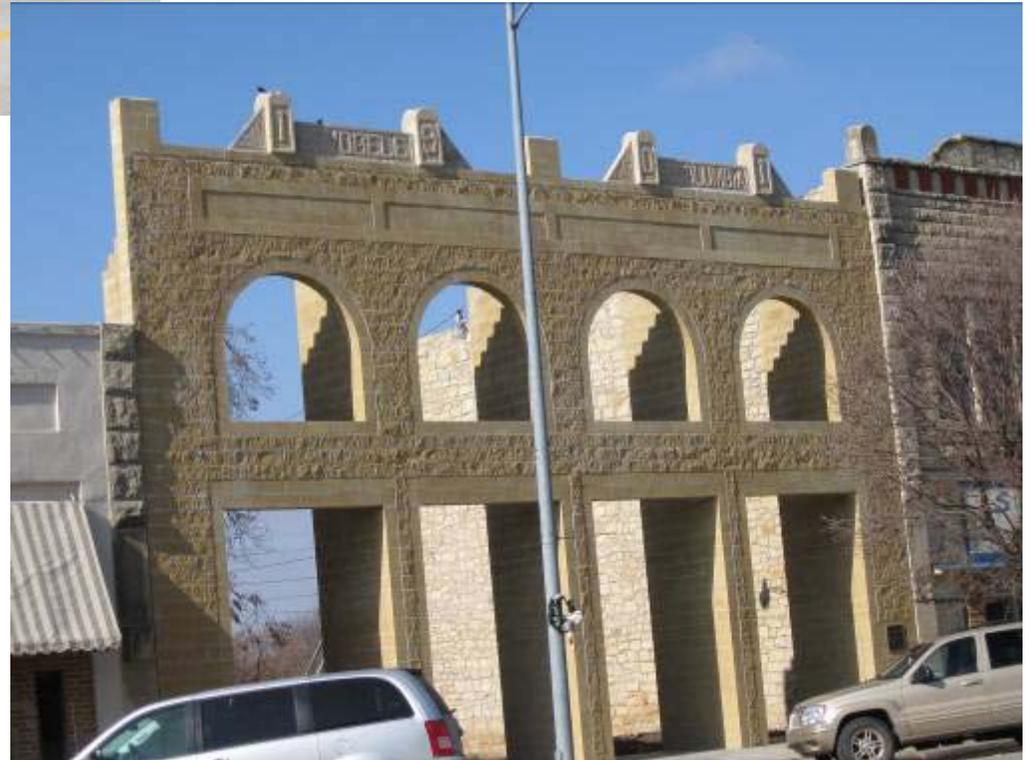


Thought we could save these – but it was not to be.









Challenges

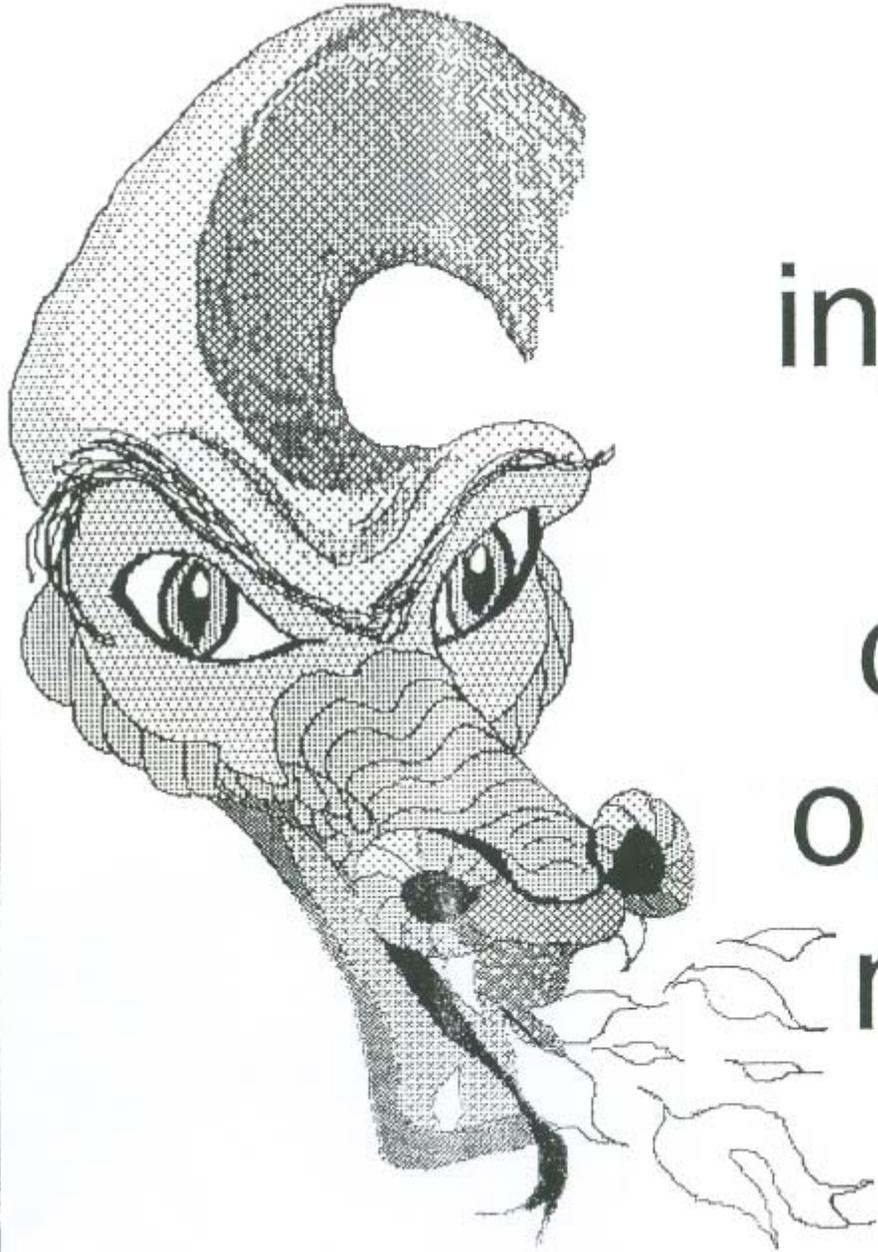




**Friends come and go.
Enemies accumulate.**



“Sometimes, you have to look reality in the eye, and deny it.” Garrison Keeler



It is wise to
include a dragon
in your
calculations, if
one lives in your
neighborhood.

Board of Directors

- Manageable Size – we have 10 – one of those is a city commissioner
- Rotating Terms – 3 years
- Limit terms – ours is one term and then must rotate off
- Never forget the 3 W's – Wisdom, Wealth & Women
- Board should reflect demographics of the community
- All board members – except city commissioners are required to serve on a committee
- Not required to be chairperson on committee
- They do report back to board what the committee they serve on is doing
- Have President, Vice President, and Secretary
- Treasurer is not a member of the board at this time
- For the first time we are paying the person who has been our treasurer for 10 years
- When retire from board, they continue to serve on committee

Committees

- Have the standard four committees
- Each committee has a chairperson and a secretary
- Meet monthly
- Promotion meets first Thursday of the month
- Design meets the first Friday of the month
- Organization meets the second Monday of the month
- E/R meets the third Thursday of the month
- Agenda sent by e-mail prior to meeting
- MS assistant calls the day of the meeting
- Not necessary to have a quorum for committee meetings
- Committees usually 6-10 people
- Prepare annual work plans which are approved by the board

Volunteers

- Some volunteers enjoy serving on committees
- Some volunteers prefer to do “projects” or events
- Try to include all ages
- We have even utilized the nursing home residents for simple projects – crocheted hangers for the birthday tea party dresses. Base painting Four Seasons decorations. Decorating sacks for the Children’s Christmas Shop
- Involve high school students as judges
- Cub Scouts help with annual clean-up
- Community Service Workers are a great source of volunteer workers
- Junior Main Streeters are awesome volunteers!

Main Street is the management of change. It is a significant investment in time and money. Successful communities have six key qualities.

- 1. Vision**
- 2. Plan**
 - A vision without a plan is just a dream**
 - A plan without a vision is just activity**
- 3. Leadership**
- 4. Commitment**
 - Willing to do whatever it takes to get it done**
 - Willing to take risks**
- 5. Public/private partnership**
- 6. Patience or persistence**

Notice that money is not on the list. Size of community is not on the list – neither is parking. These are all locally generated characteristics. If a community cannot work together, they cannot progress.

It is saving the best from the past. Downtown is the social and cultural center of the community if not the retail center.

Need to ask yourself – what are you going to do different tomorrow? The future of your community is being re-woven. Be a weaver.