

STREET TALK

MAIN STREET NEWSLETTER

PROMOTION COMMITTEE UPDATE BY LORI SCHUH

For those of you fortunate enough to be in town the morning of April 20, 2005 you were able to experience the first of our work plans. What they heard, that you may have missed, was music playing from a "prototype" sound system for downtown Clare. If you are unfamiliar with this project let me explain; it will be a series of speakers through downtown that will enhance the visitor experience. This will also be used as a PA system to announce parades and other special events. This project is moving forward due to the generous donations of our business community and area organizations. We plan to have this complete by mid-summer.

The committee is also excited to be working on the Clare Car Show which will take place July 2, 2005. This event was planned to assist the SummerFest event and bring visitors to the Main Street area.

The sub-committee has been working diligently on plans for this 1st annual event. With the cooperation of car clubs in our area a mailing list has been generated for potential participants. Also our local "car community" has been instrumental in the planning of this event. We are pleased to have so much support for this event and know that it will exceed our expectations.

In an effort to help make Clare Main Street a shopping destination the committee will be holding an Amish Craft Market once monthly on the sidewalks downtown. This will be a great way to provide a link between Clare's retail district and the Amish community. The events will take place the fourth Saturday of the month beginning in June and ending in September. Items to be sold will be locally produced non-perishables. Currently

contact has been made with our Amish community, flyers are being developed, and application forms are ready. The committee would like to thank the downtown retailers for their ability to "think outside the box" with this plan and offer their full support and cooperation.



The committee is currently working on the list for volunteer descriptions. If you are interested in helping with these plans, or attending our meetings please let us know, we would love to have your help!

**Next Meeting 5/25/05 @
7:30am Doherty Hotel**

ER COMMITTEE UPDATE BY JIM ALLEN

The Economic Restructuring Committee (ER) has been working to change the legal boundaries of the DDA district to include the JD Metal Works property, to purchase this property and to remove the existing buildings. This phase of the parking lot project has been completed and construction of the new parking lot has begun.

The ER Committee is excited about receiving a Michigan Economic Development Corporation \$30,000 grant to complete a professional Downtown Clare Market Study project. Downtown Professionals Network (DPN), a consulting firm based in the Chicago area, was retained to facilitate the study for Clare and to pro-

vide recommendations for business development and marketing strategies. Everyone involved in this project has had a lot of fun so far, we encourage you to join us for a great time studying downtown Clare! The next DPN site visit is scheduled for May 24th. Watch for scheduling updates in the near future.



ORGANIZATION COMMITTEE UPDATE

BY MARYANN SHURLOW

The Organization Committee is one of the four sub committees that function under the Main Street Board. Our Main role is to build strong, broad-based support for the whole Main Street program. We, as a committee, have decided the best way to do that is to develop and establish various methods of communicating between the retail and service businesses that make up the geographic Main Street district, as well as reaching out to inform the entire community about the activities of Main Street. Communication within our community can take on many forms; one of which is the newsletter you are reading right now. Our committee has produced an educational brochure which outlines

the history of the Main Street program, what it can do for a city's downtown area and how we are going about implementing the program in Clare, MI. We have established a website, www.mainstreetclare.com, which will function as an informational tool and also includes a calendar of Main Street events.

The second objective of our committee is to develop a volunteer base for the Main Street program. As the other committees move through their workplans, the exact number and type of volunteer tasks will become evident and we will try to help supply the people to meet those needs. An example is the upcoming first annual Main Street Clare Car Show that will be held as a part of SummerFest. As the Promotion Committee

finalizes its plans for this event the volunteer needs will crystallize and we will do our best to supply persons for the identified tasks.

We are working on establishing a logo for Clare Main Street that will be used by the entire Main Street program for printed and visual materials. Eventually anything containing the new logo will become readily recognizable as a Main Street product or event.

So far we have been working as a very small committee and are now happily adding three new members to our group. We welcome them aboard and are grateful for their help!

Next Meeting 5/17/05 @ 4pm

Herrick House

DESIGN COMMITTEE UPDATE

BY TOM KOCH

Irish Saying

Come in the evening.

Come in the morning.

Come when expected,

Come without warning.

Thousands of welcomes

you'll find here before

you. And the oftener

you come, the more

we'll adore you!



The design committee which consists of Ramona Pritchkaitis, Al Iacco, Vince Demasi, Dean Doherty, Tom Koch and Kent Randall has been responsible for selecting, purchasing and placement of the new Main Street banners which are currently hanging downtown. We've also been able to have new street signs installed on 4th and 5th streets. Al Iacco has organized a clean up project on the Panda Chinese Restaurant on McEwan that will take place in May.

Last fall, we selected three applicants for design assistance in façade renewal from the Michigan Main Street Organization. Those businesses were, Maxwell Flowers, Bob's Lounge, Black Bear and Broadcloth. We are expecting to see design improvements from these businesses within the year.

Our next and surely most involved task will be to prepare an application to the National Register of Historical Places.

This is a daunting task for which we will be asking for as much community assistance and input as we can get. We are hoping to lean on property owners to assist with gathering the history and explaining the significance of their buildings.. Some incentives include tax credits for preservation of historic buildings and national recognition and eligibility for future development programs. We have already defined the district's limits which includes most of the old downtown. Some businesses will be considered non-conforming which means they are not old enough to be considered historic and won't have to be scrutinized i.e. Her Place, Subway Building, Office Building on the corner of 4th & McEwan. Most of the rest will require extensive research into their various uses over time, historical significance, ownership, etc. Anyone with an interest in things historical may want to volunteer to be on our committee.



Main Street banners line the streets downtown Clare.

**Next Meeting 6/7/05 @
8am Doherty Hotel**

SLEEP IN YOUR CUSTOMER'S BED
BY BOB NEGEN,
FOUNDER OF WHIZBANG! BUSINESS TRAINING

The March 2005 issue of Inc. Magazine ran a feature, "26 Entrepreneurs We Love, And What We Can Learn From Them". One person who was featured was Tom LaTour, CEO of Kimpton Hotels and Restaurants.

What struck us about this guy was NOT the profits his company generated, the exotic locations of his properties, or his plans for growth. It was that he sleeps in all his hotels.

He spends at least 38 nights a year in his hotels.

And before each new property opens, he spends a week sleeping in various rooms making sure everything works the way it should.

Troubleshooting all the details down to how the sink stopper works.

To put it plainly, he cares enough about his customers to put himself in their beds, and bathrooms, and showers. He takes the time to think about his product from his customers' point of view.

And he realizes that it's most often the little details (like a sink stopper that doesn't close properly) that can make or break a customer's opinion of his hotel.

So what can you do to figuratively "sleep in your

customer's bed"? How can you go through the customer's experience in your business to discover the little details that make a difference?

Some suggestions:

1. Use your customer bathrooms in the middle of the day.
2. Actually try something on in your dressing rooms - don't just peek in.
3. Order something from your own web site.
4. Have each one of your employees sell you something.
5. Look around your store or office both inside and out with fresh, critical eyes.
6. Ask a friend for brutally honest feedback about their experience.
7. Think about some of the little details that you love at other stores and see if you can adapt them for your business.

One of my favorite examples is the coffee shop near me that always asks if I want some extra room in my cup for milk. I do!

I never thought about this detail until the first time I

was asked. But now whenever I get coffee elsewhere and they don't ask I notice. I also notice how hard it is to get enough milk in my cup to create just the right shade of café-au-lait and then get the lid on without spilling all over the place.

The folks at my favorite coffee place must have been "sleeping in their customer's bed" — or should I say "drinking their customer's coffee"!

**FOR MORE WHIZBANG!
 INFORMATION:**

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**MIDDLE SCHOOL STUDENT JOB SHADOWS
 ON MAIN STREET**

One of Jason Koch's Careers Class students earned school credit by job shadowing Clare's Main Street Manager. Zach Leachman is in seventh grade at Clare Middle School and has an interest in community development. While spending time on Main Street Zach was able to work with the Main Street Car Show committee and Sound System committee, as well as sit in on a meeting regarding state funding for Main Street's Market Study.

Here is a little bit from Zach about his job shadowing experience....

My life is very busy. I am always doing something whether it is studying, homework or sports. I play football, wrestling and baseball. I love to play sports. I also love to spend time with my family. Some of my hobbies include swimming, fishing, and going to Michigan State & Detroit Lions games.

I do very well in school, and received all A's and A-'s last marking period. I enjoy getting involved in class leadership and was elected Class Representative last year in sixth grade.

I have planned to attend Michigan State University since

I was in the fourth grade. I want to become something that I enjoy and makes a lot of money.

I really enjoyed job shadowing the Main Street program. I liked listening on how it helps downtown Clare. I think it would be a really interesting and fun job. I liked listening in on Main Street meetings because I figured out how the program works most of the time. I really like the ideas for improving downtown Clare.

By, Zach Leachman

Cead Míle Fáille—One Hundred Thousand Welcomes

STREET TALK

MAIN STREET NEWSLETTER

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Greetings from Main Street!

I hope you all enjoy the debut volume of STREET TALK, Main Street's original newsletter. Please use this communication device to keep up to date with Main Street news and events. Main Street will strive to bring you the most current downtown news and updates as well as business tips and Irish tidbits.

If there is something you would like to submit to the newsletter or something you would like to see addressed, please bring it to my attention and the members of the Organization Committee will do our best to include it!

Happy Reading!

~Abby

MARK YOUR CALENDARS FOR DOWNTOWN EVENTS THIS SUMMER!

May

- **Tuesday, May 24: Main Street Market Study Phase II-Volunteer Training
- **Saturday, May 28: Craft Show in City Park

June

- **Saturday, June 25: Amish Craft Markets on Main Street
- **Saturday, June 25: C.A.F.e. 5K Run/Walk

July

- **Thursday, June 30-Sunday, July 3: Clare SummerFest
- **Friday, July 1: SummerFest StreetArt Gala Main Street
- **Saturday, July 2: First Annual Main Street Clare Car Show in City Park.
- **Friday, July 15-Saturday, July 16: Clare Sidewalk Sales
- **Saturday, July 23: Amish Craft Markets on Main Street

August

- **Saturday, August 27: Amish Craft Markets on Main Street
- **Tuesday, August 30: Main Street Market Study Phase III –Presentation of Results

September

- **Saturday, September 24: Amish Craft Markets on Main Street

C . A . F . é .

Dear Main Street Business Owner,

The inaugural Clare SummerFest 5K Run/Walk is scheduled for Saturday, June 25, 2005 presented by the C.A.F.é.: The Clare Area Fitness Enthusiasts running/walking/cycling club is committed to promoting physical fitness within our community through events such as this, through ongoing scheduled events and through the encouragement of participating members. As you are personally aware, physical fitness is vital to each of us individually and also for the community in general.

In scheduling this year's SummerFest 5K we intentionally choose the Saturday at the beginning of the week of activities planned for our community to serve as a catalyst to get everything started. To promote the Clare area each of the events participants will receive a packet of information about our community and also a collection of coupons and discount offers promoting Clare businesses.

We are asking local business owners to donate a gift certificate or item to the SummerFest 5K Run/Walk. We will include your name and item donated on a list that will be placed in the race packet that is given to each participant in the event. We will also be publicly thanking each business who had donated items during the awards ceremony to further promote your business and our community.



During the awards ceremony we will be conducting a random prize drawing for all of the participants distributing

the items that have been donated. This part of our event is intended to further promote the businesses within our community to the anticipated 150 to 200 participants, many of whom reside outside of the Clare area, along with the family and friends that will be coming with them. We would like for them to spend their entire day shopping, dining and enjoying Clare! If you have any marketing items that you would like to contribute to goody bags please let us know and we will include them along with the growing number of prizes that we are receiving. If you would like to donate, please contact us.

Thank you again for your support for this year's SummerFest 5K Run/Walk.

Melonie Kingsbury, C.A.F.é President 386.3907 (h)
386.4851 (w)

Steven Kingsbury, C.A.F.é Treasurer 386.3411 (w)