

STREET TALK



M A I N S T R E E T N E W S L E T T E R

GREETINGS FROM MAIN STREET!

Fall is quickly approaching, the crisp clean air, falling leaves, and autumn activities are just around the corner. Take time to get out to enjoy summer before it disappears!

The Rail-Trails project to downtown Clare has been well utilized this summer. We are seeing many more bicyclists downtown and are already making plans for events that revolve around the trail.

The Main Street Committees are hard at work with their respective work plans and are implementing their designated tasks. New this year is the Clare Brewfest 2011- "A sampling of Michigan's finest craft beers" that is being co-sponsored by Clare Main Street and Clare Rotary Club. This is being held in

conjunction with the Old 27 Motor Tour Overnight Stop on August 25, 2011.

The Economic Restructuring Committee is excited to announce that we have received Market Study Follow-Up and Business Recruitment Training Services from Michigan Main Street Center @ MSHDA!! This will help identify current trends and demographic information to further support the development of our downtown.

Good things are happening on Main Street! We have great community support and look forward to the future of our Main Street!

As always, we look forward to seeing you on Main Street!

NEWS FROM OUR COMMITTEES

ORGANIZATION

The Organization Committee has had a busy Spring and Summer as we continue to work on several projects. The imagining and branding is "clearly" well along at this point and we are very pleased with our progress. We are in the third phase which is mostly behind the scenes at this point, finalizing the website and adding content, etc. Lori is doing a lot of this work, along with Dawn Thomas as the two most computer savvy members of our committee. Please watch for the public roll-out which will occur in early September.

We are excited about the kick-off of the Clare Main Street Farm & Arts Market which took place June 16th under the water tower. As you probably know, this coincided with the Clare Summer Concert Series so Thursday evenings have been a rocking place in Clare. We have many vendors returning to the Market each week and plan to continue the music as this has been a wonderful combination for the Market atmosphere. Application forms for

the Market are available online at MainStreetClare.com.

Clare Pride Day was very successful again this year with almost total involvement from the Clare High School to clean up our fair city just in time for Easter. We thanked our volunteers, fed the band and indulged in doughnuts and cupcakes from Cops & Doughnuts and JT Bakers respectively, Yum! A special thanks goes to Shirley Hansen and April Hicks for their generous donation of their time and we do treasure all of our volunteers.

Mary Ann Shurlow, Chairperson
This committee meets the first Thursday of each month at 8:00 am at the Herrick House.

PROMOTION

The Promotion Committee is is very pleased with the Main Street Car & Bike Show, which took place July 16th in conjunction with Sales on Sidewalks. The day was perfect and the attendees and community made

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HELLOS AND GOODBYES

We are pleased to welcome our newest business to Main Street!

American Marble & Granite Works



We are very pleased to welcome Scott & Mindy Rambo to our downtown! They offer monuments, urns, pet markers, landscape stones, cemetery work and more.

Please take a minute to stop in their location at 203 N. McEwan St., and help us welcome them to downtown Clare!

We are sorry to say goodbye to Artistic Engraving & Marketing. We will miss you on Main

VOLUNTEER WITH MAIN STREET!

The Main Street committees have tasks small and large that they are looking to share with new volunteers. Being a Main Street volunteer is lots of fun, and is a great way to give back to your community!

Please call the Main Street office at 386-9190 or Mary Ann Shurlow, 386-6120. We will gladly discuss how you can participate!

EVENTS IN OUR AREA

- Aug. 19 - Comedy Night
- Aug. 25 - Old 27 Tour Overnight Stop
- Aug. 25 - Clare Brewfest 2011
- Sept. 2-3 - Yoder's Quilt Auction & Craft Show
- Sept. 2-5 - Farwell's Labor Day Celebration.
- Sept. 18 - MMCC Fall Festival & BBQ

Please visit our website for a complete listing of 2011 events at MainStreetClare.com

CLARE AREA CHAMBER OF COMMERCE

Summer is upon us and there are many great events taking place again this year! The city-wide garage sales ran from June 30-July 2 and everyone enjoyed bringing the whole family down to Shamrock Park on the 1st for the annual Summerfest celebration! There was a community picnic, sponsored by Witbeck's Family Foods, a teddy bear race, sponsored by State Farm - Maury Irwin, a children's carnival at the First Baptist Church, the Gateway Community Band in the pavilion, and of course, fireworks! The Summerfest committee also hosted a duck race to help raise money for the fireworks. The race took place at Pettit Park on June 25th. There were 16 winners of this race thanks to some generous donations from our community!

The annual Street Faire craft show was held on July 16th in conjunction with the sidewalk sales and the Main Street Clare Car & Bike show.

Our next big event is the Fall Doughnut Festival scheduled for October 21-22, 2011.

We enjoy seeing you at all of these events! As always, if there is anything we can do for you, please let us know!

UPDATES

Please help us welcome Cindy Lin to the **Panda Chinese Restaurant**. Cindy and the friendly staff there will be happy to serve you great Chinese food!

New hours for the **Clare Main Street Farm & Arts Market** will be 3-7 pm on



Thursdays through the end of the season. We are also trying to have musical performances during the Market.

The Mulberry Café at the **Herick House** has upgraded their breakfast menu

and is now open at 8:00 a.m.

The students at the **515 Gallery** continue to help to keep our downtown fresh with gallery openings!

Cops & Doughnuts continue to support our community through a variety of projects including the Clare Trolley project and the Kari Lynch Hometown concert.

MAIN STREET REAL ESTATE

There are a few really nice properties currently available on Main Street! These prime locations are perfect for the budding entrepreneur or business wanting a highly visible location. All of these properties are listed on our website at www.mainstreetclare.com.

FANNIE O'FLANNARY'S GOSSIP COLUMN



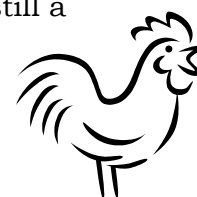
Some juicy bits of gossip from Fannie O'Flannery...



We went to **Fantastic Finds** to look for antiques and who did we find? - Al!

We did all the Spring clean-up, but Bob's Chicken is still a fowl.

We love Bob's Chicken!!!



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many positive comments about the event. The committee also worked with Clare Parks & Rec. on the Summer Concert Series which took place Thursday evenings in June and July in the Clare City Park. We are already planning for next years' event, so if you are interested in helping please let us know.

Our next big event will be the Historic Old 27 Motor Tour Overnight Stop on August 25th from 6-9 pm. Also, the committee is beginning work on the Main Street Spook-Tacular. In addition we have some plans for other new events to fill in our calendar!

We welcome your involvement in these events. This committee meets the fourth Thursday of each month at 8:00 am in the Main Street Office.

ECONOMIC RESTRUCTURING

The Economic Restructuring committee is pleased to announce being

awarded Market Study Follow-Up and Business Recruitment Training Services from Michigan Main Street Center @ MSHDA!! This is an extremely valuable service for our community and we look forward to beginning work on this in early September.

Also, this committee is working on funding new wayfinding signs for downtown.

DESIGN

The Design committee continues to work on the National Register for Historic Places application.

Our intern, Ken Lingaur, is making steady progress in being able to relate "the story of downtown Clare" for this purpose.

In addition, the committee has continued to work on Design Standards applications, reviewing and approving several in the last few months.

EXTEND A SPECIAL MAIN STREET WELCOME TO DOHERTY HOTEL CONFERENCE GUESTS:

The Doherty Hotel hosts many groups and events at their hotel in downtown Clare! Please check with them to see how you can assist them in welcoming these visitors to Main Street.

Thank you for doing what you can to help make their guests feel welcome in our community!

Irish Saying
May your home
always be too small
to hold all your friends.



M A I N S T R E E T C O O K S

Submitted by: Mary Ann Shurlow
Owner of Herrick House and The Mulberry Café

**Summer No-Bake
White Chocolate Cheesecake Pie**

- 1 C. White chocolate chips
- 2 -8 oz. Softened cream cheese
- 1- 8oz. Carton frozen whipped topping, thawed.
- 1-9" Graham cracker pie crust

In a heavy saucepan, melt chips over medium-low heat; Stir in cream cheese until smooth. Fold in whipped topping. Pour into crust. Cover and refrigerate until set.

Suggested Toppings:

Chocolate sauce, toffee bits, fruit toppings, fresh fruit.



Clare Area Arts Council



The Clare County Art's Council has had a busy summer, with many programs held at the monthly meetings and the first annual Garden Tour which provided 117 people the opportunity to enjoy some amazing local gardens. Also, the Acting Up in Mid Michigan Troupe performed the play, Eat, Drink, and Be Murdered in Shamrock Park on August 5th and 6th.

The Arts Council is developing art programs for the whole area to enjoy. Our goal is to have a different program each month that centers around some aspect of the arts.

Events and activities scheduled for the near future:

- ◇ September 13 - General meeting. Sandy Doherty will demonstrate Black and White painting
- ◇ September 18 - MMCC Fall BBQ
- ◇ Oct. 2 - Mary Carroll demonstration at the Doherty
- ◇ Oct. 3-9 - Mary Carroll painting class at the Doherty.

In addition, please enjoy the Walking Art Exhibit in the downtown windows. This project showcases many of our local artists.

The Clare Area Arts Council is still growing and encourages everyone to come and share new ideas. Everyone is invited to the Clare Area Arts Council meetings which take place at 6:30 pm, the first Tuesday of each month.

For more info call the Pere Marquette District Library 989.386.3576 or visit our website at www.clarecountyartscouncil.org.



Love the Local!



STREET TALK



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*"Clare Main Street -
 Anticipating the future while preserving the past"*

Clare Main Street Vision Statement

Clare Main Street - a unique and friendly downtown providing quality and value through personalized attention.

Clare Main Street Mission Statement

Utilizing the National Main Street approach of economic development and historic preservation, Clare Main Street will assist Clare's downtown community in providing a destination people want to visit - a place where people will linger long, establish lasting relationships with downtown merchants and residents, and look forward to returning to time and time again.

WHAT'S NEW AT THE PERE MARQUETTE DISTRICT LIBRARY

Educational Opportunities



Date	Class	Time
8/2	Basic Computer Skills	5-7pm
8/3	Basic Microsoft Windows Skills	5-7pm
8/9	How to make a Video with your Computer	4-6pm
8/10	Basic Microsoft Word	5-7pm
8/16	Learning How to Type	10a-12pm
8/23	Basic Microsoft Excel	5-7pm
8/24	Basic Microsoft Powerpoint	5-7pm
8/30	How to use the Internet	5-7pm
8/31	How to use your iPod	5-7pm

Sheila Bissonnette, MLIS
 Library Director
 Phone: 989-386-7576
 sbissonnette@cityofclare.org

www.pmdl.org

BRANDING SERVICES FOR OUR DOWNTOWN

The Michigan Main Street Center @ MSHDA selected Clare as one of four communities to participate in a pilot downtown branding service that is offered by Michigan Main Street. We have been undergoing a branding strategy for our program which includes a new logo as well as event specific logos. In addition, the brand strategy includes a new website designed specifically for our Main Street program. We are being trained on website management and on effective brand management to help get the most out of the service.

We began meeting with a representative of W. Design in late January and continued with stakeholder meetings throughout the ensuing months while the branding strategies began to take shape.

The new brand is expected to be completed for a public launch in mid-September.

We will keep you posted on the progress of this project.

DOWNTOWN ENTERTAINMENT

515 Gallery - A professional, student run art galley that is devoted to connecting emerging artists with the community. www.515gallery.com

Bob's Lounge is planning live entertainment and special activities. Check with them at 989.386.7884 for information.

Coffee Talk is scheduling musicians and artists to entertain their customers. Stop in to see what they have planned. Visit www.coffeetalk505.com

The Doherty Hotel often has live entertainment and comedy nights scheduled that are available to the public! Visit www.DohertyHotel.com for the latest info.

Ruckle's Pier also has live music scheduled on various weekends. Contact them at 386.9531 to find out what is coming up.

The Ideal Theatre has a website that features will be showing the following weekend. Access for the latest at www.idealtheatre.com