



## DCA Member News – February 2010

### From the Meeting:

- Silent Observer: Matt Wohlfeil from the City police presented background and information on Silent Observer, they've received 2,456 tips since 2001, and have made 883 arrests with the help of local citizens.
- Buy local: [www.localfirst.org](http://www.localfirst.org) and [www.350project.com](http://www.350project.com) are two great sources of information to help you discuss with your customers why it's important for them to try local first. The DCA website will be updated with buy local information this next month. Let's all 'Thank each customer for coming downtown and buying local.'
- New Businesses: Platinum Noir (Hair Salon), Budget Computers (next to Hermanns), Platters Café (sprint building)

### Membership:

- Congratulations to Chemical Bank on the opening of their new facility downtown.
- Next General Membership Meeting: March 3, 8am, Fifth Third Bank (enter South Door)
- Education: upcoming educational opportunities at the general meetings will be available, covering small business legal, insurance, accounting and human resources issues.
- **Dues: 2010 Invoices/Applications have been sent, target date of Feb 19 renewal deadline. The Application form serves as your invoice for membership. Please include your payment with your filled out form (s).**

### DCA Events:

- **March 12-13– March In for Sidewalk Sales.** Red DCA Dot in front window indicates participation to shoppers. Forms were distributed for sign-up with membership packets. See website for forms if needed. **Feb 19 deadline!**
- **April 2-3 – Easter Egg Unscramble Downtown & April 3 - Jaycees Egg Hunt in City Park.** Large Egg in front window, small egg with 'letter' in store. See website for forms if needed. **Feb 19 deadline!**
- **May 1-29- Art Walk, May 29 Meet the Artist** – consider hosting an artist, helping secure art vendors and/or join the committee. Host, Artist and Vendor applications/ forms are available on the DCA website. PR efforts underway.

### Community Notes:

- **United Way Murder on Mitchell Street, Feb 27 and additional show on Feb 28.**
- **Lakefront Days** – the Jaycees would like to discuss a partnership opportunity. If you would like to be involved in this discussion, please contact Joy.
- **13<sup>th</sup> Street to Boon Road Construction** – this MDOT project is on track to begin complete reconstruction in August.
- **River Street to 13<sup>th</sup> Street** – still on schedule for 2011 construction season.

### Public Relations:

- **Chamber Rise Up** (2<sup>nd</sup> Wednesday of the month): March 10, 7am, at WMCTC on 13<sup>th</sup> Street – 80+ people to network with, non-Chamber member fee \$10, Chamber member fee \$5
- **Website:** board listing & event information being updated, additional updates to come.
- **Media:** Buy local, Buy Cadillac campaigns being kicked off community wide, support these efforts in any way you can.

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**Starting March 2010 - DCA General Meetings are the First Wednesday of the Month, 8am at Fifth Third Bank.**

**DCA Office:** Hours: Tuesday's 1:30-3:30pm, Friday's 8:30-12:30pm, 231-775-9776, 222 Lake Street, Cadillac  
[www.downtowncadillac.com](http://www.downtowncadillac.com) [admin@downtowncadillac.com](mailto:admin@downtowncadillac.com)

To Contact Joy directly, please call 231-920-5189 or at [joyvandrie@gmail.com](mailto:joyvandrie@gmail.com)

To Contact Scott directly, please call 231-920-1729 or at [scott\\_baarstad@yahoo.com](mailto:scott_baarstad@yahoo.com)

**DCA Board Meets the Third Tuesday of the Month, 6pm. Board Member Contact Information:**

Greg Carner (Brinks) 775-8282 Stephanie Trombley (Your Sisters Closet): 775-5003 Deb Ballard (Firstbank): 775-9000

Donna Molnar (Fifth Third): 779-2700 Lincoln VanDrie (Toy Town): 775-8697

Margo Jacobs (Charter Media): 920-9201 Beth Bosscher (Shay Station): 775-6150