



DCA Member News – January 2010

From the Board:

- New **2010 Board of Directors:** Gregg Carner-Brinks (President), Stephanie Trombly-Your Sisters Closet (VP), Deb Ballard-Firstbank (Treasurer), Lincoln VanDrie-Toy Town, Donna Molnar-Fifth Third Bank, Margo Jacobs-Charter Media, Beth Bosscher-The Shay Station.
- We've hired an **Executive Director**, Joy VanDrie. We wish Amy Smallegan well and thank her for her service to the DCA. Joy's goals include growing our events, membership, communication and cohesiveness.
- We've accepted the services of a Baker College **Marketing Intern**, Scott Baarstad, for 10+ weeks. Scott will be Chairing the Art Walk and assisting with other marketing opportunities.
- Next Board meeting: Tuesday, February 16, 6pm at Firstbank.

Membership:

- New 'Retail' Member: **Atomic Closet**, Kristine & Derek Anderson, 468-2939, www.atomiccloset.com
- New 'Friends of' Member(s): **Advanced Optometry**, Dr. Randy Myers, Dr. Richard McDonald and Dr. Amanda Johnston, 775-7341, www.advancedoptometry.com & **Hagstrom's Flowers**, Amy & Rod Gibbs, 775- 4656, www.hagstroms.com
- Next General Membership Meeting: February 5, 8am, Chamber Board Room.
- Dues: 2010 Invoices/Applications are underway. Packet coming this next week, please call with any questions.

DCA Events:

- **March 12-13– March In for Sidewalk Sales.** Red DCA Dot in front window indicates participation to shoppers. Forms will be distributed this next week for sign-up. Event advertisement and Street Banner.
- **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. Sign-up forms to come. This is the week of CAPS Spring Break March 27-April 4.
- **May 1-29- Art Walk, May 29 Meet the Artist** – preparations and exciting new opportunities underway, consider hosting an artist, helping secure art vendors and/or join the committee. More info to come next month from Scott.
- **December Storybook Christmas.** *Follow-up meeting held January 13. Additional feedback is still welcome. Thank you to: 4 Seasons Ford, Swaffer's Toyota, Avon Automotive, Rotary Club of Cadillac, Borg Warner, Avon Protection Systems, Dental Health Professionals, United Way, Helse's 13th Street Market, Dave Buncee, Bill Barnett & Friends, Santa, Mrs. Claus, The City Maintenance Crew and the DCA planning committee.*

Community Events:

- **North American Snow Festival** – February 4-7, at the Armory and on Lake Cadillac. www.cadillacmichigan.org

Public Relations:

- **Chamber Rise Up** (2nd Wednesday of the month): February 10, 7am, at Baker College – over 80 people to network with
- **Website:** board listing & event information being updated, additional updates to come.
- **Media:** updating statewide media list for Art Walk. Cadillac News, TV station and Radio Station community calendars are being updated with 2010 DCA events.

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 admin@downtowncadillac.com

To Contact Joy directly, please call 231-920-5189 or at joyvandrie@gmail.com

To Contact Scott directly, please call 231-920-1729 or at scott_baarstad@yahoo.com

DCA Board Meets the Third Tuesday of the Month. Board Member Contact Information:

Greg Carner (Brinks) 775-8282 Stephanie Trombly (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