



## DCA Member News – May 2010

### From the General Meeting:

- **Peter Lanc** – presented on Human Resources issues facing Small Business. Discussion on hiring practices, application filing, interviewing practices and integrating HR practices into business branding. Thank you Peter for your time!
- **Art Festival discussion:** booths are FULL – over 80. City Parking lot Parking is and has been addressed.
- **Summer Hours discussion:** 99% of businesses at meeting will be opening on Sunday's downtown on or before Memorial Day. Other days for extended hours are Thursday and Friday until 7pm. This information will be released to the media to showcase collaborative efforts in downtown.
- **New Businesses:** Cottage & Craft store opening between old Blackberry Rose & Bistro locations; Countryside Retail store opening next to AT&T. Willow Mercantile Grand Opening May 21.

### Membership:

- **Education:** June General Meeting - Dave McCurdy, of McCurdy Wotila & Porteous will offer a 15-20 minute legal update at on aspects of 'Theft and liability - how to protect yourself legally', with Q&A as time allows.
- **Membership:** all but 1 member from 2009 has renewed, with 1 additional member having gone out of business. New member drive (within the DDA District & Friends of outside of the District) will begin in late May.

### DCA Events:

- **Event Rack Cards** – we've developed a rack card with the most current event on the face and an event listing on the reverse. We printed 3000 and they are in 30 locations around the area (most outside of downtown). A new one is being developed for July and will be released prior to Memorial Day.
- **May 1-29- Art Walk, May 29 Meet the Artist** – 16 Artists are in host locations. We ended up with more host locations than artists. Statewide public relations efforts are underway. The website has a listing of the artists. 700 rack cards were mailed with the Rotary Stride for Strive application mailing to previous participants of the race.
- **Art Walk – Art & Wine Showcase, May 6** – what a great first time event, over 220 attendees. Our thanks to a great partnership with the Wexford Historical Society. The Planning committee of Scott Baarstad, Gregg Carner, Joy VanDrie, Tom Taylor, Doug Brown, MaryBeth Montague, and Cliff (Top) Sjogren is to be congratulated. This was an excellent way to launch the ArtWalk, with many walking away to tell their friends they must come downtown to Meet the Artists. Many attendees were unaware of the ArtWalk and are now interested in learning more.
- **Fourth of July** – meetings with the CAVB, Cadillac West Association and Footliters are underway. Mix 96 has agreed to manage the Music/entertainment at the Rotary Pavilion with a grant from the Rotary Club. If you are interested in attending meetings, please come to the Visitors Bureau on Friday, 8:30am on May 21 and every Friday of June.
- **SideWalk Sales** – we need to form a committee for this event – we need approximately 4 people to help disperse flyers, balloons and get the word out. Please let Joy know if you are interested – many hands make light work.
- **Fall Fever Festival** – we are starting to form a committee for this festival in September. Possibility of the Home Builders Association to host the car show. Anyone interested in being part of this planning committee or spearheading it, please see Joy or Margo Jacobs. We need a Chair person.

### Community Notes:

- **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.
- **Chamber - Rise Up – May 12 at YMCA, 7:00 am; Golf Outing – May 26, Eldorado and McGuire's** – teams and sponsorships still available. Great networking!
- **WMCTC Scholarship Golf Outing – May 22, McGuire's** – 27 holes. call 876-2206 if interested. WMCTC is also looking for new Co-Op businesses to help students learn the in the real world. Call WMCTC at 876-2200.

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

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Joy VanDrie, Executive Director, call 231-920-5189 or at [joyvandrie@gmail.com](mailto:joyvandrie@gmail.com)

Scott Baarstad, Marketing Intern & Art Walk Chair, call 231-920-1729 or at [scott\\_baarstad@yahoo.com](mailto:scott_baarstad@yahoo.com)

**DCA Board Meets the Third Tuesday of the Month, 8am (May location is Firstbank). Board Member Contact Information:**

Gregg 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