



**Business Improvement District  
&  
Main Street of Menomonie Inc.**

**Annual Report  
2009**

**Jan. 1, 2009 – Dec. 31, 2009**

**Annual Meeting  
Feb. 18, 2010**



## **VISION STATEMENT:**

Downtown Menomonie will be a destination point  
with business and retail mix  
offering unique products, service and events  
that makes visiting an enjoyable experience  
catering to local residents, business employees, students and tourists.

## **MISSION STATEMENT:**

The purpose of Main Street of Menomonie is to  
improve and preserve Menomonie's quality of life  
by strengthening the historic downtown  
as the "heartbeat" of the community  
through concentrated efforts in  
organization,  
design and beautification,  
promotion  
and economic revitalization.

**2009 BOARD OF DIRECTORS  
BUSINESS IMPROVEMENT DISTRICT FOR MENOMONIE  
MAIN STREET of MENOMONIE INC.**

Terms expire December 31 of:

President: George Acker, UW-Stout	2012
Past President: Damon Anderson, Silver Dollar Saloon	2011
Vice President: Debbie Labs, Con Agra Foods	2011
Secretary: Kim Gounaikis, Ted's Pizza	2010
Treasurer: Wendy Sander, Cedar Corporation	2012
Lisa Anshus-Frank, Anshus Jewelers	2010
Kate Hearley, Legacy Chocolates	2012
Kate Keyes, Paper Kutz	2011
Connie Lotspeich, Bank Mutual	2009
Peter May, Bad Cat Bicycles	2009
Sandy Ott, Ms.Ellaneous	2012

Staff:

Laura Short, Executive Director  
Beginning December 14, 2009

Mary Solberg, Executive Director  
January-August

**2010 BOARD OF DIRECTORS  
BUSINESS IMPROVEMENT DISTRICT FOR MENOMONIE  
MAIN STREET of MENOMONIE INC.**

Terms expire December 31 of:

President: Debbie Labs, Con Agra Foods	2011
Past President: George Acker, UW-Stout	2012
Secretary: Kim Gounaikis, Ted's Pizza	2010
Treasurer: Wendy Sander, Cedar Corporation	2012
Damon Anderson, Silver Dollar Saloon	2011
Lisa Anshus-Frank, Anshus Jewelers	2010
Michael Fairchild, Attorney At Law	2010
Melissa Grape, Closet 2 Closet	2010
Jody Hagman, WESTconsin Credit Union	2012
Kate Hearley, Menomonie Market Food Co-op	2012
Kate Keyes, Paper Kutz	2011
Sandy Ott, Ms.Ellaneous	2012
Scott Rannila, M&I Bank	2011
Erik Simonsen, Mabel Tainter Center for the Arts	2011
Susan Thurin, Bookends on Main	2011

Staff:

Laura Short, Executive Director

## EXECUTIVE DIRECTOR'S REPORT

Jan. 1, 2009 - Dec. 31, 2009

The National Main Street Center of the National Trust for Historic Preservation offers a comprehensive strategy to commercial district revitalization that has been widely successful in many towns and cities throughout the country. The points described below—which Main Street of Menomonie follows—are called the Main Street Four-Point Approach.

### **I. Organization**

Organization means everyone works toward the same goal. Using a volunteer-driven program with an organizational structure of a governing board and committees can ease the tough work of building consensus and cooperation among the groups that have an important stake in the district.

#### A. Board Member Participation

1. New board members received an orientation to Main Street of Menomonie and the four-point approach March 24, 2009.
2. Board members Sandy Ott of Ms.Ellaneous and Kate Keyes of Paper Kutz coordinated two Ladies Night Out events for the spring and summer.
3. During the summer, board members visited downtown merchants to explain the Main Street program and its benefits.
4. Main Street Summit, a strategic planning session of the Board of Directors, was held Aug. 26, 2009.
5. Board member Wendy Sander of Cedar Corporation attended the “Recapturing Your Downtown Conference,” Oct. 21-22 in Wausau, Wis.
6. The Promotions Committee, led by Kim Gounaikis of Ted’s Pizza, coordinated the Fall-o-ween festival, which brought children and their families to downtown.
7. Board President George Acker of University of Wisconsin-Stout served as interim executive director during the executive director search.

#### B. Business Improvement District Participation

1. WESTconsin Credit Union helped organize volunteers for the Great Community Cookout held at the end of the summer.
2. Deb Manske of Citizens State Bank led the committee that planned the sixth annual WinterDaze Parade.

#### C. Community Participation

1. The Womans Club cared for the raised flower bed at the Veterans Memorial, decorated Menomonie's historic lamp posts with flower baskets, and decorated downtown storefronts with nativity scenes during the holidays.
2. UW-Stout conducted a Downtown Menomonie Assessment to assist in the redevelopment efforts of the downtown district.
3. Cedar Corporation handled telephone calls to Main Street of Menomonie during the executive director search and the WinterDaze Parade coordination and cancellation.

## **II. Promotion**

Promotion means the Main Street program sells its image and lives up to its promise to all prospects. By marketing the district's unique characteristics to shoppers, investors, new businesses and visitors, an effective promotion strategy forges a positive image through advertising, retail promotional activity, special events and marketing campaigns carried out by local volunteers. It serves to improve consumer and investor confidence in the district.

### **A. Events**

Events bring foot traffic to downtown Menomonie, introducing residents to the goods and services provided by downtown merchants; and in turn, encouraging residents to shop and dine locally.

1. Annual Meeting, Thursday, Feb. 19, 2009
2. Ladies Spring Fling, Thursday, April 2, 2009
3. Shriner's Parade, Saturday, May 30, 2009
4. Flag Day Ceremony at Veteran's Memorial, Monday, June 15, 2009
5. Ladies Night Out, Thursday, July 9, 2009
6. Great Community Cookout, Thursday, Sept. 24, 2009 (postponed from a rained out Aug. 20, 2009)
7. Fall-o-ween, Saturday, Oct. 24, 2009
8. WinterDaze Parade, canceled for Dec. 10, 2009

### **B. Media Coverage and Community Recognition**

Coverage by the media and honors and awards received from other organizations informs local and regional residents about the unique offerings of downtown merchants, giving residents a good vibe about the atmosphere and customer service they will find when they visit with downtown business owners and employees. Good media coverage and community recognition helps build a good reputation for downtown.

#### **1. Trade and lifestyle magazines**

- a. Menomonie Market Food Co-op was quoted in the May 2009 issue of the national trade journal Natural Foods Merchandiser.
- b. Zanzibar Restaurant and Pub was profiled in the December 2009 issue of Etc. magazine, the guide to fine living in the Chippewa Valley.

2. Volume One Magazine's "Best of the Chippewa Valley" issue, Sept. 17, 2009
  - a. Simple Sports placed first in all of the Chippewa Valley for being the Best Local Bike Shop.
  - b. Legacy Chocolates was named the Menomonie pick for Best All-Around Dessert.
  - c. Menomonie Market Food Co-op was named the Menomonie pick for Best Grocery Store.
  - d. The Raw Deal was named the Menomonie pick for Best Vegetarian Menu.
3. Community endorsements
  - a. Zanzibar Restaurant and Pub was awarded the 2009 Small Business of the Year Award by the Greater Menomonie Chamber of Commerce. Presenting the award was 2008 recipient Harriet Christy, the former owner of Bookends, which also is located downtown.
  - b. Mainstreet Health and Fitness was named the official gym of the Menomonie Thunderhawks football team.
4. Internet and social media communications
  - a. Main Street of Menomonie gained a presence on Facebook and Twitter in December 2009.
  - b. A new concept for the Main Street of Menomonie Web site was developed, using free blogging software. Blogs, which allow for reader comments, encourages reader engagement similar to other social media tools. Development of the site began in December 2009.
  - c. The National Main Street program created generic video commercials that could be used free by any Main Street program, and released them in November 2009. A 30-second spot has been added to the Main Street of Menomonie Web site.

### **III. Design**

Design means getting Main Street into top physical shape. Capitalizing on Main Street's best assets—such as historic buildings and traditional pedestrian-oriented layouts—is just part of the story. An inviting atmosphere, created through window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights and landscaping, conveys a visual message about what the commercial district is and what it has to offer.

#### **A. Logistics**

1. The Menomonie City Council voted to move the Main Post Office drop-off boxes to a center traffic island on Third Street in downtown Menomonie.

## B. Beautification

1. New bricks were placed at the Veterans Memorial on Second Street.
2. The Womans Club cared for the raised flower bed at the Veterans Memorial, planted a garden at the base of the Veterans Memorial flag pole, decorated Menomonie's historic lamp posts with flower baskets, and decorated downtown storefronts with nativity scenes during the holidays.
3. The Historic Preservation Commission approved exterior signage for new downtown businesses.
4. The Urban Forestry Board raised funds to transform a dead tree in Cedarama Park into a work of public art.

## IV. Economic Restructuring

Economic Restructuring strengthens a community's existing economic assets while diversifying its economic base. By helping existing businesses expand and recruiting new ones to respond to today's market, Main Street program help convert unused or underutilized space into economically productive property and sharpen the competitiveness and profitability of businesses.

### A. Wild Rice Consortium

1. Executive Director Mary Solberg and Board President George Acker, both as community citizens, sat on a committee of the Wild Rice Consortium. The consortium is a nonprofit organization created to strengthen the creation of entrepreneurial businesses in downtown Menomonie.
2. Executive Director Mary Solberg attended an all-day seminar on the topic of commercial kitchens in Baraboo, Wis., Feb. 24, 2009.

### B. Business developments in 2009

1. Relocations to or within downtown
  - a. Creative Ideas, screenprinting, embroidery and awards
  - b. Domino's Pizza, dine-in and take-out pizza
  - c. A Cute Bead, a bead store
2. New ownership
  - a. Mainstreet Health and Fitness, exercise and wellness
  - b. Georgie's Hair Salon became Beauje Salon
  - c. Great Aroma Coffee became Java To Go

- d. My Style Hair and Tanning, salon and tanning
- c. Bookends on Main, a new and used book store

### 3. New retailers

- a. Stitch and Rip Quilt Shop, sewing and quilting supplies
- b. Variety on Broadway, general merchandise
- c. Closet 2 Closet, an upscale, resale store
- d. June 3rd/Fair Mairs, vintage clothing and costumes
- e. Alice Nails 2, full-service nail salon
- f. Gallery 111, a cooperative art gallery, had a soft opening in October 2009. The grand opening occurred in 2010.

### 4. Growth, diversification and globalization

- a. Zanzibar Restaurant and Pub launched its spice company, selling Persian and Bloody Mary Spice and Thai dressings.
- b. The Dunn County News not only survived the economic downturn, but also began planning for its 150th anniversary in 2010.
- c. Marybeth Buchele of Health Naturally Homeopathy Services self-funded a five-week trip to East Africa in February and March 2009. Buchele worked in seven AIDS clinics in Kenya and in two AIDS clinics in Tanzania. The clinics used homeopathy.

### C. Downtown business inventory

1. A building and business inventory process began in spring 2009.