



MAIN STREET, INC.

APRIL, 2007

downtownwhitebearlake.com

THE MONITOR

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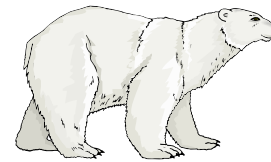
SPECIAL SERVICE DISTRICT

Every business owner or land owner in the Special Service District is automatically a member of *Main Street, Inc.* Main Street is a non-profit organization formed to serve the promotion and development needs of the Special Service District, downtown White Bear Lake. Main Street funds support the following:

- Maps and brochures
- Reader Board Sign at 4th & Hwy 61
- Banners
- Advertising & general image promotion
- Promotions (Girls Night Out, Bouquet Day, Music in the Park, Art Walk, etc.)
- Holiday Events (carriage rides, photos with Santa & decorations)
- Kiosks on Washington Square
- Work closely with the City of White Bear Lake regarding vacancy rates and potential tenants
- Work closely with the Police Dept. regarding crime & safety issues
- Beautification of the district
- Improve customer parking availability

BOARD MEETINGS

The **Main Street Board of Directors** holds their monthly meeting on the **first Tuesday of each month at 5:00 p.m.** at *Melange on Banning*. The Promotions Committee Meeting is held at the beginning of the Board Meeting. This meeting is open to all Main Street members. You are encouraged to attend these important and informative meetings.



2007 Events & Promotions

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|-------------|--|
| 4/16 – 5/11 | Annual Northern Lights Art Exhibit –
White Bear Center for the Arts
4/20 – Opening Reception |
| 4/26 – 4/28 | Goodthings – Barefoot Bash |
| 4/28 | Bouquet Day |
| 5/8 | High School Writing Contest –
White Bear Center for the Arts |
| 5/13 | Mother’s Day |
| 5/17 | Girls Night Out |
| 6/14 | Girls’ Night Out |
| 6/21 – 7/26 | Marketfest 6- 9 p.m. |
| 6/17 | Father’s Day |
| 6/22 | Manitou Days Parade |
| 6/30 | Back to the 60’s Day |
| June – Oct | Farmers’ Market on Fridays |
| August | Music in the Park |
| September | Music in the Park |

Bouquet Day

Bouquet Day is Saturday, April 28th – 10 a.m. until flowers are gone. A minimum of 200 stems should be ordered. **Oneka Floral (429-5308) and The Floral Trunk (426-8989) are both taking orders for flowers.** Please RSVP to Barb White at 407-1224. This is the 4th annual bouquet day and customers love to come to downtown and be a part of this great event.



Reader Board Sign

Did you know that approximately 28,000 cars travel by the sign on the corner of 4th & Highway 61 each day? What a great way to let customers know you are in business! Because you are part of Main Street, you have the opportunity to advertise your business on the reader board sign. Call Joan Storey at 426-0035 to find out available dates for 2007.

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NEWS AROUND TOWN...

Welcome to *Fashion Eyes in White Bear*....they have recently opened on Third Street!

Friends From NY has closed....we are sorry to see Barb close her business, but are very happy she is still with the White Bear Press and part of Main Street!

Kwik Stop on Highway 61 has closed.

Schreier's on 4th is moving to Stillwater....stop by to say good-bye!

Girls' Night Out

Girls' Night Out events have proven to be a great way to promote downtown White Bear Lake. Main Street will continue to sponsor these fun and exciting evenings in 2007. *The next Girls' Night Out is May 17th*. Retailers have enjoyed the excitement and the new customers these events bring to town. Plan to participate and get involved in this exciting, continuing adventure! Call Barb at 651-407-1224 for details.

Back to the 60's Day

As part of the Manitou Days celebration in White Bear Lake, Main Street is sponsoring *Back to the 60's Day on Saturday, June 30th*. Many businesses have expressed interest in having an item at 60's prices for the day, dressing in 60's attire and having 60's music! This should be a fun and exciting day in downtown!

NEWSLETTERS

Want your newsletter by e-mail? Save mailing costs! Please send your e-mail address to Barb at wbpres2@izoom.net to be included in this new program.

Get involved with Main Street...by pulling together as a community, the White Bear Lake special service district will be the best place for businesses and customers. Contact any of the Main Street Board Members for more information. They are: Kurt Hegland, President (429-9600); Corey Palmer, Secretary (762-1870); Barb White, Promotions (407-1224); Dave Zachor, Treasurer (653-0146); Brian Carlson (426-2885); Debbie Engh (429-1039); Tom Frazer (429-0145); Donna Geisinger (429-2844); Dale Grambush (653-1230); Marj IntVeld (426-5463); Mary Jo Lohn (653-1660); John Lundstrom (235-1403); Penny Norman (426-0388); Nancy Poferl (426-3299) and James Sanchez (653-7326).

Main Street, Inc.
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