



MAIN STREET, INC.

APRIL, 2008

downtownwhitebearlake.com **THE MONITOR**

VOLUME LV

Welcome

Kim Drumm, ADL Fitness, has been selected to fill the vacancy on the Main Street Board. Thanks, Kim, for volunteering to be a part of this dynamic group of business owners representing the downtown area.

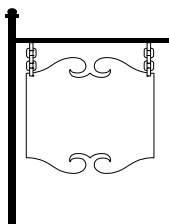


Spotlight on Business

The Chocolate Spoon Café located at 5th & Banning is owned by husband and wife team, Jeff and Nancy Pofperl. The café is the only independent community coffee shop in downtown...offering a great community gathering space. The food is made onsite and is a combination of Greek/Italian to old fashioned Polish/Swedish! They also have scones, ice cream, coffee drinks and a complete line of *JusTruffles* truffles from the famous St. Paul chocolatier.

Within *The Chocolate Spoon* is a boutique with one-of-a-kind artist original works. Stop by *The Chocolate Spoon Café* for more than just a great cup of coffee!!

(To be a business in our Spotlight, e-mail Gayl at emola4@comcast.net.)



Call *Kurt Hegland* at 429-9600 to reserve the reader board sign at 4th Street and Highway 61. For only \$75 you can advertise to over 28,000 cars daily!



Upcoming Events & Promotions

- 5/1 – 3 *Quilt Shop Hop*
- 5/3 *Bouquet Day*
- 5/15 *Girls Night Out – 4 to 8 p.m.*
- 6/20 *Manitou Days Parade*
- 6/19 – 7/31 *Marketfest Thursdays 6 – 9 p.m.*
- 6/27 – 10/31 *Farmers' Market Fridays 8 - noon*
- 8/21 *Girls Night Out – 4 to 8 p.m.*
- 9/18 *Girls Night Out – 4 to 8 p.m.*
- 10/16 *Girls Night Out – 4 to 8 p.m.*
- 11/6 *Holiday Open House*
- 12/6, 12/13 & 12/20 *Holiday Events*



Bouquet Day



Bouquet Day is Saturday, May 3rd – beginning when businesses open until flowers are gone. It is recommended that a minimum of 200 stems should be ordered – but this is not mandatory to participate! **Oneka Floral (429-5308)** and **The Floral Trunk (426-8989)** are both taking orders for flowers. Customers love this fun day!!

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 2008... *the next Girls' Night Out* of is Thursday, May 15th. Plan to participate and get involved in this exciting, continuing adventure! Call Dale at 651-653-1230 for details.

Marketfest

Marketfest starts June 19th and continues on Thursday evenings till the end of July. An artwork contest for Marketfest is being sponsored by Uptown Images. This annual summer event is attended by thousands of visitors each Thursday evening – make the most of the traffic by hosting special offers, having events in your business, or even handing out coupons! *Please remind your employees and customers to obey the “No Parking” signs on Thursdays!* If you are interested in more information on how to get involved with Marketfest, contact Lisa Beecroft at 651-429-8537.

News Around Town. .

Welcome to *Ursula’s WineSource* on Washington Square....your retail outlet for wine by the case!

Welcome to *Creative Audio* on Washington Square.

Black Dog IT Solutions has opened on 2nd Street....welcome to downtown!

HB Laminate has moved out of the district.

FYI

Jenny from Avon Beauty Center now has the key for the kiosk at 3rd and Washington. If you would like to post an ad for your business, contact her at 651-429-0111.

MAIN STREET MEETINGS

The **Main Street Board of Directors** holds their monthly meeting on the **first Tuesday of each month at 5:00 p.m.** at Banning Row (blue building at the corner of 4th & Banning) – Room 200. ***All Main Street members are invited and encouraged to attend. Everyone’s input is important!!*** The Promotions Committee is always first on the agenda in case you would like to come only for that portion of the meeting.



NEWSLETTERS

Save mailing costs – receive your Main Street newsletter by e-mail! Please send your e-mail address to Gayl at emola4@comcast.net to be included in this new program.....the more e-mail addresses we have, the quicker Main Street can get information to you!

*Get involved with **Main Street** -- Main Street, Inc. is a non-profit organization formed to serve the promotion and development needs of the Special Service District, downtown White Bear Lake. Contact any of the Main Street Board Members for more information. They are: Kurt Hegland, President (429-9600); Dale Grambush, Vice President (653-1230); Debbie Engh, Secretary (429-1039) Dave Zachor, Treasurer (653-0146); Brian Carlson (426-2885); Kim Drumm (612-396-2392); Tom Frazer (429-0145); Donna Geisinger (429-2844); Marj IntVeld (426-5463); Mary Jo Lohn (653-1660); John Lundstrom (235-1403); Penny Norman (426-0388); and Nancy Poferl (426-3299), Ben Pratt (426-6611) and James Sanchez (653-7326). Gayl Emola is the secretary – she can be reached at 651-429-9558 or emola4@comcast.net.*

Main Street, Inc.
2202 5th Street
White Bear Lake, MN 55110