



MAIN STREET, INC.

SEPTEMBER, 2008

downtownwhitebearlake.com **THE MONITOR**

VOLUME LVIII

Marketfest

Marketfest 2008 was a big success! Thank you to all the downtown businesses and volunteers who made Marketfest a great family event. Main Street works with the Marketfest Board to help promote downtown White Bear Lake and attract visitors who will support our wonderful town. Lisa Beecroft, the Marketfest Director, would like for all businesses to complete the enclosed survey to help with Marketfest planning...*your input is important!* If you have any questions, please contact Lisa at 651-653-9042.



Spotlight on Business

QUESTION: Where can you go in downtown White Bear Lake to significantly DECREASE anxiety and respiratory rates while INCREASING white blood cells which boost your immune system?

ANSWER: *Healing Waters of White Bear Lake* – your local source of Health and Wellness. Visit their website for a complete list of benefits and services, classes and workshops – www.healingwaters-mn.com.

For five years they have provided Therapeutic Massage, Shiatsu, Acupuncture, classes in Yoga, Pilates, Qigong, Bellydancing and much more. Let Healing Waters of White Bear Lake support your healthy lifestyle. You can contact them at 651-653-1660.

(To be included in the Spotlight on Business section of our newsletter, contact Gayl at emola4@comcast.net.)



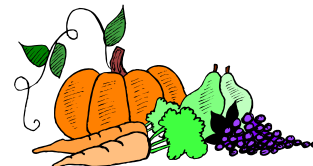
Upcoming Events & Promotions

- 6/27 – 10/31 *Farmers' Market Fridays 8 - noon*
- 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 – 4 to 9 p.m.*
- 12/6, 12/13 & 12/20 *Holiday Events*
- May 2009 *Minnesota Fishing Opener*

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Girls Night Out

Girls Night Outs are scheduled for Thursdays, September 18 and October 16 from 4 to 8 p.m. The “*Girls*” love this evening provided by our wonderful merchants! More and more businesses are joining in on this fun evening and are capitalizing on all the excitement in town. Customers get pampered with everything from prizes to in-store specials to chair massages! Whatever your business would like to do for your customers and *potential* customers is appreciated! To get involved, call Dale Grambush at 651-653-1230.



Minnesota Governor's Fishing Opener

White Bear Lake has been honored to host the *2009 Minnesota Governor's Fishing Opener* next May! The community is planning numerous activities, including a community picnic with live music, historic tours, a children's fishing clinic, and a golf outing. Downtown White Bear Lake will be the location for many of these events and will see hundreds of visitors. Start planning NOW to market your business for this event!! Main Street will be planning special events for this weekend and will need many volunteers and sponsors to help....contact Dale Grambush at 651-653-1230 for more details. Please visit Explore White Bear's website at www.explorewhitebear.org for details.

FYI....

ADL Fitness has moved to Maplewood.

If you would like to serve on the Main Street Board, contact Kurt Hegland at 429-9600....a replacement is needed for Kim Drumm.

There has been some *shoplifting* in town! Retailers should be more vigilant and call the Police immediately if anything is suspicious.



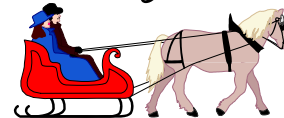
NEWSLETTERS

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 and cheaper Main Street can get information to you!

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.

Holiday Events



Holiday in downtown White Bear Lake is just around the corner! Our annual *Holiday Open House* will be held Thursday, November 6th, from 4 to 9 p.m. This is a great evening where retailers kick-off the holiday selling season with specials, decorations, music, food and activities.

Main Street is hosting Christmas activities in downtown on 12/6, 12/13 and 12/20. There will be carriage rides at **Cook & 4th Street**, *outside* of Abbott Paint. Photos with Santa will be from 11 – 2 *inside Abbott Paint*. The photos are free with a donation to the White Bear Lake Food Shelf. Extensive advertising is being done along with the White Bear Press Holiday Gift Guide. Volunteers are needed to make these events happen – contact Dale Grambush at 651-653-1230 to get involved.

READER BOARD

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!

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*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 Pofert (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.*