



MAIN STREET, INC.

NOVEMBER, 2007

downtownwhitebearlake.com

THE MONITOR

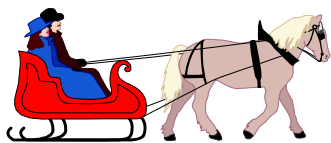
VOLUME LI

Main Street Board Needs You!



There will be five openings on the board of directors for Main Street beginning in 2008. Ballots will be mailed out in December. All types of businesses need to be represented on the board in order to meet the needs and concerns of all businesses within the district. Board Members are elected for a three-year term. If you are interested or wish to nominate someone, please call Kurt Hegland at 429-9600 as soon as possible.

Holiday Events



Main Street is hosting Christmas activities in downtown on 12/8, 12/15 and 12/22. From 11 – 3 each Saturday 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.



Upcoming Events & Promotions

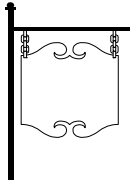
- 11/16 & 11/17 **White Bear Has Art** at Premier Bank (Sponsored by The Chocolate Spoon)
- 11/30 **White Bear Center for the Arts Member's Art Show & Holiday Party** (WBL Armory)
- 12/1 **White Bear Center for the Arts Holiday Art Sale** (WBL Armory)
- 12/8, 12/15 & 12/22 **Carriage Rides & Santa Photos**
- 1/8/08 **Main Street Annual Meeting**
5:00 p.m. at The Chocolate Spoon

Annual 'BEAR'ly Open

White Bear Events and the White Bear Lake Rotary Club are planning their **Annual 'BEAR'ly Open** for Saturday, January 26, 2008! This is a golf tournament on ICE!! Proceeds benefit the White Bear Lake Food Shelf. Vendors will be placed inside the hospitality tent and hole sponsorships are still available to promote your business. Call White Bear Events at 651-429-8537 for more information.

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 Melange on Banning. The Promotions Committee is always first on the agenda in case you would like to come only for that portion!!



Reader Board Sign

The sign is now available for sign-up for 2008. Please call Kurt at 429-9600 to reserve your week for 2008. Main Street events have priority usage of the sign, but many weeks remain open. For only \$75 you can advertise to over 28,000 cars daily!

DID YOU KNOW?

Beginning in January, Main Street will feature a downtown business in each monthly newsletter. If you would like to feature your business (*free of charge*), please send a 50 – 100 word write-up telling us about your business. E-mail your information to Gayl at emola4@comcast.net...businesses will be featured on a first come, first served basis!

News Around Town...

Welcome to *Frank Murphy*...this is a women's clothing store on 4th Street.

Sommerville Gallery is now *Straube Gallery*!

Annual Meeting

Main Street's Annual Meeting will be held on Tuesday, January 8, 2008, at The Chocolate Spoon Café. All Main Street members are invited and encouraged to attend this fun evening! More details will be mailed along with your ballot for 2008 Board of Directors.

Advertising

Main Street is participating in group advertising with the Saint Paul Pioneer Press...Kelli from the Pioneer Press will be contacting downtown businesses to promote this group advertising. Downtown White Bear Lake will make a big impact by advertising together...please consider being a part of this great opportunity!

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); Corey Palmer, Secretary (762-1870); 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); and Nancy Poferl (426-3299). Gayl Emola is the secretary – she can be reached at 651-429-9558 or emola4@comcast.net.

Main Street, Inc.
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White Bear Lake, MN 55110