



MAIN STREET, INC.

NOVEMBER, 2008

downtownwhitebearlake.com

THE MONITOR

VOLUME LVIV

Main Street Board Needs You!

There will be five openings on the board of directors for Main Street beginning in 2009. 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.

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.

READER BOARD

The Reader Board Sign at Highway 61 and 4th Street is now ready for 2009 reservations -- **call Kurt Hegland at 429-9600** to reserve your week today! Remember, first come, first served! Businesses can reserve the board twice each year. The reader board is reserved for Main Street events – otherwise it is open for Main Street businesses to use. For only \$75 you can advertise to over 28,000 drivers daily.



Upcoming Events & Promotions

- 11/14 – 16 **Premier Event II: White Bear's Got Art – Holiday Bazaar**
- 12/6, 12/13 & 12/20 **Holiday Events**
- 1/6/09 **Main Street Annual Meeting**
- 1/24/09 **Annual "BEAR"ly Open Golf Tournament**
- 2/21/09 **Winter Blahs Blast**
- 5/8-9/09 **Minnesota Fishing Opener**



Holiday Events

Downtown White Bear Lake will be alive with holiday cheer on Saturdays in December (12/6, 12/13 & 12/20). There will be carriage rides *outside* of **Abbott Paint**. Photos with Santa will be from 11-2 *inside* **Abbott Paint**. The Photos are sponsored by the **Medicine Chest Pharmacy and Sun Color Photo**. The photos are free with a donation to the White Bear Lake Food Shelf. Volunteers are needed to make these events happen – contact Dale at 651-653-1230 to get involved.

A big *thank you* to all the businesses who participated in the Holiday Open House last week. It was a wonderful, festive evening in downtown!

Girls Night Out

Girls Night Outs will be back in 2009! A committee has been formed to promote this fantastic event in downtown. To get involved or for more information, contact Nancy at 426-3299.



Spotlight on Business

When's the last time you visited a "real" candy store??? Well, here we are!! **The Backdoor Candy Store**, located at 4746 Washington Square, has something for everyone. Want to feel like a kid again? All you have to do is step in our door! We offer tons of nostalgic candy, which makes for a very fun gift when you don't know what else to give.

Our specialty is our popcorn. Fresh homemade caramel corn, cheesecorn, warm buttered corn, or all three mixed together in our Chicago mix! It's the perfect snack for movie night, to bring to a friend, or to take on your next trip. We love White Bear. We love the people and businesses in White Bear. We have some great gift giving ideas....check us out. Online ordering is coming soon. Call 651-762-8200 or visit our website at backdoorcandystore.com.

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

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Fishing Opener

White Bear Lake is honored to host the **2009 Governor's Fishing Opener** May 8th & 9th. Main Street is busy planning events in downtown for the thousands of visitors to our town! Tickets are already selling for the pontoon boat to be raffled for the event. Sign-up to sell tickets in your business or get more information by calling Nancy at 426-3299.



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!

FYI....

ADL Fitness is now called Stronger U Fitness.

Welcome to **Just 2 Bikes**....they have opened on Banning Avenue.

Rosebud Cottage is opening at 3rd & Banning.

*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); 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.*

Main Street, Inc.
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