



MAIN STREET, INC.

JUNE, 2007

gowhitebearlake.com

THE MONITOR

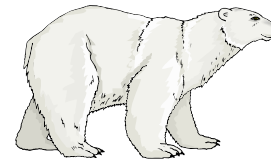
VOLUME XXXXIX

Marketfest

Marketfest starts June 21st and continues on Thursday evenings till the end of July. 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! Washington Avenue and back lot close at 3:30; Banning and Third Street close at 4:30; and Fourth Street east of Banning closes at 5:30 for the Classic Car Show. *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 Market-fest, contact Lisa Beecroft at 651-429-8537.

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

- | | |
|------------------------|----------------------------------|
| 6/14 | Girls' Night Out |
| 6/17 | Father's Day |
| 6/21 – 7/26 | Marketfest 6- 9 p.m. each Thurs. |
| 6/22 | Manitou Days Parade |
| 6/30 | Back to the 60's Day |
| June – Oct | Farmers' Market on Fridays |
| August | Music in the Park |
| 8/16 | Girls' Night Out |
| September | Music in the Park |
| 9/20 | Girls' Night Out |
| 10/13 & 14 | ArtWalk |
| 12/8, 12/15
& 12/22 | Holiday Events |

White Bear Center for the Arts is sponsoring the following events in downtown: 6/23 – Sand Castles & Creatures Contest; 7/12 & 13 – Art Watch; 7/12 – Raku Firing; 7/14 – Art Watch & Auction Gala; and 9/29 – Annual Iron Pour.

Girls' Night Out

The next Girls' Night Out is Thursday, June 14th. Retailers have enjoyed the excitement and the new customers these events bring to town. Donations are needed for prizes....this is a great way to advertise your business! If you have something to donate, please contact Kurt Hegland at 429-9600.

Main Street Mission Statement

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.

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 Kurt Hegland at 429-9600 for open dates for 2007.

NEWS AROUND TOWN...

Barb White has left the White Bear Press and therefore has left Main Street...we would like to thank her for all her volunteer work with Main Street Promotions!

Volunteers are needed to be in the Main Street Float or hand out candy at the Manitou Days Parade on Friday, June 22nd. To join in the fun, contact Kurt Hegland at 429-9600.



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 are having an item at 60's prices for the day, dressing in 60's attire and having 60's music. Music will be provided at the gazebo in Railroad Park. This should be a fun and exciting day in downtown!

NEWSLETTERS

Save mailing costs – receive your Main Street newsletter by e-mail! Please send your e-mail address to Kurt at kdhegs@hotmail.com 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**...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); 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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