



Williams, Arizona

Main Street News

January 2009

Meetings & Dates to Remember

Mainly Main Street

January 2009

Happy New Year! With all the talk about Wall Street and “Main Street” these days, I’m wondering what 2009 will bring for Main Street Williams. Will we be able to identify the obstacles to prosperity? And, then, will we be able to recognize and act on opportunities?

You may already know that I’m the new manager of our Main Street project. Hiring a manager separate from the Chamber CEO (who, with the help of the Board, did a fine job of growing the Main Street organization) is evidence that downtown revitalization is an essential emphasis for our town – and one that demands even more attention. Main Street is a national program that gives us a foundation for action, but it is not one-size-fits-all. While Williams may share many characteristics with small towns across America, we are unique and it’s up to us to identify and utilize our unique qualities. One person can’t do that alone. Neither can one Board of Directors. It will take positive spirit and widespread effort for us to thrive.

As much as I hate to go public with goals for myself, here are my initial ones. First off, I want to be held accountable for getting to know the businesses in our Main Street District (east to west the length of the Route 66 loop and north on Grand Canyon Blvd. to Edison). I’m not saying this will happen overnight, but the work has already begun. Secondly, I want us to fully assess the past and potential role of Main Street Williams in order to build a development plan that really works – then confidently and wholeheartedly work the plan. This will take some time, but there’s no sense engaging in short-sighted activity; I want success that creates more success. Thirdly, I want to build on existing cooperative efforts to make our town more appealing to visitors and residents. We’re on the right track in so many ways. And, fourth, I intend to have fun. If you’re serious about joining in the fun, please think about coming to our meetings and participating on our Board or one of our committees.

I know none of this sounds easy. In fact, nothing is particularly easy in our world today. We’re told we need to do more with less. Less money, maybe. But we have plenty of what we really need: *each other*. With creative collaboration – with less blame and more can-do – we can make the changes that will eventually bring in the dollars. *Will you help?* Even if you choose not to participate actively in Main Street, you can help by talking up our efforts and giving us the benefit of the doubt and letting us hear your suggestions and saying “yes” whenever you can. Before too long, I’ll be in our new office above the Red Raven. And I can always be reached at 928-607-4038.

Why not turn obstacles into opportunities? Now, there’s a fine New Year’s Resolution!

Jean-Ellen Kegler
Main Street Manager

<i>Main Street Assoc. Monthly Board Meeting Noon @ City Hall</i>	Mon Jan 12
<i>Historical Commission Monthly Meeting City Council Chambers</i>	Tues Jan 13
<i>City Council Meetings City Council Chambers 7:00 p.m.</i>	Thurs Jan 8 & 22
<i>Economic Development 9:00 a.m. City Council Chambers</i>	Wed Jan 21
<i>Monthly Main Street Conference Call With State Coordinator and Arizona Communities 10 a.m. to 11 a.m.</i>	Thurs Jan 22

Thank you to our

Supporting Members

- Arizona State Railroad Museum
APS
- Arizona Engineering Co.
- Best Value Inn
- Best Western Inn of Williams
- CarQuest
- Colors of the West
- Days Inn
- Downtowner on Route 66
- Eastman Fine Arts Studios
- Farm Bureau Insurance
- Glassburn Rentals
- Gracie’s Clothing and More
- Holiday Inn
- Howard Johnson
- James Wurgler
- L.P’s Excavating
- Matt Ryan
- Maverick/Airstar Helicopters
- McDonald’s of Williams
- Motel 6—East
- National Bank of Arizona
- Pine Country Restaurant
- Pioneer Title
- Pizza Factory
- Red Garter Bed & Breakfast
- Red Raven Restaurant
- REMAX Great Northern
- The Lodge on Route 66, LLC
- Williams Grand Canyon News

Board of Directors: 2008/2009

David Haines-President

Red Raven Restaurant

Chuck Coleman-Vice-President

Pizza Factory

Carol Bultema

Banker's Real Estate

Al Richmond

Arizona State Railroad Museum

Patty Williams

Williams Wear

James Wurgler, M.D.

Williams City Council

Debi Zecchin

REMAX Great Northern

Sierra Miller

Christmas Tree Gallery &
Williams Realty

Teresa Rodriguez

Holiday Inn of Williams

Jean-Ellen Kegler

Williams Main Street Manager

Sue Atkinson

Events & Main Street
Coordinator

**WILLIAMS MAIN STREET ASSOCIATION, INC.
ACCREDITED MAIN STREET PROGRAM FOR 2008**



How the National Trust Can Help Your Town

The National Trust for Historic Preservation links people to travel in many ways:

The [Heritage Tourism Program](#) helps communities interpret, market, and sustain their cultural and natural assets, so they can provide visitors authentic and enjoyable encounters with that heritage. The program offers assessments, training, and workshops to individual sites, communities, regions, and states; and, on the national level, tracks trends and advocates support for heritage travel.

For nearly 30 years, the [National Main Street Center](#) has been reinvigorating small-town downtowns and big-city commercial districts. Through consultation, training, conferences, publications, and other services, Main Street has worked with organizations and governments in more than 2,000 communities to rebuild commercial areas physically and economically. Main Street strengthens a town's identity and hence its suitability for tourism.

Annually since 2000, the National Trust has showcased 12 towns and cities that use their historic and scenic riches to promote tourism. These [Dozen Distinctive Destinations](#) (DDD) are recognized for protecting local character—by enacting preservation laws, for instance, encouraging downtown housing, or curbing commercial sprawl. Experience shows that a DDD designation boosts tourism, which in turn reinforces the local commitment to preservation.

Historic Hotels of America (HHA) is a collection of more than 220 landmark hotels that have maintained their architecture and ambience. Each must be at least 50 years old and recognized by listing on the National Register or through local designation. An HHA helps a community market its heritage products to leisure and business travelers. Visit historichotels.org for a list of HHAs and background on the program, now affiliated with Preferred Hotel Group.

Agenda for January 12th

**Join Us at NOON at the
City of Williams Council Chambers**

1. Call to order
2. Roll Call
3. Intro. of Guests— Members Comments
4. Approval of Minutes
5. Treasurer's Report
6. Committee Reports/Work Program Checklist
 - Organization
 - Promotion
 - Economic Restructuring
 - Design
7. Items for Discussion:
 - Organization
8. Historic Commission Update
9. Old Business
10. New Business -
11. Adjourn

Williams Main Street Committees:

- **Organization Committee**
Open Chair
- **Design Committee**
Thad Johnson
- **Economic Restructuring**
Open Chair
- **Promotion-Merchants**
Chuck Coleman
(Photo courtesy of Scott Warren)

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