



# Williams Main Street Association, Inc.

Office: 139 W. Route 66

Mailing: 200 West Railroad Avenue:

Williams, AZ 86046

(928) 635-1418 FAX (928) 635-1417

Jean-Ellen Kegler cell: 928-607-4038

- Organization Committee

Open Chair

- Design Committee

Thad Johnson

- Business Enhancement

Open Chair

- Promotion-Merchants

Chuck Coleman

## Supporting Members

APS  
 Arizona State Railroad Museum  
 Arizona Engineering Co.  
 Arizona 9 Motor Hotel  
 Best Value Inn  
 Best Western Inn of Williams  
 CarQuest  
 Colors of the West  
 Christmas Tree Gallery  
 Clover Hill Shell  
 Days Inn  
 Downtowner on Route 66  
 Eastman Fine Arts Studios  
 Farm Bureau Insurance  
 Glassburn Rentals  
 Gracie's Clothing and More  
 Grand Canyon Log Homes  
 Highlander Motel  
 Holiday Inn  
 Howard Johnson  
 James Wurgler  
 Kim Kadletz  
 L.P.'s Excavating  
 Matt Ryan  
 Maverick/Airstar Helicopters  
 McDonald's of Williams  
 Motel 6—East  
 Mountain Joy Treasures & Gifts  
 National Bank of Arizona  
 Pancho McGillicuddy's  
 Pine Country Restaurant  
 Pioneer Title  
 Pizza Factory  
 Pouquette Real Estate  
 Red Garter Bed & Breakfast  
 Red Raven Restaurant  
 RE/MAX Great Northern  
 The Lodge on Route 66, LLC  
 Williams Grand Canyon News  
 Williams Wear

## April 2009

### Mainly Main Street

#### April 2009

Thanks to all who partied for PROSPERITY on March 9th! It was a fine evening, with a lot of great ideas generated. We're already at work on the top three vote-getters and will keep you posted on our progress. By the time you read this, the summary of ideas should be online. Go to WilliamsChamber.com and click on Main Street Association. If something really strikes your fancy, please let me know. I can probably put you in touch with someone else who'd like to work on the same idea.

Here is a brief summary of the top three ideas, as voted on at the Sweet Prosperity Party:

1) Improve the first impression of Williams, especially by dressing up the entrances to town. Trees, benches, trash receptacles throughout town signify a welcoming environment and encourage visitors to stay. (As we know, we only have one chance to make a first impression

and this is an important use of a town's resources. There has already been much work on this issue, as detailed in the recommendations of Arizona Land Use Planners, and we will move forward. Please contact me if you'd like to actively participate in this process.)

2) Create diagonal parking the entire length of the south side of Route 66, adding parking and creating a sense of town unity. (This appears to be very doable and would have significant, immediate visual and psychological impact. We would expect this issue to be included within the larger streetscape picture for Williams; see #1).

3) Adopt the attitude that our town itself IS the special event, that it is worth visiting all day, every day – utilize and unify what already exists in town. (This is especially challenging because it is a concept about "attitude" – but it has the ability to provide the most bang for our buck. If we can grow a "festival atmosphere" throughout town, we can delight visitors, and locals, throughout the year. This could

translate into costumes for merchants, more and better lighting and decorations, enhanced street entertainment... time will tell.)

We're building task forces to address these and other ideas. Speaking of groups of people working together, we're moving away from the "committee" model. It's too easy to get stuck on a standing committee that meets but makes little progress. At Main Street, we understand the necessity for a few committees, but we also know that much can be accomplished by a bunch of folks who get together a couple of times and get the job done. And that's what we want: to get the job done!

As always, let me know what's going on so I can pass it along. MainStreetWill@aol.com.

Jean-Ellen Kegler  
Main Street Manager

\*\*\* For a complete listing of the Prosperity party result go to www.williamschamber.com and click on Main Street and look under Work Program.

## Agenda for April 20th - noon at City Council Chambers

- |                        |                        |                               |
|------------------------|------------------------|-------------------------------|
| 1. Call to order       | 7. Committee Reports   | 9. Historic Commission Update |
| 2. Roll Call           | Organization—          | 10. Old Business              |
| 3. Intro. of Guests—   | Promotion -            | 11. New Business-             |
| Members Comments       | Business Enhancement   | 12. Adjourn                   |
| 4. Approval of Minutes | Design                 |                               |
| 5. Treasurer's Report  | 8. Discussion / Focus: |                               |
| 6. Manager's Report    |                        |                               |

MAIN STREET  
WILLIAMS  
BOARD OF DIRECTORS

**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**  
Treasurer  
RE/MAX 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

**We're on the Web!**  
[www.williamschamber.com](http://www.williamschamber.com)

## Dates to Remember for April

- **April 9th - Williams City Council 7pm City Council Chambers**
- **April 10th - Ambassador Mixer & red ribbon cutting Williams Feed & Pet Co. 5-7pm**
- **April 11th - Community Easter Egg Hunt Williams Rec Center 11am - 2pm**
- **April 14th State HOG Rally proposal meeting 2pm at the Chamber**
- **April 20th Main Street Board meeting noon City Council Chambers**
- **April 21 Promotions committee meeting 10am Chamber office**
- **April 24th Volunteer Appreciation Week Ambassador Mixer, Doc Holliday's 5-7pm**

### The "Buzz" on Main Street

Would you like to see the return of the State Hog Rally?



The Chamber and City are putting together a proposal to bring the rally back in 2010. A special meeting will be held Tuesday, April 14<sup>th</sup> at 2pm at the Chamber office. If you have ideas or suggestions for the Rally and ways that you and your business can help implement them then we invite you to be at this meeting.

If you have any questions please do not hesitate to call. I look forward to the community pulling together in cooperation to bring this great event back to Williams!!

Sue Atkinson  
Main Street & Events Coordinator

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Have you checked out SBA.gov lately? The SBA is making more money available for small business loans, available through local banks. Might be just what you need to perk up your inventory!

### Disney's "A Christmas Carol" Promo Train Tour set to stop in Williams

Walt Disney Studios will be in Williams May 28th through 31st promoting their new movie "A Christmas Carol" starring Jim Carey due out Nov. 2009. According to sources at the Grand Canyon Railway and Resort an inflatable theatre will be erected at the Railway that seats approx. 110 people to view a special 8 minute trailer of the movie. A large number of visitors are expected to visit Williams this weekend to view the movie preview. We are the first stop and only stop in Arizona on the nationwide promotional movie tour. As more information is obtained it will be passed along to you. Below is a brief description of the movie.

"Disney's A Christmas Carol," a multi-sensory thrill ride re-envisioned by Academy Award-winning filmmaker Robert Zemeckis, captures the fantastical essence of the classic Dickens tale in a groundbreaking 3-D motion picture event. Ebenezer Scrooge (Jim Carrey) begins the Christmas holiday with his usual miserly contempt, barking at his faithful clerk (Gary Oldman) and his cheery nephew (Colin Firth). But when the ghosts of Christmas Past, Present and Yet to Come take him on an eye-opening journey revealing truths Old Scrooge is reluctant to face, he must open his heart to undo years of ill will before it's too late.

