



# Williams Main Street Association, Inc.

Office: 139 W. Route 66

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Williams, AZ 86046

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- Organization Committee

Open Chair

- Design Committee

Thad Johnson

- Business Enhancement

Patty Williams

- Promotion-Merchants

Sierra Miller

## 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

## November 2009

### Mainly Main Street

## Historic Route 66 Receives All-American Road Designation

For 80+ years Arizona's Historic Route 66 has been more than a road. The hearts of its people have inspired writers, filmmakers, photographers, and artists. It's a road that represents family road trips, neon, classic cars, cowboys, diners, and ever-changing wonders from towering red cliffs, open spaces with endless blue skies, and distant mesas that look like painted pictures. On October 16<sup>th</sup>, U. S. Transportation Secretary Ray LaHood recognized this American icon by designating Historic Route 66 in Arizona an "All-

American Road" under the Federal Highway's National Scenic Byways Program.

The 2009 designations bring the total of this elite group of nationally significant roads to 151 in 46 states. Of the 151 roads in the collection only 37 have the distinction of being an All-American Road, roads that are destinations onto themselves.

Commenting on the significance of this designation, Secretary LaHood stated, "By enriching the National Scenic Byways program with their own unique historical or aesthetic quality, these new additions help our national road system tell our country's story." The Secretary continued, "These routes continue to offer Americans exciting new opportunities to explore the nation – whether they travel close to home or across the

country."

Authorized by Congress in 1991, the National Scenic Byways Program is a collaborative effort established to help recognize, preserve, and enhance selected roads throughout the United States. The National Scenic Byways Program assists in the stewardship and preservation of historic, cultural, and scenic resources through a generous grant awards program, and by promoting the collection of Byways nationally and internationally. The Historic Route 66 Association of Arizona, founded in 1987 to lead the rebirth of Historic Route 66, is responsible for this designation becoming a reality.

Sharlene Fouser, Byway Leader, Historic Route 66 All-American Road - Arizona  
928-814-2797

## Agenda for November 9th - noon at City Council Chambers

- |                        |  |   |
|------------------------|--|---|
| 1. Call to order       | Organization—  | 8. Historic Commission Update                         |
| 2. Roll Call           | Promotion -<br>Discovery Map Ad<br>Historic Walking Tour Map<br>Stroller Express | 9. Old Business \$1,000 sponsorship to Route 66 Assoc |
| 3. Intro. of Guests—   | Business Enhancement Design  | 10. New Business Grant funding, ADOH, Scenic Byways   |
| Members Comments       |  | 11. Adjourn   |
| 4. Approval of Minutes |  |   |
| 5. Treasurer's Report  | 7. Discussion / Focus:<br>Chamber presentation, Ideas for separating             |   |
| 6. Committee Reports   |  |   |

David Haines-  
President  
Red Raven  
Restaurant

Chuck Coleman-  
Vice-President  
Pizza  
Factory

Kim Kadletz  
Goldie's Diner  
Treasurer

Carol Bultema  
Banker's  
Real Estate

Patty Williams  
Williams  
Wear

James Wurgler,  
M.D.  
Williams  
City Council

Sierra Miller  
Christmas  
Tree Gallery &  
Williams  
Realty

Teresa Rodriguez  
Holiday Inn  
of Williams

Sue Atkinson  
Events &  
Main Street  
Coordinator

## Dates to Remember for November

- Nov. 7th Williams Pays it Forward 5-9pm Rodeo Barn
- Nov. 9th Main Street Board meeting
- Nov. 12th City Council 7pm City Hall
- Nov 13th Polar Express starts
- Nov. 17th Capitol Christmas tree arrives in town 9:30am, Route 66
- Nov. 28th Light Parade and Tree lighting

**Excerpt from the October 5th Main Street Board meeting. For a complete copy of the minutes contact Sue at the Chamber office.**

Sierra said that the Chamber will be doing their Board retreat in November and Jim added it might be a good time to present our (Main Street) case to them. Sierra added that we need to show strength in the program by getting all our committee chairs filled and recruiting more members for the Board. **\*\* Patty volunteered to chair the Business Enhancement committee.**

Jim thought on a positive note that the Main Street logo is the greatest logo. Sierra thought the Leagues of Towns and Cities went extremely well. That the Chamber did a great job representing both them and Main Street.

Kim brought up again that if there is an issue with accountability and balancing of the checkbook that we could have the secretary double check his work. David thought that maybe getting one year's copy of bank statements and the General Ledger would be helpful in looking at past expenses. Everyone was in agreement.

**\*\*Patty made the motion to elect Kim Kadletz as new Main Street Treasurer. It was seconded by Carol and unanimously approved.**

David really feels that we (Main Street) needs to start showing some progress. If could obtain grant funding to match the money we get now and do something big like benches or the "bump-out" landscaping. I like the idea of "mini-grants" but would really like to do something big. Patty asked if the City would let us do that. Kim had heard that some business owners like the idea and have offered to pay for the bump-out themselves. Sierra stressed that Main Street needs to look at way of raising money. David agreed and thought that it should be a Promotions committee item.

Sue asked if all the accounting records should be turned over to Kim like the check book and bills. He will now handle the financial responsibility of Main Street?

Kim stated that all the records will now be kept at Goldie's.

David stated that we need to work on the budget. We need to find a grant writer. Jim wanted to know what type of grants we were looking for and David wasn't sure. We need someone with grant writing knowledge. Jim brought up Carol Glassburn and Patty mentioned Beth Britton

**Old Business:** The Route 66 Association and the Route 66 Passport. Kim stated that Jean-Ellen agreed to pay \$1,000 to participate in this program. Kim went on to explain that this is being put together by the Route 66 Association. Williams will have a 2 page "spread" in it. Anyone can get a passport and then when they travel to the destinations in the passport they get their passport "stamped" at certain locations. The more stamps you accumulate there are chances to win prizes. Merchants will be able to insert "coupons" into the passport.

No one could remember voting on this expenditure. David asked Sue if she would check the meeting minutes for any discussion or vote on this.

**New Business:** David said Connie Freeson from the Discovery Map asked if Main Street would like to place an ad again in the map. Patty suggested we table the item until next meeting. Everyone agreed.