



Williams Main Street Association, Inc.

200 West Railroad Avenue
Williams, AZ 86046
(928) 635-1418 FAX (928) 635-1417

- **Organization Committee**

Open Chair

- **Design Committee**

Thad Johnson

- **Economic Restructuring**

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
- 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
- Poquette 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

February 2009

Mainly Main Street

Have you seen me around lately? As part of our "Walk the Talk" effort, I've been surveying folks in the Main Street district, learning a lot about how things are going for them and how things can be improved. As you can imagine, it's been eye-opening and ear-filling!

Initially I thought we could wait until the survey process was complete before we made definitive plans for Main Street, but I may have underestimated the widespread sense of urgency with which our businesses face the months ahead. As I've listened, what has become very clear to me is that we must get together to share ideas and begin working more cooperatively... and we must

do it now. I've been visiting with other Arizona Main Street managers and checking into possible ways to proceed. Following the next Main Street Williams Board of Directors meeting (Monday, February 9, Noon, City Hall – you're invited), please look for an announcement about an event that should get us all talking and listening to one another.

As a former downtown business owner, I know it isn't always easy to get away for any sort of meeting. But I'm discovering that many people in our Main Street district don't feel heard and don't know each other, much less know each other's ideas for improving commercial activity. If we care about hearing and being heard, we have to make the extra effort to be there when our business environment is being discussed and decided upon. So here's a

little encouragement to attend town meetings and other events that may directly or indirectly affect your life. Especially in tough times, we all need to participate in idea-sharing and decision-making.

Main Street can be an organizer for the good of Williams. Please continue to tell me what your good ideas are. And, when there is an opportunity to get together to share ideas on a broader scale, I hope you'll take advantage of it. Even if it isn't always easy to get away.

I'm not keeping regular in-the-office hours, but I can always be reached at 607-4038. Or MainStreetWill@aol.com.

Jean-Ellen Kegler
Main Street Manager

Agenda for February 9th noon at City Council Chambers

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

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

Dates to Remember for February

- **February 3rd—Promotions Committee Meeting 1pm—Chamber office**
- **February 9th—Main Street Board Meeting noon City Council Chambers**
- **February 12th City Council—7pm City Hall City Council Chambers**
- **February 18th Economic Development 9am City Council Chambers**
- **February 20th Chamber Board meeting 11 am CCC Campus, Williams**
- **February 20th Ambassador Mixer 5pm—7pm @ Studio 9 Salon**
- **February 26th City Council—7pm City Hall Council Chambers**

Williams Main Street National Accredited for 2008

Make customers feel special

Retailers and business owners hope that in tough times, people will long for the comfort of hometown shopping with people they know and trust.

Customers like to feel important. Here are some things you can do to enhance that feeling and build sales:

- Call customers by name. If you don't know their name -- "We haven't see you in awhile, welcome back" -- let customers know you recognize them.
 - Listen to their needs, wants, ideas and criticisms.
 - Great timing for staff meetings and focus groups -- ask for "new" business building ideas and "new" services that can be offered.
 - Remind employees to focus on the positive. Customers don't want to come in and hear doom and gloom -- they may not return.
- Many customers may plan to scale back -- offer more services to build on the perceived value.
 - Learn customer's preferences and respond to them. Example: Asking, "Do you still prefer ?" This lets them know you remember and helps you fine tune your merchandise selection.
 - Get to know your customers and potential customers as people. Learn something about their families, professions, interests, etc.
 - Compliment and reassure customers on their purchases.
 - Keep in touch with your customers via newsletters, email, phone calls, events and local paper advertisements. This is the time to clean-up and build your contact information database. Remember, monthly email Newsletters don't cost anything to send out. Make them informative, worth looking at, list your special events,

added services, new merchandise, etc. Don't forget your complete contact information including area code for phone, address with city, state and zip code, website, etc.

- Get to know your local newspaper editor and help him work on a human interest story about you and your business -- far better than advertising and cheaper.

- Take customers' pictures. Example: A pet and supply store takes photos of customers with their pets and posts them on a bulletin board. What a great way to bring them into the "family of happy customers!"

In short: Treat customers as guests you care about.

