



Williams Main Street Association, Inc.

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June 2009

- 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

Mainly Main Street

June, 2009

The season has arrived! Have you walked or driven around our town lately? I do both on a daily basis (one of my favorite parts of my job) and things are looking good. I've noticed colorful bunting, fresh paint, enhanced lighting, cheery flags, new landscaping, inviting doorways, and more. Speaking of inviting doorways, the spill-out factor (a few items displayed outside a shop) contributes to a sense of overflowing prosperity and is very welcoming to visitors. As are pots of beautiful flowers.

Our summer season also means gunfire – murder and mayhem every day of the week. Just a reminder: The Cataract Creek Gang is on the street thanks to a contract with the Chamber of Commerce and funding from the City of Williams. Main Street is the Chamber's

designee to administer the contract. As you may have noticed, we have a good-looking new sign – larger and sturdier than the old one. Have you seen – better yet, heard – the street show this year? The Gang has a new sound system that is delighting audiences. Nobody misses a punchline anymore. Remember, the Cataract Creek Gang isn't just a bunch of cowboys – they're ambassadors for our town, working every evening to create more commercial activity. Commercial activity = sales tax = prosperity!

The top idea to come out of our Prosperity Party in March was to create a better "first impression." Following up on that, the Main Street Design Committee has been looking into ways to discover and build community-wide consensus regarding how we want our town to look and feel. Not that we'll agree on every little thing, of course – but we can build a foundation for

future decisions. So many organizations are concerned with Williams' first impression (Clean & Beautiful, Historic Preservation, Main Street, Chamber, City, and others) that it makes sense to come together with a shared vision. It also makes pragmatic sense – grant applications get a better reception when partners share a vision. Shared vision = grants = prosperity! We'll keep you posted on activities in this area.

One more thing: Founders Day is June 14. What a great time to celebrate our town. You know, a town isn't just "founded" and that's it. A town *continues* to be founded day after day, year after year, through the efforts of its people. In 2009 we have founders, just as we did in 1881. Thanks to them all! (By the way, Founders Day is also Flag Day – another great reason to celebrate.)

Jean-Ellen Kegler

Agenda for June 8th - 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

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

Kim Kadletz
Goldie's Diner

Jean-Ellen Kegler
Williams
Main Street
Manager

Sue Atkinson
Events &
Main Street
Coordinator

Dates to Remember for May

- June 8th Main Street Board Meeting noon City Council Chambers
- June 11th City Council meeting 7pm City Hall
- June 12th Chamber Ambassador Mixer Elk Ridge Ski Area 5pm-7pm
- June 19th Chamber of Commerce Board meeting Elk Ridge Ski Area 11am-1pm
- June 25th City Council meeting 7pm City Hall

Check www.williamschamber.com for a listing of all the events going on in Williams in June. There are way to many to list here!

Let's give this season the welcome it deserves...
Here are some suggestions:

LIGHT IT UP! INDOOR LIGHTS, OUTDOOR LIGHTS – TURN 'EM ON! WHITE OUTDOOR LIGHTS CAN BE UP FOR THE SEASON, THROUGH LABOR DAY, SO IF YOU'VE BEEN THINKING ABOUT ADDING THEM, PLEASE DO. SPRUCED UP WITH LIGHTS, OUR TOWN CAN FEEL LIKE A FESTIVAL EVERY SINGLE DAY.

GET IT ON! WE MEAN COSTUMES. PICK A PART OF WILLIAMS' HERITAGE AND DRESS THE PART. POODLE SKIRT? OK. COWBOY HAT? FINE. NATIVE-AMERICAN FINERY? ABSOLUTELY. VICTORIAN RUFFLES? YOU BET. A ROUTE 66 BALLCAP? WELL, ALL RIGHT. IT'S A GREAT WAY TO LET VISITORS KNOW WE'RE PROUD OF OUR TOWN (AND TO PROVIDE PHOTO-OPS FOR THEM).

LET IT ALL HANG OUT! IN THIS CASE, WE'RE TALKING FLAGS THAT SAY "OPEN" – IF YOU HAVE ONE OR WANT TO GET ONE, GO RIGHT AHEAD... IT'S GOOD FOR BUSINESS – YOURS AND EVERYONE ELSE'S.

SPILL OUT! IF YOUR PLACE OF BUSINESS HAS AN ENTRY THAT ALLOWS FOR OUTSIDE DISPLAYS WITHOUT CROWDING THE SIDEWALK, PUT STUFF OUT THERE. OUR VISITORS LOVE TO SEE "SPILL OUT."

SUPPORT SHOOT-OUTS! ENCOURAGE CUSTOMERS TO JOIN IN THE FUN AT THE NIGHTLY WILD WEST SHOW. OUR SEASON OPENER IS AT ROUTE 66 & LEWIS.

A reminder: The Cataract Creek Gang will be out on the sidewalks by 6 p.m., with the Wild West Show beginning at 7 p.m. Before they kill each other (again), they'll be encouraging visitors to explore our Main Street.

**TOGETHER, WE CAN MAKE OUR TOWN IRRESISTIBLE.
PROSPERITY, HERE WE COME...HAVE A GREAT SEASON!**

We're on the Web!
www.williamschamber.com