



# Williams Main Street Association, Inc.

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- **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

## March 2009

### Mainly Main Street

#### March 2009

Well, we're obviously feeling pretty gutsy these days! We've decided to invite everyone who lives and/or works in the Main Street District (and anyone who has ever been a member of the Williams Main Street Association) to come to a party hosted by the Main Street Board of Directors.

**This isn't just any old party. Main Street is all about prosperity, and if there's anything we could use more of right now, it's exactly that: PROSPERITY. So we're throwing a Sweet Prosperity Party on March 9 (7-10 p.m., Hop Sings at Wild West Junction), featuring desserts and something a**

little different.

Instead of the usual admission charge, our board is asking you to bring ONE IDEA that might improve the quality and vitality of the Main Street district by directly or indirectly increasing commercial activity. That means prosperity! During the evening, ideas will be presented and discussed. From those ideas, three top notions will be chosen by those present at the party, and Main Street Williams will commit to leading the effort to turn those ideas into realities. Mind you, I said "leading the effort." Main Street can't do it alone, but we can certainly take the lead on issues we learn are important to folks in our district.

Remember, the Main Street district extends

east to west the ENTIRE length of our Route 66 Loop, and north on Grand Canyon Blvd. to Edison. Remember, too, that anyone can join the Williams Main Street Association. All it takes is \$25-\$250 (depending on category) and a belief that downtown revitalization is an achievable goal.

Delicious homemade desserts... lots of ideas to chew on... a cash bar in a beautiful Main Street establishment. Sounds like a good time! If you'd like to join in the fun, please email [MainStreetWill@aol.com](mailto:MainStreetWill@aol.com) so we can look forward to your being there. On behalf of the Main Street Board of Directors, I hope you'll say "yes."

Jean-Ellen Kegler  
Main Street Manger

## Agenda for March 9th 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- <b>New Board Member application. Kim Kadletz</b> |
| Members Comments       | Business Enhancement                      | 12. Adjourn  |
| 4. Approval of Minutes | Design                                    |  |
| 5. Treasurer's Report  | 8. Discussion / Focus: "Prosperity Party" |  |
| 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 March

- March 9th - Main Street Williams Board Meeting 1pm City Council Chambers
- March 9th "Sweet Prosperity Party" 7pm - 10pm Hop Sings Restaurant
- March 12th - City Council Meeting 7pm City Council Chambers
- March 20th Going Away Party for Donna 7pm Best Western of Williams
- March 26th - City Council Meeting 7pm City Council Chambers
- March 27th Chamber Ambassador Mixer Pancho McGillicuddy's 5pm - 7pm

*Thank you so very much to everyone who helped put the Main Street office together, including David Haines, Connie Hiemenz, Fonda Brookbank, Debi Zecchin, Donna Eastman Liddle, Ken Agee, the amazing Sue Atkinson, and – especially – Russ Rogers. I/we really appreciate it!*

## Notes from February Board Meeting

### Organization Committee:

Jean-Ellen spent two hours with Holly from the Sedona Main Street program on Friday. They call their Economic Structuring "Business Enhancement". Jean-Ellen really like that idea and would like to change that in our program as well. Jean-Ellen has been visiting merchants and reviewing the Main Street hand out sheet.

"Prosperity Party" is being planned for March 9<sup>th</sup> from 7pm to 10pm. Red Raven is being considered for a location. When the Board met last month and after Jean-Ellen had visited numerous businesses she found out that not all the merchants talk to each other. They are lacking the "big picture". She discovered that by her collecting the ideas and suggestions it's all being funneled through here and it needs to go someplace. We need to connect ALL the businesses in our District. Some suggestions by other Main Street Managers were "mixers" but that can get redundant. We had the idea of a "forum" but realized it need to be lightened up a little. That's how the Prosperity Party idea came about. Everyone is worried about prosperity and is on everyone's mind. People have ideas on how they can improve their businesses.

They will benefit from hearing each other in a group and hearing their neighbors and business owners from ALL OVER town. They don't have a mechanism right now for their ideas to be heard. This is a good fit for the Organization component of Main Street. This will build consensus and cooperation among merchants.

David agreed to trying to get more businesses on board and support will also help with the Design Committee & pushing through the design guidelines. He didn't have any objectives to having the party at the Red Raven. He was just concerned about the having enough room. His place only seats around 60 people. Jean-Ellen is anticipating around 100 to attend. David suggested only inviting Main Street members at this time and not open it to the general public.

Mayor Moore suggested to have it somewhere beside the two block downtown area. There is a whole lot of people out there that think that we consider the Main Street area as just 4 blocks long. David suggested maybe Hops Sings at the Wild West Junction. Secondly the Mayor stated that he has been to all these meetings, Clean & Beautiful, Historical Commission, Main Street, Chamber ect. And everyone is all talking about

the same things but doing it a little different. What he envisions is a special event commission that has a person from all the organizations.

Jean-Ellen liked the idea of Hop Sings Sierra will talk to Mike Ducharme and ask if that date is open. This might not be a "sponsorship" type of events. Doesn't want to highlight just a few businesses. Sierra brought up that it is from 7pm to 10pm and most people would have eaten dinner already. We should just do dessert and coffee. Do a "sweet" prosperity party. A cash bar could be available. Jean-Ellen would facilitate the event. Since there isn't an Organization Committee in place to turn this project over to, we should make it a "Board project". and turn some of these tasks over to Board members to complete. We will do it as a Board committee. It will be mandatory for all Board members to attend this event.

Teresa offered to bring pens and notepads for people. Jean-Ellen will let everyone know when we secure a location. We need Board involvement in talking this up and inviting people. Everyone needs to be involved.