

# What's Happening on Main Street?



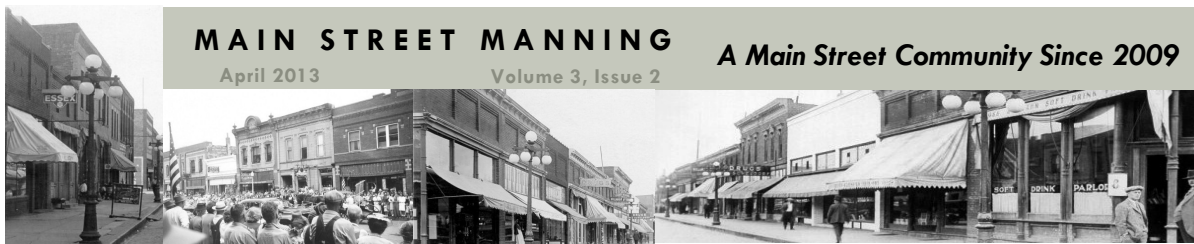
307 Main Street  
P.O. Box 261

MAIN STREET MANNING

April 2013

Volume 3, Issue 2

A Main Street Community Since 2009



## CURRENT INVESTORS 2012-14 Pledge Campaign

### INDIVIDUALS

Anonymous #1  
Anonymous #2  
Randy & Jean Behrens  
Harvey & Kathy Dales  
Leroy & Freda Dammann  
Jay & Kristin Dreyer  
Troy & DeEtte Grabill  
Lyle & Harriett Gross  
John & Nancy Opperman  
Ron Reischl  
Robert & Diane Riggert  
Dawn Rohe  
Karl & Donna Rutz  
Lowell & Lois Stribe

### BUSINESSES

Ag Processing, Inc.  
Aspinwall Coop  
Beyond Imagination Printing  
Brink & Sextro  
Casey's General Store  
Country Interiors/Croghan Const.  
CT Freight Services  
Dedham Coop  
Detlefsen Electric  
First National Bank  
Heithoff, Hansen & Muhlbauer  
Home Mutual Insurance  
Horizon Equipment  
L & M Bowl  
Lori's Flowers  
Manning Insurance Agency  
Manning Monitor (in kind)  
Manning News Journal  
Manning Pharmacy  
MRHC  
Ohde Funeral Home, Inc.  
Plastico  
Puck Custom Enterprises  
Rasmussen Lumber  
Sassie Seconds  
Soll's Service, Inc.  
State Farm Insurance  
Stone Printing  
Templeton Savings Bank  
Veterinary Associates  
Vision Care Clinic  
Warner Welding  
West Central Rural Water Assn.

### CITY, GOVT. & CIVIC ORGS.

Carroll County (Supervisors)  
City of Manning EDA  
MMCTSU  
Manning Betterment Foundation  
Manning Chamber of Commerce  
Manning Light Board  
Manning Natural Gas Dept.

## Main Street Manning Finances - 101

From MSM Treasurer, Dawn Rohe

Many people ask about the finances of Main Street Manning (MSM). To help answer the questions, we've put together a Q & A:

**Q:** Why does Main Street ask for local investors when the program has gotten nearly \$600,000 in grant money?

**A:** MSM operational costs are funded solely through local donations. While the board has worked hard to bring significant grant monies for downtown revitalization and other projects benefitting Manning, none of those dollars can be used for ongoing operational expenses.

**Q:** Doesn't the state or federal government help pay MSM expenses?

**A:** We receive no federal or state monies for operations. State contributions come in the form of services and expertise - a business consultant, an architect for the day, etc. There are separate grants we compete for, but again those have to be used for specific projects - not operations.

**Q:** What happens when local investments decline?

**A:** Like any business, less income means cutting expenses or going under. Due to declining donations, the MSM board was forced to cut the local \$2000 façade grant program. The Board may be forced to find additional cuts if income levels don't recover.

**Q:** Can't you cut back on your staff?

**A:** No. None of our volunteers are paid. Main Street Iowa requires a paid Director for the significant amount of reporting due to the State. Our Director, Colleen Nelson, is paid a small salary for part-time hours. She puts in significant volunteer hours beyond the paid hours and does a terrific job for us and the program wouldn't run without her position.

**Q:** Why are investments declining?

**A:** Often times, when people see something succeeding, they feel there is no need for continued investment. We believe that is what's happening for MSM. The opposite is true. More success means a greater need for investment in MSM so that the program can continue to draw in those community benefits.

On the left side of this page is a list of our current investors and we *thank* them for their continued support. As we enter the second year of our 2012-2014 fundraising campaign, please consider an investment in YOUR community - and be a part of Manning's REFRESHING future!

Main Street Manning is on Facebook! Please "like" us then follow and comment on our activities.

### Board Members

- ◆ Ron Reischl, President
- ◆ John Opperman, VP
- ◆ Lois Croghan, Secretary
- ◆ Dawn Rohe, Treasurer
- ◆ Joni Warner, Chair Design Committee
- ◆ Harvey Dales, Chair Organization Committee
- ◆ Jason Hoffman, Chair Business Improvement Comm.
- ◆ Jeff Blum
- ◆ Greg Sextro
- ◆ Bob Stessman

### Student Members

- ◆ Madison Coon-Junior
- ◆ Gina Vollstedt- Junior
- ◆ Scott Opperman -Senior
- ◆ Hannah Willison - Senior

### Staff

- ◆ Colleen Nelson, Program Director

### MISSION STATEMENT

The mission of Main Street Manning is to preserve and revitalize our historic town and to stimulate business, residential and recreational growth through the coordinated efforts of volunteers, private business, and local government for the benefit of present and future generations.

For additional information or if you are interested in joining a committee or volunteering in any capacity, please call the Main Street Manning Office at 655-6246 or email [mainstmanning@mmctsu.com](mailto:mainstmanning@mmctsu.com) or contact any board member.

**Manning**  
IT'S REFRESHING!

## PROGRAM DIRECTOR'S REPORT

By Colleen Nelson

**Hannah, Gina, Madison and Scott:** I want to talk about our student board members - four kids who answered our call to play a bigger role within the organization. As members of our board, they are encouraged to attend monthly board meetings, and as seniors, have voting rights, but we were anxious to hear how they felt they could best impact our program.

They were invited to meet with board president, Ron Reischl, myself and board member Bob Stessman who has agreed to serve as their MSM mentor - a liaison of sorts between their world and ours. They came directly from school on a Wednesday-early-out day and spent an hour plus with us, talking about what they felt they could contribute to their community as active members of Main Street Manning.

As a result of this single session, Scott and Hannah have authored articles for our weekly Main Street Minute in the Monitor and the group is working on an art show and a dodge ball tournament to be held in conjunction with Kinderfest. They are also looking into promoting an essay contest regarding MANNING, IT'S REFRESHING at the high school level. Below is a short bio for each of the two seniors and I'll introduce our juniors, Gina and Madison, in our next issue. Look for great things from this bunch!

**Hannah Willison** - hard to miss this active senior! Hannah participates in speech, plays, musicals, large and small group choir, student council and NHS. In her spare time, she attends Lutheran Youth Fellowship and works at the Manning Pharmacy. She enjoys art and supports all Wolves' activities through her attendance and very vocal support! Not surprisingly, she knows what's next for her and plans to attend Concordia University in Seward, NE to pursue a degree in Art Therapy. Her parents, Greg & Amber Newmann and Gregg Willison must be very proud!

**Scott Opperman** - another kid with a lot going on! An all around athlete, you may recognize Scott from the FB field, the BB court, the cinder oval or the links. Active in FFA, Scott plans to attend Iowa State University and major in Ag Studies. Lucky for us, he'd like to return to the Manning area post-ISU to work in an ag-related job and farm. An NHS student, Scott's "smarts" are evident when he offers the reason for his involvement with MSM is "his interest in serving his community and bringing economic opportunities to Manning". Thank you John and Nancy for sharing your son!

### SAVE THE DATE & PLAN TO HAVE FUN!

**MSM will host the first annual MSM MAIN EVENT on Saturday, Nov. 16th at the Hausbarn Konferenz Centre. This inaugural major fundraiser will feature a Family Feud game show format, preceded by a meal and social hour. Watch for further details!!**



## CHAMBER/MSM GOLF CLASSIC

SATURDAY



M&M GOLF COURSE

JUNE 1

12:30 SHOTGUN

**CALL 655-3541 TO REGISTER YOUR TEAM!**

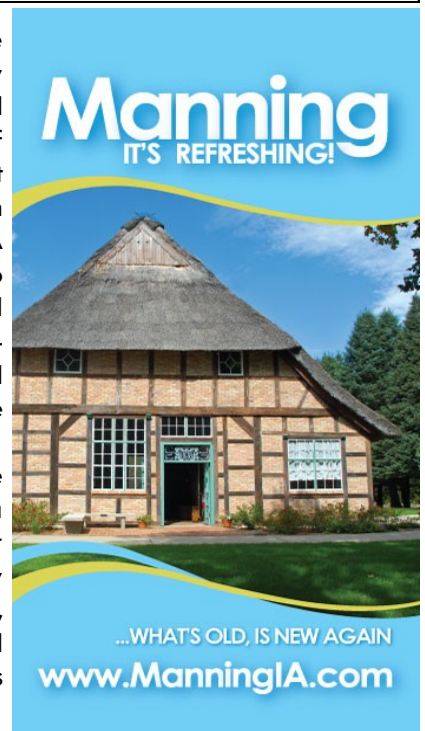
### HELP WANTED: WEB SURFER POSTION

**MSM is looking for one or two interested volunteers to surf the [www.ManningIA.com](http://www.ManningIA.com) webpage to help find outdated information to pass onto the volunteers that maintain the site. No web design involved or special training needed - just surfing. This is a once-a-month/whenever you have time position. The right candidate can start immediately! Benefits include helping to keep Manning refreshing! For more information, contact Colleen at 655-6246 or just start surfing and e-mail update suggestions to: [mainstmanning@mmctsu.com](mailto:mainstmanning@mmctsu.com)!**

### BANNERS ON MAIN STREET - ONLY 5 LEFT!

As spring arrives, we make plans for Memorial Day - how we remember and honor the lives and works of lost loved ones. Why not consider a banner on Manning's Main Street? A unique and lasting way to remind others of that special person. A simple process - choose from the pre-designed banners, like the example here, and personalize it.

For business owners, there is still time for you to design a banner specific to your operation. Make it yours by choosing the photo, developing the tag line and adding your logo or business name.



For more information regarding both of these banner opportunities, call Colleen at the MSM office, **655-6246** or email [mainstmanning@mmctsu.com](mailto:mainstmanning@mmctsu.com). You can also find everything you need, including samples of all the banners available for adoption, on the MSM blog page on the new Manning community website....but DO NOT DELAY....they're going fast!

Visit [www.ManningIA.com](http://www.ManningIA.com) to stay informed!