

What's Happening on Main Street?

MAIN STREET MANNING



Volume 2, Issue 1

2011 in Review

January 2012

Main Street Manning (MSM) has become one of the more active Manning organizations. Manning is one of 45 Iowa communities selected to participate and benefit from the Iowa Main Street program.

The MSM program is led by a local Board of Directors and a host of volunteers on four active committees. Two community meetings were held in 2011. Ideas and priorities developed in those meetings were used to plan meaningful projects. Much has been accomplished. MSM partnered with the IKM-Manning High School horticulture class to plant flowers in the Main Street planters. To prepare for RAGBRAI, bicycles were "planted" in the planters. Local children enjoyed sharing their drawing talents with the community in the Chalk the Walk event. Financial assistance for façade improvements were awarded to Hometown Variety Store, Third and Main, Lori's Flowers, Manning Monitor, Soll's Service, and Dan's Auto Body.

MSM assisted in Kinderfest, Homecoming and Weihnachtsfest. In addition, a first time Farmer's Market and Halloween treating event on Main Street were held. Spring Open House and Holiday Open House events were very successful. Main Street Iowa awarded professional consultant services to Manning for development of a brand and marketing plans. The results will be released soon and will be exciting! Manning is one of two towns in Iowa to be selected.

In May, MSM submitted an application for a \$100,000 state grant for the purposes of developing additional retail and apartment space in the downtown district. The grant was not awarded but MSM has now submitted an application for a \$50,000 grant to develop a 2nd story apartment in a historic building on Main Street. In addition, a \$500,000 grant for extensive Main Street façade renovations is being pursued. MSM was awarded a grant to renovate the entrance to the fire station to add a larger door. The door is needed to accommodate today's larger ambulances. Krell Energy from Ames is partnering with Manning to pursue a grant to evaluate energy efficiency for a number of buildings across the entire community. Manning is one of two towns in Iowa to be selected. The 2011 Quarterly Newsletters contain further information and can be found on our website: <http://www.manningia.com/chamber/MainStreetManning.asp>.

We look forward to further accomplishments in 2012. The MSM Board had been informed of a \$5000 donation from an alumnus. The donation will be used as matching monies in the pursuit of further grant dollars. The donation and grant(s) will be used for further physical improvements to public areas - primarily in the Main Street District. In addition, the same alumnus has informed the MSM Board that the

Main Street Manning organization has been designated as a life insurance beneficiary in the amount of \$100,000.

The MSM Board hopes the alumni member lives a long, happy life but sincerely appreciates the expression of support in the ongoing efforts to improve Manning.

The 2011 results were accomplished via the work of volunteers. Manning area residents spent many hours and dollars to improve their hometown. Manning is your heritage and community also. Feel free to offer suggestions for improvement and to assist us in any manner! **Experience Manning!**

Ron Reischl, MSM Board President

Thank You, Thank You, Thank You!! A big thank you to Freda Dammann and Donna Rutz for their service to Main Street Manning. Both played key roles in the formation of the MSM program and have been dedicated board members. Freda was a tireless advocate for the Main Street mission and Donna served as our treasurer, both giving countless hours to the program. They leave our organization better because of their efforts and the Manning community owes each a debt of gratitude for their contributions.

Thanks to Lois Croghan, who has agreed to serve another three year term on our board and continue as our secretary.

And, finally, thanks to Ashley Lage and Jay Peterson for representing their Senior class as student members on the 2011 Board. They have offered an excellent example of community service for those who will follow them.

Welcome, Welcome, Welcome!! The Board is happy to welcome Joni Warner and Greg Sextro, who were elected to fill the two vacancies.

Joni Warner has been a member of the Manning community since 1984 when she married Mike Warner, a 1980 Manning High School graduate. Joni was originally from the Templeton area and is a 1981 Kueper graduate. She has worked for the city of Manning and the school, where she still fills in when needed. For the past 26 years, Mike and Joni have owned Warner Welding, located on the west edge of Manning. They have 3 daughters, all graduates of Manning High School/IKM-Manning.

Joni is excited to be on the Main Street Board. She would like to see that the town stays connected with the school, to see more graduates return to Manning to work and have more businesses come to the community. (story continued on next page)

Board Members & Staff

- ◆ Colleen Nelson, Director
- ◆ Ron Reischl, President
- ◆ John Opperman, VP
- ◆ Lois Croghan, Secretary
- ◆ Dawn Rohe, Treasurer
- ◆ DeEtte Grabill, Chair
Design Committee
- ◆ Harvey Dales, Chair
Organization Committee
- ◆ Pam Kusel, Chair
Promotion Committee
- ◆ Joni Warner
- ◆ Greg Sextro

Student Members

- ◆ Karmen Grabill
- ◆ Rachel Nulle
- ◆ Scott Opperman
- ◆ Hannah Willison

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 mainstmann@mmcts.com or contact any board member.

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

COMMITTEE UPDATES

Welcome, cont.

Greg Sextro is a Manning native and 1978 Manning HS graduate. He received his undergrad, masters and law degree from the University of Iowa in 1985. Greg and his wife Sandra own two buildings on Manning's Main Street, one housing the law firm of Brink & Sextro, of which he is the principal shareholder. They have two daughters, Katie a Junior at IKM- Manning and Grace, a 7th grader. Greg has a strong interest in bettering his hometown and has served actively on many area boards.

We are excited to have both Joni and Greg join us and to share their experience and expertise.

IKM-Manning Juniors, Hannah Willison and Scott Opperman have agreed to represent their class, joining seniors, Karmen Grabill and Rachel Nulle. We are delighted to have their youthful participation. Fostering a spirit of volunteerism and community stewardship in our youth is win-win for all of us!

BRANDING

Traditional product branding, such as Starbucks, Nike and Apple, defines an image. It defines a collection of perceptions. What is "community branding"? Any specific town/community (such as Manning) also evokes perceptions - different recollections and feelings. A community brand should encompass those perceptions and inspire positive feelings about the community. Through Main Street Iowa, Manning is one of two Iowa communities to receive free Branding consultations and recommendations.

In December, we received the Branding recommendations from Main Street Iowa and Downtown Professionals Network – an outside consultant firm. We are excited about their recommendations and the deliverables they have provided us. We believe their recommendations capture the different perceptions and essence of Manning. Now, the "real work" gets started. A committee of people representing a cross-section of the community is working to take the recommendations and develop an implementation strategy. They will be working hard to produce comprehensive marketing and communication plans. The Branding campaign will be designed to benefit the community overall but the focus is to provide benefit/value to our local businesses and overall economic development.

Manning is a great community. We are certain the final results will successfully develop and market a positive image of Manning to the local community and to outside consumers, communities and companies. Watch for further announcements and a community-wide "release party"!!

ORGANIZATION

As 2011 comes to an end, the committee would like to thank everyone who has met their pledge obligations. We appreciate each and every one of our investors, as they make Main Street Manning possible.

Just a reminder that letters requesting a commitment for the next three year cycle (2012-2014) were mailed in July and to date, very few of those pledge forms have been returned. As reviewed on the front page, Main Street Manning has some good things going, so we hope everyone will seriously consider continuing to invest in Manning's future by extending their pledges for the next three years. If you have any questions or have not made a commitment in the past but would like to start, please contact any Organization Committee member or stop by the Main Street office. Members include Harvey Dales, Jean Behrens, Dawn Lorenzen and Laurie Stein.

PROMOTION

The holiday season kept the Promotion Committee busy with preparation for the Holiday Shower of Gifts and the Dec. 3 Holiday Open House.

Despite the wet, snowy weather, store owners reported fairly good traffic. During the assessment, however, several business people felt the open house should be held earlier next year.

The Holiday Shower of Gifts brought thousands of registration slips to the drawing box Dec. 21 when 60 winning names were pulled from the box. The collection of gifts at the Main Street Office provided excitement and many business owners were very generous with their donations. Appreciation is extended to the Chamber of Commerce for the donation of \$1,000 in prize money and the 45 businesses that helped to make the event a good holiday attraction for Manning. Registration slips indicated shoppers registered from many area communities.

The Chamber of Commerce, which has taken responsibility for the Promotion responsibilities of Main Street Manning, is conducting its annual membership campaign. Businesses that choose to invest are helping to strengthen the marketing of Manning. This includes signage, Web site, advertising and decoration, along with business education opportunities and Chamber service projects. The annual investment is \$75. Kirk Huehn is the current president and is happy to answer any questions anyone might have.

Community Calendar

A community calendar proved to be a great asset for Manning last year and it will continue. The goal is to continue to record dates for 12 months in advance, not just the 2012 year. Organizations are urged to help make this calendar possible. Please contact the Main Street Manning office to list your event. Colleen Nelson will be happy to hear from you. Call 655-6246, or email mainstmanning@mmctsu.com or stop by the office at 307 Main Street any Wednesday. Dates are listed on the Manning Web site and efforts are being made to make the calendar available to the public in a number of ways.

Pam Kusel, Promotion Committee Chairperson



Would you like to help us in our efforts to "GREEN-UP"?
To receive future issues of this publication electronically,
simply call or email Colleen at the MSM office (655-6246 or
mainstmanning@mmctsu.com) with your email address!
Thanks to everyone who responded to this request last issue!