

What's Happening on Main Street?

MAIN STREET MANNING

Manning
IT'S REFRESHING!



Volume 2, Issue 4

A Main Street Community Since 2009

October 2012

PROGRAM DIRECTOR'S REPORT

By Colleen Nelson

It is widely recognized that the Main Street Program is VOLUNTEER driven...but, what, exactly does that mean?? It means that **Main Street Manning** would not exist without the volunteers that do everything from watering the Main Street planters to helping to keep the website updated..... and all things in between. I recently asked one of these tireless time-givers what motivated her...why, with all that she has to do, does she always say "yes" when I ask.....and this is what she said!

"Why I Give My Time"

by Laurie Stein



Growing up within a small community, I often watched my parents doing things for others, whether it was my Dad helping out a neighbor to plant or harvest when that neighbor had health issues or an accident or my mom cleaning the church or donating food and both of them "doing their part" to help support the fundraisers that were so vital for the survival of the community. This respect that I had for their dedication and time they devoted to volunteering for the betterment of their community and helping others has been instilled in me. There is no greater satisfaction than knowing that you are helping keep the vitality of your community alive and well. Volunteering not only is beneficial to the community but it is important in our schools, nursing home, hospital and for our senior citizens as well. Please consider being a volunteer. It is fun, rewarding and provides a great social outlet to get to know the people who live and work in your community.

Jean Stadlander (a founding BIC member) is working hard on the business inventory surveys. Business owners may remember filling out a survey helping us collect business and building facts. Perhaps you remember receiving the survey but haven't filled it out or seen it since? Over half of all businesses did respond and the data collection portion of this project is on going so there is still time. This data has countless uses and the goal right now is to input the surveys into a searchable electronic file for use by MSM and others. Jean has also worked on the sign project, networking to bring all the necessary people and organizations together. Her work has paid off with the completion of the new school championship signage. In the future, I anticipate replacements for our "Welcome to Manning" signs incorporating the new community branding and Manning logo.

Speaking of branding, BIC member and MSM president, Ron Reischl represents us as a member of the branding committee. Their hard work has paid off with a **refreshing** new brand for our community. MSM and this committee are here to help any businesses that want to update their own brand.

Ron, Julie Bauer and I have been involved with the Façade Master Plan. I would like to thank Ron, Julie and everyone working on that project. The great deal of time and work to prepare and complete the grant application was just a warm up to the work that will go into the total project. Following the recent \$500,000 grant awarded to update and preserve 15-16 storefronts on our Main Street, we continue to work hard to make that project a success. Architect selection is underway and I expect a decision by the middle of October. Our goal to leverage additional funds in the future to help renovate more storefronts will require that committee's dedication for many months and years to come.

Dawn Rohe (a founding BIC member) no longer serves on our committee but remains on the MSM board and is a member of both the Branding and Façade Committees. Her leadership and grant writing abilities are two big reasons for the success of those committees. I also want to thank Chantelle Grove for her past service on our committee and welcome the newest member of our committee, Deb Kneeven.

In the Future, I would like to see our committee start a business outreach program at Main Street or offer business mentors to current or start up proprietors. Additionally this winter I hope to invite Jim Thompson from Main Street Iowa to speak about what kinds of purchases are "leaking" from Manning to surrounding towns so look for more information on that to come.

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**
- ◆ Open-Junior Rep
- ◆ Open - Junior Rep
- ◆ Scott Opperman -Senior
- ◆ Hannah Willison - Senior

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 maintmanning@mmtsu.com or contact any board member.

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

Business Improvement Committee Update

By Jason Hoffman

Who is the Business Improvement Committee (BIC)? What do they do? About Business Improvement Main Street Iowa says; *this element involves diversifying the commercial district...by identifying potential market niches, finding new uses for vacant or underused spaces and improving business practices.* In the spirit of this mission, BIC is working hard on several fronts helping to make big ideas and lofty goals a reality. (continued)

BRAND FORWARD - Get on the "BRAND WAGON"

Manning's Refreshing Future

There are several major projects under construction and in the planning stage for Manning. It will be exciting to watch progress and see their completion. As you look around the community, there are improvements and buildings that can be attributed to the work and generosity of past Manning residents. One significant example is the monetary contributions from the Warren Timmerman Charitable Trust. This year alone, Manning received over \$67,000 for 5 projects. Michael Nelson, trustee of the Timmerman monies, has stated Manning received \$1M from 2007 through 2012. Manning is truly a better community due to the projects that were funded. They include the Warren Timmerman Shelter House in the city park, the nearby Warren Timmerman Sports Complex and many others. Let me give you something to ponder. Consider the contributions made by the Timmerman Trust and imagine the additional benefits Manning would receive if we had multiple trusts benefitting our/your hometown. Main Street Manning is exploring the development of an additional trust or trusts. Donations can be small or large. There are significant assets in the Manning area – especially in the agricultural sector. Consider the positive impacts you could make. Put your stamp – and maybe even your name – on Manning's future. Please give consideration to providing for Manning's future generations... They include your children and grandchildren or those of your friends and neighbors. WOW! What a refreshing thought! *By MSM Board President, Ron Reischl*

NOTICE TO INVESTORS

**MAIN STREET MANNING ANNUAL MEETING
WEDNESDAY ~ NOV. 14, 2012 ~ 5:30 P.M.
MSM OFFICE @ 307 MAIN STREET**



Harvey Dales, Dawn Rohe and Ron Reischl participated in the Homecoming festivities, representing MSM and the brand forward efforts in the parade. Yes, that's a BRANDING IRON in Dawn's hand...and the mayor replaced his favored HAWKEYE topper just for the occasion! Texas Ron is always more comfortable in his boots and hat, but never so popular as he was handing out FREE *Manning, It's Refreshing* coozies. Thanks to this team for being such good sports!

Colleen's Wish List! We are looking for a small fridge (dorm-style) - to accommodate the many groups that use our office. This space is used more and more frequently for the numerous meetings that are a very necessary part of all the good things going on. If you have a clean, gently used unit that you are willing to donate, please give me a call @ 655-6246. Thank you!

Manning, It's Refreshing is EVERYWHERE!

There are a number of products available for you to help spread our *Refreshing* new image. T-shirts are available in sizes S-XXL for \$15 and can be purchased from Colleen in the MSM office or from the friendly staff at Manning Pharmacy. This popular looks-good-on-everybody-blue shirt is going fast so get yours now! All proceeds will support our brand-forward efforts. Post cards are available at the MSM office, Manning Monitor, Manning Pharmacy and Hometown Variety. If you haven't already taken advantage of the FREE coozies and window clings, they are both available at the MSM office. You may also pick up a window cling for your vehicle and/or business at Manning Pharmacy and Hometown Variety.

2013 to Be a BANNER Year on Main Street Snowflakes, Branding & Business Opportunity

In a cooperative effort that is commonplace in Manning, representatives from branding and retail promotions worked together to submit and WIN a Timmerman Grant. These funds are being used to purchase beautiful new holiday decorations and banners for our Main Street. Look for lighted garland, snowflakes and vibrant, colored banners to go up before Weihnachtsfest. The banners will feature the *Manning, It's Refreshing* tagline and large graphic snowflake in complimentary shades of blue. When these decorations come down, the holiday banners will be replaced with branding banners featuring inspiring photos taken throughout the community. Each banner will include the tag line and a "refreshing LIKE" phrase. A sample banner currently hangs on the light pole in front of the MSM office.

Additionally, we are offering our business owners a unique marketing opportunity - a chance to advertise on one of these banners. Banners can be purchased for either one or three years and a special discount is available to all Chamber members. If you are interested, contact Colleen at the MSM office for details.

MSM Promotion Committee in Holiday Mode Mark your calendars for these upcoming events.

Friday, Oct. 26th | HALLOWEEN TRICK OR TREAT
Kids in Costume will trick or treat on Main Street from 4:00-5:30. Pumpkins on the sidewalk near the business entrance will identify participants.

Nov. 15 - 17 | HOLIDAY OPEN HOUSE
A number of events are being planned for this tentative Thurs. eve through Sat. morning time frame.

Friday, Nov. 23rd | WEIHNACHTSFEST
This Heritage Celebration will feature new events in addition to some of the traditional favorites...like the Lighted Parade! Please contact Julie Bauer at pinesongfarm@hotmail.com for more information.

Saturday, Dec. 1st | SANTA SATURDAY
Santa makes time for us every year and this year will be no exception. He will make his usual stops at the Library and Horizon Equipment.

Visit www.ManningIA.com to stay informed!