

Messenger



Mission Statement: "To maximize the economic potential and to preserve the heritage and sense of place in Mitchell's historic commercial district by utilizing the Main Street Four-Point Approach in emphasizing economic development within the context of historic preservation."

Mitchell Main Street & Beyond

As the snow has finally taken leave, and I think we can all agree that Old Man Winter shared plenty with us in the past five months, Main Street is again bustling with preparation for another year of great events, promotions and planning.

First, Mitchell Main Street & Beyond elected their executive board this January. Jeff Logan was elected President, Bob Schoenfelder Vice President, Nancy Erck Secretary and Marty Cunningham as Treasurer. Former President Dave Brooks and former treasurer Michelle White remain on the board. The rest of the board consists of Mark Puetz, Tyler Graham, Greg Foster, Brenda Olesen and Lyle Swenson. The board currently has one seat open and as members of MMSBeyond, please let us know if you'd like to join the board.

All four committees are up and running with planning phases nearing completion.

Currently, our Design Committee is co-chaired by Amy Brown of Avera and Jan Christensen of Ben Franklin. Committee members include Brad Ciavarella, Nancy Erck, Sherry Stilley, Georgi Streetman and Lori Holmberg. The committee just recently completed their mission statement and statement of purpose as follows:

MISSION STATEMENT:

The Mitchell Main Street & Beyond Design Committee endeavors to foster a unified, quality aesthetic standard throughout the City of Mitchell while preserving the historic commercial district as the

city's core.

STATEMENT OF PURPOSE:

The Design Committee is a recommending body of Mitchell Main Street & Beyond dedicated to the preservation, enhancement, and revitalization of the City of Mitchell, S.D. through:

- commitment to a historic preservation ethic
- application of design standards to streetscapes, signage, public spaces, building renovations, new building construction, and adaptive re-use of older buildings
- educating, engaging and enrolling support of civic agencies and business owners in a single vision promoting continuity benefiting the greater good of the community.

The Design Committee is now creating a workplan for the year and another for a five-year plan. Historic walking tours and design presentations for Main Street building owners are in the works.

The Economic Restructuring committee is currently co-chaired by Mark Puetz of Puetz Corporation and Jeff Logan of Logan Theatres. Committee members include Steve Clarke, Marty Cunningham, Greg Foster, Bob Schoenfelder, Bryan Hisel and Neil Putnam.

The Economic Restructuring Committee endeavors to strengthen the existing economic base of downtown while diversifying it. This year so far, four new businesses have come to the downtown area through the assistance of this committee. Research has been completed on the economic impact of downtown to the City of Mitchell. From October 2008 to October 2009, more than 42 million of sales and services were rendered in Mitchell's downtown area. Parking research has been completed, showing that each park-

Executive Board of Directors

PRESIDENT:

Jeff Logan
Logan Theatres
605-996-9022

VICE PRESIDENT:

Bob Schoenfelder
Consolidated Properties
605-990-2300

SECRETARY:

Nancy Erck
CASA
605-996-5649

TREASURER:

Marty Cunningham
Retired
605-996-3768

PAST PRESIDENT:

Dave Brooks
CorTrust Bank
999-6033

Board

Michelle White
Mueller Lumber

Mark Puetz
Puetz Corporation

Greg Foster
Moonlight

Tyler Graham
Graham Mobil

Brenda Olesen
Einstein's Costumes

Lyle Swenson
Carnegie Resource Center

PROGRAM DIRECTOR

Carrie English
605-990-4500



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ing space within downtown holds a value of \$21.84 per hour! Valuation assessments have also been completed on all of the buildings in the historic commercial district. All of these numbers are important in basing future economic programs for the area. It is also a reminder that downtown is thriving!

The Promotions Committee continues to market downtown, create positive images and build upon ongoing events. The committee is currently chaired by Brenda Olesen of Einstein's. Committee members include Karen Pooley, Connie Henning, Lynda Schoenfelder and Janet DeRouchey. This group has their work cut out for them this year as MMSBeyond was named partners in the Memorial Weekend event with the Imagine Guild. Memorial Weekend in Mitchell will be held on May 29th and 30th on Main Street. Events include car and motorcycle show, poker run, street dance with Kory and the Fireflies, kids activities and inflatables,

ping pong drop and so much more. When the event listing is finalized, we'll share the schedule with you.

Taking on such a big event involves much planning and volunteering. Please consider sharing your time that weekend and giving to a great cause by calling 605-990-4500. Proceeds go to Cystic Fibrosis and Mitchell Main Street & Beyond.

The Organization Committee, which consists of the entire board of directors, continue to look at long-term planning, recruiting volunteers and members and encouraging leadership development within the program.

These four committees together create a solid Four-Point Approach to revitalizing downtown. We're excited with the progress they've made and anxious to implement their strategies. Thank you to all for your committed efforts and enthusiasm.

For Your Information

DWU Volunteer Day

On Tuesday, April 27th, students and faculty from Dakota Wesleyan University will be picking up the wooden barrel planters on Main Street. As many of the barrels are in disrepair, we'll be taking them away and will begin planning to replace the planters in the future. DWU will also be picking up litter on the streets on sidewalks that day. Be sure to offer a big "Thank you".

Memorial Weekend Update

Attached you will find a form. Businesses are asked to participate in the Ping Pong Drop on Main Street during Memorial Weekend in Mitchell. For \$10, your business will receive a dozen balls, \$5 each additional dozen. MMSBeyond will put your business name on each of the balls and then it's up to you to decide what type of discount, promotion and length of promotion time you'd like to implement. Those who receive a ping pong ball with your name on it will be directed to your business to find out what your promotion is. The form also includes volunteer sign-up and silent auction items needed. Please fill it out and return by Monday, April 12th. Thank you!

2010 Retail Promotions

This year's retail events are scheduled as follows:

Crazy Days- July 9th-10th

Holiday Open House- November 6th-7th

12-Hour Blast- November 11th

Christmas Shopping for Kids- December 4th

Wrap-It-Up Weekend- December 17th-19th

Winter Crazy Days 2011- January 7th and 8th

2010 Events

Memorial Weekend in Mitchell- May 29th-30th

Corn Palace Stampede Rodeo- July 15th-18th

Dakotafest- August 18th-19th

Corn Palace Festival- August 25th-30th

Corn Palace Polka Festival- September 17th-19th

Contact Information

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