

Mitchell Main Street & Beyond Messenger

May/June 2011

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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."

Molly Goldsmith is a historic preservation specialist with a background in heritage tourism, preservation planning, and the use of social

media tools for advertising. In 2010 she researched and designed a nationally recognized historic district walking tour brochure for Sheridan, Wyoming and gained experience planning events with the Downtown Sheridan Association and through planning and sustainability projects with the Laramie Wyoming Main Street Program. She received her master's degree in American Studies with a concentration in Historic Preservation from the University of Wyoming in May and won an award for her service to the University of Wyoming's College of Arts & Sciences.

Molly developed a strong interest in community relations and the idea of Main Street at an early age: "I'm

from a small town in Illinois... My parents used to take me downtown for all the shopping. This was my start in supporting local and historic businesses. I recognize now how ahead of the trend my parents were by shopping locally and living downtown."

She looks forward to getting to know Mitchell and all of its residents, while helping to improve the downtown one step at a time. Feel free to stop in to the MMSB office and introduce yourself.



Contact Information

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Follow us on Twitter and Facebook for regular updates on what is going on in Downtown Mitchell!

Twitter: @MainStMitchell

Facebook: <http://www.facebook.com/pages/Mitchell-Main-Street-Beyond>

News

Mitchell Main Street & Beyond is pleased to announce their newest addition to the association. Molly Goldsmith replaced Carrie English as the Main Street Program Manager, beginning on Monday, April 25

Goldsmith will cover a wide variety of details, including the coordination of Mitchell's downtown revitalization and preservation using the Main Street Four-Point approach and event organization. Plans include a membership drive, new events, and finding new marketing techniques to showcase Mitchell's Main Street to tourists and residents alike.

Upcoming Events

Saturday, May 28th: Memorial Day in Mitchell

Saturday, Jun 4th, 8am: Third-Annual Downtown Mitchell Clean-up Day

Sunday, June 5th, 6pm: Flowers will be planted in the downtown hanging baskets

We are always looking for volunteers! Spend a couple of hours supporting MMSB by volunteering at one of our events.

Committee Meetings

Mitchell Main Street & Beyond has three committees that would gladly welcome new members. If you are a member and would like to sit on one of the committees, please call or stop by the MMSB office or show up at one of the meetings.

Design Committee meets on the 2nd Thursday of the month at 5 pm.

Economic Restructuring meets on the 3rd Thursday at noon.

Retail Promotions meets on the 4th Thursday of the month at 8:30 am.

Planning is currently underway for our newest event, the Community Consignment Auction. If you would like to help MMSB with the event, the next planning session is on June 7th at noon.

Downtown Revitalization: Small is Beautiful

Frequently we hear the phrases “think big” and “create a vision” thrown about in terms of looking at downtown. Della Rucker, a principle planner for Wise Economy Workshop in Cincinnati, Ohio, points out:

“There’s a problem here. ‘Vision’ and ‘think big’ have a history of being damaging words. Those two ideas gave us the urban renewal of the 1950s and 60s, the demolish-downtown-and-build-a-mall-projects of the 1980s, and a number of the other urban planning debacles that have given ‘planning’ a bad name in many communities. Big plans may have the power to move men’s souls, but they can also make bad assumptions, create massive unintended consequences, disrupt lives and livelihoods and often fail to generate the transformative benefits they promised. We have been down this path in this country so many times... why do we keep returning to the idea that there is some kind of one-shot solution out there that will magically solve our problems?”

Truly effective downtown revitalization, like any kind of economic development, isn’t accomplished with a one-shot magic bullet. It never has been. Economic revitalization happens when a series of consistent efforts, big and small, create an interesting, attractive, human-scaled place filled with human energy and activity. Downtowns already have the raw materials for that – people-scaled buildings, public spaces that are truly public, spaces where businesses and services of all types can get started, be successful and reinforce each other.

If we want to have healthy downtowns, we will be most effective when we focus our efforts on removing the barriers to letting downtowns be successful. We don’t need to over-engineer it; we need to find what’s working and let more of it happen.”

Having an overall vision is great for knowing what you’re working toward, but we must remember that all of the small, organic growth is what creates that vision in the end.

Excerpt from Della Rucker, “Creating A Wise Economy,” July 19, 2010

Dellarucker.wordpress.com

WELCOME NEW MMSB MEMBERS!

First United Methodist Church
310 N Rowley

First National Bank South
Dakota
210 N Lawler

The Pin Cushion
320 N Main

Ed’s Pet World
206 N Main

A Touch of Envy
115 E 2nd

Know someone who would make a great addition to MMS&B? Invite them to join!

Calling All
Lovers of
Downtown and
Gardeners!



We are currently looking for people who are interested in adopting one or more of the planters on Main Street. Flowers will be planted on June 5th and we would love to have you there to help out. If you decide to adopt a planter, you will be responsible for its watering and upkeep, but you will be able to take pride in the fact that you are adding a little something to Historic Downtown Mitchell. Contact Molly at the office if you are interested in adopting a planter of your choice.