



# Muskegon Main Street News

News and Events for Muskegon Main Street Members

<http://downtownmuskegon.org>

Where Muskegon Comes Alive!

## Main Street Notes

Promo committee meetings

- Oct 14, Nov 11, Dec 9

Design committee meetings

- Oct 21 Nov 18, Dec 16

ER committee meetings

- Oct 23 Nov 27, Dec 18

Board Meetings

- Nov 5, Dec 3

Muskegon Main Street strives to involve its members in the direction of the organization and encourages member organizations to be represented on committees, or the board. The four strategically aligned committees include Promotions, Design, Economic Restructuring, and Organization. In addition, we try to be transparent about our activities and all are welcome to investigate our work plans and annual reports as found on our website at [downtownmuskegon.org](http://downtownmuskegon.org)

## Muskegon Main Street Board

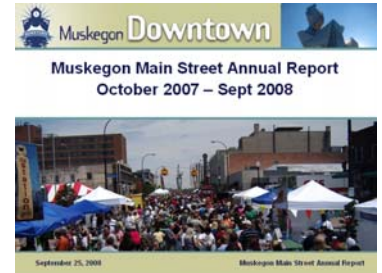
Arn Boezaart  
 Cathy Brubaker-Clarke  
 Tim Burgess  
 Ed Garner, Treasurer  
 Bob Garretson  
 Gene Fethke  
 Dawn Johnson  
 Brenda Moore  
 Maris Myers, Secretary  
 Tasha Oakes  
 Tom Schaub  
 Clara Shepherd  
 Sherri Slater  
 Larry Spataro, Vice President  
 Steve Vaughan, President

Volume 6, Issue 4

Fall 2008

## Muskegon Main Street Holds Annual Meeting

On September 25, 2008 Muskegon Main Street members and other downtown stakeholders convened for a state of the downtown report as well as to take care of Muskegon Main Street Annual meeting business. On the business side, five new board members were elected including Arn Boezaart, Bob Garretson, Dawn Johnson, Brenda Moore, and Sherri Slater. Thanks to Cindy Larsen, Chris McGuigan, and Steve Wisneski for their years of service. The balance of the meeting was spent reviewing the Main Street Annual report, which contained results from the downtown Muskegon business survey. Downtown property owners reported a positive look back at 2008 with 41% stating that their business had improved over the last year, and with 98.2% reporting to be satisfied with their location.



## Promotions Committee update

Plans for the Holiday Movie Festival are in place with the event changing to a 1 day format on December 23. If your business is interested in being a Movie sponsor in exchange for tickets you can distribute you can also contact Dan at 231.724.3180.

## Design Committee update

The Design Committee was busy with façade project that began at the beginning of the summer wrapping up, making them ready for evaluation. Details & Design installed an ornate, iron gate at their back entrance, and Mia & Grace received an award for the work done over the last year to shore up their brick façade, as well as a completely new lower façade including new trim, windows and entrances.



## Economic Restructuring update

The process of revitalization continued full steam ahead into the fall with many items of note. The Muskegon Athletic Club was just about open at the time of publication. The Cheese Lady had made a successful move to 808 Terrace and Earthly Kneads next door is well on their way to a year-end opening. Firestorm's Mystical Emporium moved into the former Cheese Lady space at 197 W. Clay. Also, the addition of new downtown employees is clearly affecting downtown retail with Waddell & Reed, North Western Mutual, and the Sidock Group moving into their new office digs. In early October members of the Economic Restructuring committee attended a Michigan Main Street Entrepreneur training focused on making Muskegon's Main Street district more open to new entrepreneurial ideas and merchants. An implementation strategy was developed that will help to develop these community qualities.



## Organization/ Board update

Muskegon Main Street ended its fiscal year on September 30 with a balanced budget. Looking ahead to 2008/2009 the board is planning a status quo budget that will rely on Community Foundation support for one final year. Other funding sources include Muskegon Area First, the City of Muskegon, the Muskegon Area Chamber of Commerce, and Main Street business members. The annual membership campaign begins in October 2008. The organization committee continues to explore future funding scenarios for the fiscal year starting October 2009.

## Third Street Promenade Still Needs Help!

A plan for the finishing details along Third Street were unveiled recently with the Third Street Promenade. Pedestrian amenities along Third Street will public art, a fountain, elevated presentation areas, a rain garden, benches, and decorative paving throughout. Currently, downtown promoters are seeking private, named, donations to help off set some of the cost of these public amenities. Progress is already being made on the first phase of implementation as streetscaping alongside the Hines Building is in place. More information can be found at [downtownmuskegon.org](http://downtownmuskegon.org).



THIRD STREET PROMENADE



## Main Street Business Members

297 Clay Condominium Association  
 American Red Cross  
 Anesthesia Associates of Muskegon, P.L.C.  
 Annis Water Resources Institute  
 Bosma Architects  
 The Cheese Lady  
 City Cafe  
 Clay Avenue Station  
 Coastline Deli  
 Creative Benefit Systems, Inc.  
 Details & Design  
 Drs. Gundersen & Zuker  
 Fifth Third Bank  
 Fricano's Muskegon Lake  
 Glamazon Artistic Hair Culture  
 Hackley Public Library  
 Hair-itage Salon & Day Spa  
 HGA Non-Profit Homes, Inc  
 Hooker DeJong Architects & Engineers  
 Huntington Bank  
 Jerviss-Fethke Insurance  
 Jilly's Gallery  
 LST 393 Museum & Gift Shop  
 Missing Piece Design Clay Studio  
 Muskegon Chronicle  
 Muskegon Construction Company  
 Muskegon Convention & Visitors Bureau  
 Muskegon County Museum  
 Muskegon Fury Hockey  
 Muskegon Heritage Association  
 Muskegon Museum of Art  
 Muskegon Post Office  
 Muskegon Railroad Historical Society  
 Muskegon Summer Celebration  
 National City Bank  
 Port City Construction and Development Services  
 Port City Princess  
 Qonverge  
 Radiology Muskegon  
 Sun, Wind & Rain  
 True North Architecture, P.C.  
 United Way of the Lakeshore  
 Waddell & Reed  
 Waterstone Insurance Agency  
 Weber Lumber Co.  
 West Michigan Dock & Market  
 Westshore Symohony Orchestra

## Main Street Benefactors

Muskegon Area First  
 ADAC Automotive  
 Consumers Energy  
 Sidock Group  
 Community Foundation for  
 Muskegon County  
 City of Muskegon  
 Muskegon Area Chamber of Commerce  
 Thanks to all our supporters listed above.  
 To learn how your business/organization  
 can support Main Street visit [downtown-muskegon.org](http://downtown-muskegon.org) and find our easy-to-submit PDF to become a member.

