



MAIN STREET INK

February 2007

A PUBLICATION OF MAIN STREET MARSHFIELD

Board of Directors

Tim Kraus, President
Larry Haldeman, Vice President
Rita Meier, Secretary
Lois TeStrake, Treasurer

Dave LaFontaine
Rich Chronquist
Tom Henseler
Carol Knauf
Pete Mancl
Harley Meyer
Terri Richards
Rob Wickersham

Office Staff

Mike Kobs, Executive Director
Cindy Sternweis, Staff Assistant
Darla Wibben, Office Assistant

Mission:

Our mission is to enhance our community identity and heritage, to foster a center of activity and to ensure economic stability for the heart of Marshfield through concentrated efforts of organization, promotion, design and economic restructuring.



Casino Night Coming Soon!

also a \$25 entry fee (using "Funny Money") for Texas Hold 'Em. Participants will purchase "Funny Money" for gambling purposes throughout the evening, and also to bid on live auction items and purchase raffle tickets. \$10 gets you \$1,000 in "funny money", and there will also be a grand-prize drawing at 10:00 p.m. Main Street Marshfield is looking for volunteers to help us with things like dealing, cash exchange and ticket sales, and training will be provided that evening. Also, if you wish to donate prizes or

would just like more information, please call the Main Street office at **387-3299**. Information can also be found on our website, so please visit us anytime at "www.mainstreetmarshfield.com."

Please plan to participate in our 4th Annual Main Street Casino Night on **Saturday, March 17, from 6:30 p.m. to 10 p.m. at the Holiday Inn Conference Center in Marshfield.** A little bit of Las Vegas comes to Marshfield, as we get ready to have fun with such games as Blackjack, Craps, Roulette, and our annual Texas Hold 'Em tournament. Pre-registration is required for Texas Hold 'Em, and is first come, first serve. There is



Sign Hearing Set

The City of Marshfield's Plan Commission will be holding a public hearing on the portion of the Municipal Code which deals with the existing sign codes. The public hearing is scheduled for Wednesday, February 28, 2007 at 6:00 p.m. in the Common Council chambers on the lower level of City Hall Plaza. The purpose of the public hearing is to gather input on how well the existing Sign Code has functioned during its three-year existence. This is a very important subject for the future look of Main Street Marshfield, so any input you or your business representatives have is very valued. If you cannot attend the public hearing, please contact Amber Miller, the city's Director of Planning & Economic Development, or Bonnie Curtiss, the city's Planner & Zoning Administrator. And remember, you can always forward any comments or concerns to our office at the mailing or e-mail addresses listed on the reverse side of this newsletter. Thank you.

Jean's Latest Alteration: Location

Jean Zygarlicke of **Jean's Alterations** has relocated. Her new address is **105 East 5th Street**, just one door over from her former location. Jean has been in downtown Marshfield for the past two years, but has 14 years of experience. She works on everything from buttons to zippers, mother-of-the-bride and bridesmaid dresses and other formal wear, as well as menswear. Give her a call at 389-2898, or stop in Tuesday through Friday between 9AM and 5PM.

In other business news, Book World will be moving from

its current location at 315 S. Central Avenue to the former MC Variety location at 414 S. Central Avenue, next to Premier Printing & Media, and right across the street from Roger's Cinema. Book World is making the move the week of February 19. Amy Hagen and her staff said "goodbye" to the old store with a very successful book-signing event on January 26 featuring legendary Green Bay Packer Offensive Lineman Jerry Kramer. Congratulations, Amy, on your new location, and best wishes for future success along Main Street!





Communication is Key to Success

By *Tim Kraus*

Main Street Marshfield President

With one month in the books, Main Street is off to a great start, in what we expect to be an outstanding 2007. The Board of Directors has hit the ground running with the scheduling of the year's events, reaffirming their dedication to the Main Street mission, and completing a full review of the organization's by-laws and constitution, to insure that our main goals are kept in focus and continually attained. We know that our charge is to do whatever possible to help our existing businesses maintain their upward trend toward success, while continually looking for new commerce that may enhance what we already have. By providing different events, Main Street aims to bring an increasing amount of visitors and awareness to the businesses and programs we support. The

Board has instructed the Main Street Executive Director to ensure that he keeps a monitor on the pulse of our business district. A recent meeting with the MACCI Board of Directors has reaffirmed a positive and consistent vision that both organizations have for the future Marshfield's commercial climate. We feel that a harmonious relationship between the Directors of both organizations will make this vision a reality. It is inherent that all stakeholders in the city keep an open line of constructive communication with us. This way we can react to any negative shortcomings that either of our programs may encounter. Together with the business community, our goals will be realized, and that allows us to continue raising the bar even higher in 2007. Thank you.

Main Street Marshfield
222 S. Central Ave.
Suite 205
Marshfield, WI 54449

Phone
715-387-3299

Fax:
715-387-2286

E-mail:
info@mainstreetmarshfield.com

Web site:
www.mainstreetmarshfield.com

Main Street Ink is a newsletter published by Main Street Marshfield, Inc. This is a free distribution and non-subscriber newsletter and is mailed under the U.S. Postal Office 3rd Class Bulk Rate (Permit No. 50). It is sent to Main Street Business and property owners, financial contributors, supporters, volunteers and civic leaders.

Styx Tix Available Soon!

A lot of you have been asking about tickets for the Hub City Days concert featuring Styx. Our goal is to have those available by March 1, and ticket outlets still have to be determined. Hub City Days highlights our 2007 calendar of events, but here are some other events to watch for.

Discover Downtown Mfld.
April 19, until 8PM

Summer Farmer's Markets
8th and Central
June 21-Sept. 2, times TBA

Hot Time in the City
Downtown M&I
July 26, 5-8PM

Hub City Days
Featuring rock band Styx
July 27-29

Customer Appreciation
Downtown
Oct. 11, 8PM

Holiday Parade
Meet Santa afterward at
Holiday Inn Conf. Center
Nov. 15, 6:30PM

Wagon and Buggy Rides
Downtown
Nov. 23 – Dec. 21

Reindeer Day
Downtown M & I Bank
Dec. 15, 10AM-1PM

For more information on any of these events, to make a donation, or to become a corporate sponsor, contact the Main Street Marshfield office at (715) 387-3299. And don't forget to check our website for updates on these events throughout the year.

calendar of events

February

7	Main Street Board Meeting	7:30AM	Main Street Office
10	Sweetheart Carriage Rides	6-9PM	Holiday Inn
28	Sign Code Public Hearing	6:00PM	City Hall Plaza

March

7	Main Street Board Meeting	7:30AM	Main Street Office
17	Main Street Casino Night	7-10PM	Holiday Inn