



Main Street MATTERS

Building A Better Downtown Lakeport

Winter 2011

Calendar

JANUARY

- 19** Main Street Rally 6:00 pm
City Hall, Council Chambers
- 20** LMSA Members Meet'g 5:30 pm
Lakeport Yacht Club
- 21** Third Friday Live 7:00 pm
Soper-Reese Theatre
- 22** Main Street Rally 10:00 am
City Hall, Council Chambers
- 27** LMSA Board Meeting 6:00 pm
Main Street Gallery
- 29** Lake County Chamber Dinner Dance 5:30 pm
Robinson Rancheria Resort

FEBRUARY

- 4** First Friday Fling 5:30 pm
Main Street Art Gallery
Open House
Wine & Appetizers
- 18** Third Friday Live 7:00 pm
Soper-Reese Theatre
- 24** LMSA Board Meeting 6:00 pm
Location TBA

MARCH

- 4** First Friday Fling 5:30 pm
Main Street Art Gallery
Open House
Wine & Appetizers
- 5** 14th Annual Stars Of Lake County Awards 5:30 pm
Robinson Rancheria Resort
- 18** Third Friday Live 7:00 pm
Soper-Reese Theatre
- 24** LMSA Board Meeting 6:00 pm
Location TBA

Revitalization Plan Needs Volunteers

New Main Street Program Debuts in Jan.

The Lakeport Main Street Association is organizing a series of Main Street Rallies to inform citizens of an initiative to revitalize downtown Lakeport based on a National Trust model called The Main Street Program. These meetings will explain the concept and offer volunteer opportunities.

If you want to be involved in building a better Lakeport, have ideas about how that can be done and want to help get it done, you are encouraged to attend.

Developed by the National Trust for Historic Preservation more than 25 years ago, the Main Street Program is administered in this state by the California Main Street Alliance. The program unites the forces of local economic re-development and historic preservation to build and enhance the quality of life in America's small towns.

"The Main Street Program is a proven model used successfully by small towns across the United States to re-build pride in community," says Carol Hays,

Main Street Rally Schedule

Jan. 19, Wednesday, 6:00 pm

City Hall, Council Chambers
225 Park St., Lakeport

Jan. 20, Thursday

5:30 pm social hour

6:30 pm presentation

Lakeport Yacht Club, 5 Fifth St.

Jan. 22, Sunday, 10:00 am

City Hall, Council Chambers
225 Park St., Lakeport

executive director of LMSA. "I've seen it work in other towns and I'm enthusiastic and full of anticipation about the potential for Lakeport. A busy, fun, beautiful downtown improves the quality of life for all of us. No matter where you are from in the county, you should come to one of these meetings to find out how you can make a difference."

Halloween Winners

Thirty-eight businesses in downtown Lakeport handed out candy to more than 250 Trick-Or-Treaters on a drizzly Oct. 30 afternoon, and over 100 participated in the costume contest on Museum Square including whole families. Winners in several age categories received gift certificates to downtown stores. A great day for kids from all over Lake County to enjoy a safe Halloween!



Winners in the 0-5 year old category

Shop for Cash Winners

Congratulations to the big winners in the December 2010 Shop for Cash promotion. The \$500 1st prize went to Lyle Madeson of Kelseyville; 2nd place was Lilly Fiora of Clearlake Oaks who won \$250. Gary Dromi of Lakeport took home the 3rd place prize of \$100.



\$250 winner Lilly Fiora

Participating merchants included Campos Casuals, Game Shop, ENVY Tanning Salon, Healing Earth Gifts, Hillside Honda, Kitchen Gallery, Lakeport Tire & Auto, Main Street Gallery, Main Street Gifts, Pieces Boutique, Shari's Secret Garden and Watershed Books.

Meet Your New Mayor

Suzanne Lyons has served on the City Council for two years and was appointed by the Council last December to serve as mayor. During her term she looks forward to better communication with the business community and envisions a city government that is much more business friendly.

In fact, Suzanne is brimming with positive ideas about building a better Lakeport. She wants to see the lake more closely tied to Main Street and more visible and accessible to the public. She hopes to get a lot of citizen input on the best use and protection of the waterfront and Library Park. Suzanne is also interested in developing a skate park, installing better highway signage directing newcomers to Lakeport proper, and increasing public use of Museum Park. If you have comments for Suzanne or help you'd like to offer, you can reach her at slyons@cityoflakeport.com.



Suzanne Lyons
Lakeport City Mayor

Meet Your New Council Members



Tom Engstrom
Lakeport City Councilman
and wife, Cindy

Tom is no stranger to Lakeport. He served as Police Chief for the city from 1994 to 2005 and then retired, after 37 years in law enforcement. Tom and his wife, Cindy, have 7 children, 21 grandchildren and 1 great grandchild. He holds a Bachelor's Degree in Public Administration and graduated from the FBI National Academy. Tom currently serves as Executive Director of Mendo-Lake Alternative Service, a non-profit agency administering a community service program for the courts.

South Main Street Sidewalk Project Complete

Thanks to the efforts and funding of the city's Redevelopment Agency, what was an unsightly and dangerous crossing for pedestrians is now a safe sidewalk. The 500 block of South Main has also been converted to a beautiful area with new trees and attractive iron fencing along the Performance European shop. Lookin' good Lakeport!



His number one objective on assuming office is to work on making the downtown area even more attractive than it is now, enticing more visitors to stop and enjoy our small town charm.

Contact Tom at tengstrom@cityoflakeport.com.

Stacey Mattina has been a real estate agent for 13 years. She and her husband, Matthew, own and operate Konocti Realty and Appraisal in Lakeport. They have two children. Stacey served as a member of the city's MeasurE J committee. She holds a Bachelor's Degree in Organizational Communications and a Minor in Economics. Contact Stacey at smattina@cityoflakeport.com.



Stacey Mattina
Lakeport City Councilwoman
and family

Renovation Slated For Library Park Bathrooms

The main bathrooms at Library Park are about to get a make-over thanks to funding from the State of California. All the fixtures will be replaced, the walls will get a new treatment and the skylights will be replaced. Once that's done, if there are funds remaining, a new roof will go on as well. All of this is expected to be complete by the end of March.





Main Street News

Message from... Board President Barbara Breunig Co-owner Hillside Honda

I would like to wish all of you a very happy and prosperous New Year and hope you are looking forward, as I am, to new challenges and new accomplishments in 2011.

I also hope you will continue to shop local – the best thing you can do to keep our city and county economically healthy.



I would also like to thank all our members for their continued support of LMSA. We sincerely appreciate their belief in our mission and vision.

Speaking of mission and vision, the Board of Directors recently completed a full day's training on the Main Street Program, conducted by the California Main Street Alliance. We learned a great deal about how we can re-energize efforts to improve downtown Lakeport so look to us for some new ideas coming soon.

We all want a more beautiful, welcoming and vibrant downtown Lakeport and by working together I know we can make it happen!

LMSA Mission

The mission of the Lakeport Main Street Association is to build a base of community members who have the interest and desire to promote a healthy and vibrant downtown.

LMSA Vision

Downtown Lakeport, on the beautiful shores of Clear Lake, is an economically healthy, historic social center with a welcoming small town atmosphere, successfully serving a vibrant community and its visitors.

Want To Volunteer for Main Street but Can't Make A Rally Meeting?

No problem! There are three other ways you can find out whether volunteering for the Main Street Program is for you. Go to the LMSA Web site, www.lakeportmainstreet.com, and check out the Main Street FAQ sheet and sign up form, on the home page.

No computer access? Then call the LMSA office at 707-263-8843 or come into the office, in the lobby of the Lakeport City Hall at 225 Park St. Office hours are Tuesday, Wednesday, Thursday 9:30 am to 3:00 pm.

What's Up at Westside Park?



Construction and other activities were highlights of the past year at Westside Community Park, according to Dennis Rollins, chair of the WCP Committee. Receipt of a \$200,000 grant from the Pacific Forest & Watershed Lands Stewardship Council, the inaugural Grillin' on the Green fundraiser, and completion of earthmoving and stockpiling donated grindings from the Highway 29 repaving project were among the major accomplishments.

Planning for the 2011 construction season is currently under way. The Committee's goal for next year is to have five acres of athletic fields planted and a baseball field and a Little League field completed.

Interested individuals will soon be able to track progress and obtain information about the park online at westsidecommunitypark.org.

The park is located on the west side of Highway 29, between the Kathy Fowler Auto Dealerships and Mendocino College. Drive, bike or walk by soon and take a look!



Board of Directors

President
Barbara Breunig
Co-owner
Hillside Honda

Vice President
Ari Lopez
Student

Secretary
April Knoll
Owner
The Travel Centers

Treasurer
Carole Becker
VP-Administration
Airport Auto Brokers

Jan Bruns
Commercial Property Owner

Leslie Firth
Owner
The Kitchen Gallery

Melissa Fulton
Chief Executive Officer
Lake County Chamber of Commerce

Anna Girod
Owner
AGM Property Management

Cheri Holden
Owner
Watershed Books

Shari James
Owner
Shari's Secret Garden

Shelby Posada
Executive Director
Lake County Arts Council



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Member News

Look Who's New!

The Lakeport Main Street Association welcomes these new members.

Main Street Bicycles

Did you know that Cobb Mountain is considered to be among the top ten mountain biking regions in California? New shop owners, Jeff & Tami Cramer, know and they've got all the best bikes and accessories for both street and off-road enthusiasts. Expert repair, too.

They carry the Specialized brand of bicycle, the same bike used by many riders in the Tour de France, and the store has been beautifully renovated with the old tin ceiling revealed, rich wood floors and exposed brick. Tami is a Kelseyville teacher and Jeff was most recently the area's provider for Fed Ex Ground. Both have experience managing bike shops in Arcata, Fortuna and Eureka.



Main Street Bicycles
Jeff & Tami Cramer
125 No. Main St.
Lakeport, CA 95453
263-3344
ride@bicyclesonmain.com
www.bicyclesonmain.com

High Street Village Center

The Ruzicka family has owned the High Street Village shopping complex for six years and has worked hard to bring in new businesses. Nancy Ruzicka says the city of Lakeport staff is now giving her help to create an ideal tenant mix. High on her list is a specialty foods outfit, a Pacific Rim restaurant and a drive-through bank. There is already plenty to choose from in the Village where you can dine on one of the patios, get a haircut, wash your car, create a beautiful quilt or buy a vintage gift.

She feels we can keep jobs and tax dollars in Lakeport by enticing more motorists from Highways 175, 29 and 20 to pay us a visit. She'd like to see freeway signs that say "this way for the scenic route."



High Street Village Center
Nancy Ruzicka
High St. @17th and 20th
P.O. Box 1189
Lakeport, CA 95453
263-6155
nancyruzicka@gmail.com

Healing Earth Gifts

On February 5 Pamela Dukes will celebrate ten years in business. That's no easy feat in today's economy and LMSA offers our congratulations! She's having a big anniversary sale so be sure to stop by and you'll find an amazing selection of essential oils, candles, jewelry, incense and world religious items such as buddhas and rosaries.

Pamela started in business as a licensed aromatherapist after experiencing a dramatic improvement in her own health by using Young Living Essential Oils. She now carries 5 brands of oils as well as crystals and stones. This summer Pamela plans to add a beading section to the store and open a new Web site with on-line shopping.



Healing Earth Gifts
Pamela Dukes
350 N. Main St.
Lakeport, CA 95453
262-1214
myhealingearth@yahoo.com

Current LMSA Members

- Adair, Potswald & Hennessey
- AGM Property Management
- Airport Auto Brokers
- Angelina's Bakery
- BiCoastal Media (KNTI, KXBX)
- Biggs 155 Diner
- BitSculptor
- Bruno's Smart Shop
- Jan Bruns
- Peggy Campbell, CPA
- Campos Casuals
- Coldwell Banker Towne & Country Real Estate
- Curry's Furniture Store
- Day Makers
- Disney's Water Sports
- ENVY Salon
- ENVY Tanning Boutique
- Fidelity National Title Company of California
- Flowers By Jackie
- The Game Shop
- Golden Pear Wellness Spa
- Gossett Alarm Corp.
- James & Jan Hagen
- Healing Earth Gifts
- High Street Village Center
- Hillside Honda
- Inspirations Gallery
- Kathy Fowler Chevrolet-Pontiac
- The Kitchen Gallery
- Lake County Arts Council
- Lake County Chamber of Commerce
- Lake Event Design & Party Rental
- Lake Parts
- Lakeport Camper & Truck
- Lakeport English Inn
- Lakeport Furniture
- Lakeport Tire & Auto Services
- LakeWind Skincare
- Lincoln-Leavitt Insurance
- Lucky 4 Trailer Resort
- Main Street Bicycles
- Main Street Gifts
- Main Street Pizza
- Mendo Paralegals
- James E. Milani, DDS
- North Lake Medical Pharmacy
- Pak 'n Mail
- Park Place Restaurant
- People Services Thrift Store
- Performance European
- Pieces Boutique
- Record-Bee Publishing
- Savings Bank of Mendocino County
- Shari's Secret Garden
- Strong Financial Network
- Sutton & Associates
- TNT On the Lake Restaurant
- The Travel Centers
- Watershed Books
- West America Bank
- Your One Stop Party Shop

61 Strong. Join Us!

- Annual Dues**
- \$75 business
- \$50 individual

PO Box 1032
225 Park Street
City Hall
Lakeport, CA 95453
707-263-8843
lakeportmainstreet.com



Carol Hays
Executive Director
info@lakeportmainstreet.com
Office hours 9:30 am to 3:00 pm
Tuesday, Wednesday, Thursday