



Main Street MATTERS

Building A Better Downtown Lakeport

Winter 2011

Calendar

NOVEMBER

- 3** Main Street Mixer 5:30 pm
Coldwell Banker Towne & Country Realty
- 5** People's Choice Wine Awards 1:00 - 5:00 pm
Langtry Estate, Middletown
- 18** Third Friday Live 7:00 pm
Bob Culbertson with Austin & Owens Soper Reese Theatre
- 26** Very Merry Main Street 3:00 -8:00 pm
Visit Santa, Historic Tour, Parade, Tree Lighting, Santa's Elf Hunt

DECEMBER

- 2** First Friday Fling 5:30 pm
Main Street Art Gallery Open House
- 3** Christmas Festival of Music 7:00 pm
Church of Jesus Christ Latter Day Saints
- 31** New Year's Eve Party 8:00 pm
With L.C. Diamonds Soper Reese Theatre

JANUARY

- 6** First Friday Fling 5:30 pm
Main Street Art Gallery Open House
- 16** Martin Luther King, Jr. Day
- 21** Lake County's Window To The Universe 8:00 pm
Taylor Observatory, Kelseyville

Business of the Quarter

DayMakers

415 N. Main St.
Lakeport
891-3400

"When my clients leave my spa, they are stepping lighter and smiling bigger." That's how Deborah Frank describes her highest goal and that's where the name of her business comes from -- she wants to make your day.

Judging by the comments of her customers when they nominated DayMakers for Business of the Quarter, she is certainly achieving her goal.

As a licensed esthetician, Deborah offers facials, massage and waxing, plus some unique and beautiful jewelry from Bali. She uses Dermatologica and Jane Iredale Skin Care makeup.

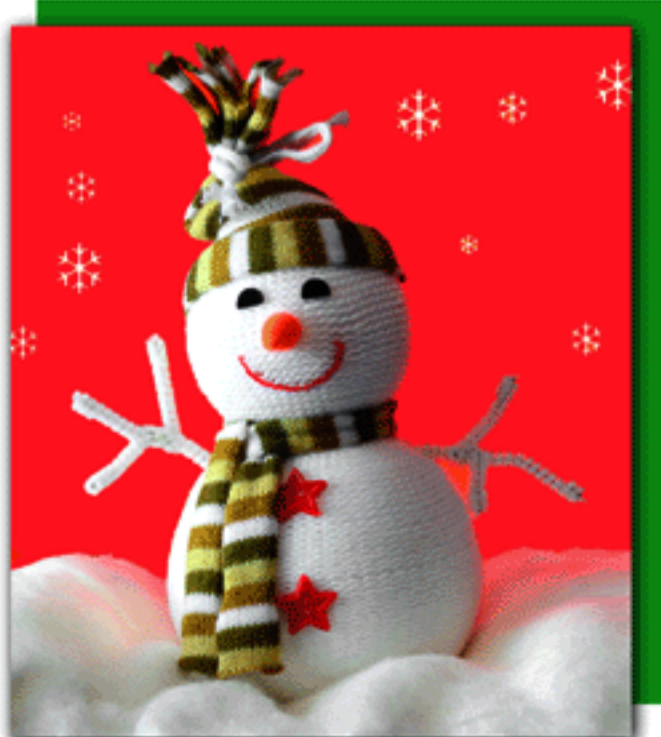
Stop by her charming little place soon to make an appointment. You won't be disappointed!



Deborah Frank
Owner/Operator
DayMakers

Christmas Fun for One & All on Saturday, November 26

Very Merry Main Street



3:00 - 8:00 pm

Visit Santa

All children receive a free stuffed animal
Photos available

Historic Walking Tour

Street Entertainers & Strolling Carolers

"Where's Santa's Elf?" Treasure Hunt

Downtown Shops Holiday Open House

5:30 pm

Lighted Christmas Parade

6:30 pm (approximate)

Tree Lighting

Sponsored by

Lakeport Main Street Association
Lake County Chamber of Commerce
Hospice Services of Lake County



Recent Events

Main Street Trick or Treat

Forty-one Lakeport stores opened their doors to Trick-or-Treating youngsters on October 31 and all enjoyed a safe and fun Halloween on Main Street.

Thank you so much to the participating businesses: Angelina's Bakery & Espresso; Angie's Lake County Cleaners; Bank Of America; Bell Hill Vineyards Tasting Room; Bicoastal Media (KNTI, KXBX, Q106); Biggs 155 Diner; Business Design Services; Peggy Campbell, CPA; Campos Casuals; Chase; City Center Realty; Coldwell Banker Towne & Country Realty; Day-Makers; Flowers by Jackie; the Game Shop; Golden Pear Wellness Spa; Lake County Child Support Services; Employees of Lake County Special Districts; Lakeport English Inn; Main Street Bicycles; Main Street Gallery; Main Street Gifts; Main Street Pizza; Mallard House Inn; Miller's Jewelry; Pak 'n Mail; People Services Thrift Store; Pieces Boutique; Ralph's Shoe Repair; Regency Inn; Roy's Backyard BBQ; Sanducci's Cottage Restaurant;

Shari's Secret Garden; Skip's Sweet Shoppe; Soper Reese Community Theatre; Strings & Things; Totally Vein, Dr. Emmett L. Tetz, MD FACS; Traditions; Watershed Books; Westamerica Bank; Your One Stop Party Shop.

Special thank you to event chair, Dallas Gouldberg, of Golden Pear Wellness Spa and to costume contest

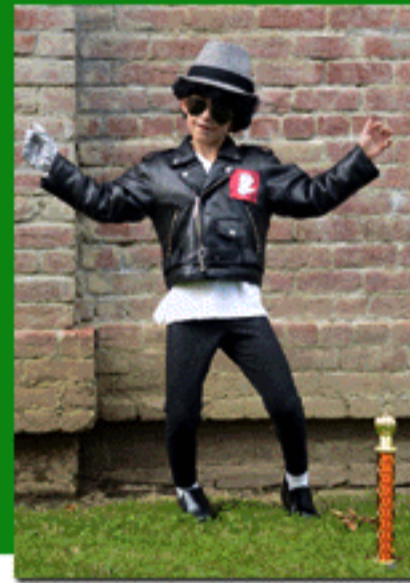
organizer, Lyle Coburn, of Your One Stop Party Shop.

Appreciation also goes to Lee's Sporting Goods for trophies; Flowers By Jackie for balloons; Amber Sheridan of Muse Photos for photography; Your One Stop Party Shop, Main Street Pizza, Angelina's Bakery and Skip's Sweet Shoppe for prizes.

Costume Contest Winners



Tucker Murray, 1st



Greyson Wind, 2nd



**The Sherman Family, 3rd
Nathaniel, Cierrah,
Elianna, Stone & Deacon**

Taste of Lakeport



Tasters at Mt. Konocti Growers Booth

Giant sized thank yous are in order for more than 150 selfless and dedicated people for volunteering to put on the Taste of Lakeport this year.

It was our most successful event ever with over \$15,000 in net proceeds. The funds raised will go to a variety of downtown projects such as

the hanging flower baskets, seasonal lamp post banners, Main Street Trick or Treat, Children's Pet Parade and Christmas season street decorations.

Special thanks to Ari Lopez for organizing the restaurants, wineries and business participants.

And thanks to all 14 of our major sponsors:
AGM Property Management
Airport Auto Brokers
Economy Propane
ENVY Tanning Boutique
Golden Gate Meat Company
Gossett Alarm

Hillside Honda
John H. Tompkins Tax Consultants
KXBX 98.3 & Q106, 105.9FM
Lake Village Estates
Mendo Lake Credit Union
North Lake Medical Pharmacy
Record-Bee
Savings Bank of Mendocino County



**Becky Jeffries
Blind Tasting Winner**

Congratulations to the winners of the Blind Tasting competition.

Becky Jeffries, Rich Todd and Joy Merrily correctly identified the mystery wine as a Wildhurst Sauvignon Blanc.

Their names were randomly chosen from a total of 34 people who made the right guess.



Main Street News

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



Boy, it is so hard to believe that we are already coming into the Christmas Season, especially with our beautiful weather. Now is certainly the time -- if you have a boat use it! If you don't, get to know someone who does.

With Christmas fast approaching, I would like to urge all of us to Shop Locally and support our stores. Our businesses help our community in many ways, giving to our local sports teams, giving to families in plight, adding money for our swimming pool and helping the Fire Dept.

Every day we are asked to help locally, so please keep these businesses in mind. If they don't have what you want, ask them if they can get it for you.

God Bless
President Barbara

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.

View Results of Customer Satisfaction Survey On-Line

Lakeport visitors and residents were polled last August to find out what they like and don't like about the downtown area. See their responses at <http://www.lakeportmainstreet.com>.

Information from the survey will be used to help the Main Street committees develop programs and projects that will best meet the needs of our community.

Annual Report Now Available

Check out the LMSA organization "state of the union" by reviewing our annual report at <http://www.lakeportmainstreet.com>. Look for the link at the bottom of the page.



News from the Main Street Committees

Organization

Work has begun on a membership drive with a goal of bringing in 15 new members this fiscal year (ending June 30, 2012). First phase is a referral program.

Economic Restructure

This group is close to completion of an inventory of commercial properties in downtown Lakeport which are for sale or lease. Each property will have a listing with photos and details. All will be posted on the City's web site.

Promotion

This committee has completed a customer satisfaction survey with 122 responses from local shoppers which is now posted on the LMSA web site. Now the group is working on the Very Merry Main Street event to be held on Nov. 26 along with help from the Organization committee.

Design

A request for proposal will go out to nurseries soon for next summer's flower displays on downtown lamp posts. The group is also seeking donations for new Christmas lights for the tree lighting ceremony on Nov. 26.



Board of Directors

President
Barbara Breunig
Hillside Honda

Vice President
Ari Lopez
Student

Secretary
Lori Craig
Airport Auto Brokers

Treasurer
Carole Becker
Airport Auto Brokers

Tom Engstrom
Lakeport City Councilman

Leslie Firth

Melissa Fulton
Lake County Chamber of Commerce

Anna Girod
AGM Property Management

Cheri Holden
Watershed Books

April Knoll
The Travel Centers

Shelby Posada
Lake County Arts Council



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Member News

Look Who's New!

The Lakeport Main Street Association welcomes this new member.

Roy's Backyard BBQ

Roy's Backyard BBQ is not only a new member, but a new business in downtown Lakeport. The restaurant opened last May and its Grand Opening is set for November 14 starting at 5:00 pm with ribbon cutting at 6:30. Owner Roy Iverson and partner Kim Woods invite you to come on down to the "Backyard" on the 14th and sample some of their top quality barbeque.



Roy's Backyard BBQ

Roy Iverson
109 So. Main St.
Lakeport, CA 95453
400-8008
roysbackyardbbq@aol.com
www.roysbackyardbbq.com

Lake County Connections

Roy is no stranger to Lake County. His father ran Iverson's Resort for many years and Roy has fond childhood memories of the lake. His mother and brother live here now and its these family ties that brought him here from Livermore to open the restaurant.

Roy's partner, Kim, was a childhood friend when Roy was growing up in Ontario, CA. They lost touch as they grew older, but re-connected recently through Facebook and fell in love. Roy convinced Kim that opening a restaurant in Lakeport was a good idea. Kim says, "This is our baby and we're in it together."

Tender & Flavorful BBQ

Roy went into the BBQ business about 1-1/2 years ago and has developed his own special cooking techniques and secret recipes. "BBQ is all about cooking slow and using the best quality meat," says Roy. Customers think he's got the right idea and brag about his baby back ribs and especially the chicken.

Stop in at the Backyard BBQ soon for lunch or dinner. They're open seven days a week and you'll receive a warm welcome. Roy does a wicked catered buffet, too, so keep the "Backyard" in mind for your next party!

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
- Leslie Firth
- 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
- 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
- Lakeport Yacht Club
- Lincoln-Leavitt Insurance
- Diane Y. Lovi
- 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
- Roy's Backyard BBQ
- Savings Bank of Mendocino County
- Shari's Secret Garden
- Wilda Shock
- Strong Financial Network
- Sutton & Associates
- TNT On the Lake Restaurant
- The Travel Centers
- Watershed Books
- West America Bank
- Your One Stop Party Shop

64 Strong. Join Us!

Annual Dues
\$75 business
\$50 individual

Why You Should Be a Main Street Member

The Association is rolling out a membership campaign starting in November and we've got some great perks lined up for you.

If you're a member now and you refer a business that joins, you'll have your choice of a gift certificate from one of our fine downtown stores.

So waste no time! Contact those business associates now and let them know about all the great benefits they'll receive by supporting LMSA.

Benefits of LMSA Membership

- * To educate members and the public on what your business has to offer and/or the services your business provides.
- * Local representation of your business and networking capability with other businesses.
- * Community involvement in numerous events which generate additional revenue and advertisement.

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Tuesday, Wednesday, Thursday