



Main Street MATTERS

Building A Better Downtown Lakeport

Spring 2012

Calendar

FEBRUARY

- 2** Main Street Mixer 5:30 pm
Lakeport Furniture
- 11** Wine & Chocolate & More noon
Wine & food tasting to benefit
Lake Family Resource Center
- 17** Third Friday Live 7:00 pm
"Twice As Good"
Soper Reese Theatre
- 22** The Odd Couple Female Version
Opens at Soper Reese Theatre
Continues through March 4

MARCH

- 2** First Friday Fling 5:30 pm
Main Street Art Gallery
Open House
- 9** Main Street ART WALK 5:00 pm
New Event! Local art & special
goodies in downtown stores
- 17** Rhythm, Brews & Cookoff noon
New Event! Parade, Irish stew
cookoff & Pot o' Gold raffle
County Fairgrounds
- 31** LMSA Member & 7:00 pm
Volunteer Appreciation Night
Soper Reese Theatre

APRIL

- 7** Children's Pet Parade 10:00 am
Library Park
- 14** Celebrity Lip Sync
- 15** All Star Revue
Soper Reese Theatre
- 28** Hillside Honda 50th
- 29** Anniversary Celebration

Business of the Quarter

Golden Pear Wellness Spa

105 N. Main St., Lakeport
263-9900
www.goldenpearwellnessspa.com

Dallas Gouldberg hasn't just been in the business of giving expert facials and massages for the past 12 years. With her esthetician and chiropractic training she brings her clients a whole body healing approach.

"If there's something out of balance, I help with all body aspects," she explains. "I take the time to listen to my clients to find out what's going on mentally, emotionally and physically."

The tastefully decorated day spa features exposed brick and beams and a tin ceiling. It's a soothing environment where you can receive raindrop therapy, cranial sacral therapy and foot detox.

Dallas also offers Murad skin care products and Malie Organics Hawaiian body care products including mango body butter. Yum!



**Dallas Gouldberg, Owner/Operator
Golden Pear Wellness Spa**

Join in March or April and Receive Special Benefits

Main Street Membership Drive



The Lakeport Main Street Association invites you to become a member for just \$75 per year. If you join during the March-April drive you'll get quite a lot for your tax deductible annual dues.

Besides the regular member benefits available all year (see back page of this newsletter) you will also get these special gifts:

- ◀ Complimentary LMSA Shopping Bag
- ◀ Two tickets to a Soper Reese Theatre film or Third Friday Live show
- ◀ Buy one, get one free ticket to the Taste of Lakeport
- ◀ New member feature on LMSA home page



Recent Events

Redevelopment Agency to Dissolve February 1

Along with nearly 400 other cities in the state of California, the City of Lakeport will be dissolving its Redevelopment Agency effective February 1, as directed by state law. No one knows yet what the repercussions will be, but most agree it is a serious blow to economic stimulus programs and efforts to eradicate blight.

In Lakeport it means the end of the facade improvement program which had met up to 50% of a commercial building owner's costs to upgrade the street side of his or her property.

Buildings recently benefitting from this program include the Peggy Campbell property at 401 N. Main, Dr. Mark Buehnerkemper's optometry business at 120 S. Main and the pair of store fronts housing Main Street Bicycles and the new computer repair shop at 125 N. Main.

The demise of the Redevelopment Agency also means the end of Phase II of the City's redevelopment plan which would have added shade trees, wider sidewalks and improved intersections to the downtown core.

It also ends the City's \$20,000 a year funding to the Lakeport Main Street Association. The association has revised its budget as a result and is hoping that a rise in membership and the additional of a new fundraising event will help replace some of this money.

In the meantime the City of Lakeport is searching for alternatives that might revive at least some of the Redevelopment Agency's projects. Time will tell and the Association is working with City staff and Council members to find creative solutions.

New Bus Shelter

Have you noticed the beautiful new bus shelter at the corner of 3rd and Main at Museum Park? The craftsman style metal construction perfectly complements the historic nature of downtown Lakeport.



Did you know that students assembled and installed the shelter? The Konocti Career Tech Pathways program at Lower Lake High School partnered with Lake Transit and the Clearlake Rotary Club to get the job done.

Lake Transit Manager Mark Wall estimates volunteer help from the Rotary Club and the high school students provided a labor savings of \$67,700 for the shelters installed throughout the county.



Christmas Decoration Winners

This year's winners of the Lighted Holiday Decorating contest include the Rocky Point Care Center, 625 16th St., which took first place in the Business category for an elegant display running across its entire facade. Second went to Main Street Bicycles at 125 N. Main for its homey window scene with fireplace and Christmas tree. The beautiful winter wonderland at the Mills home on Brush St., took first place in the Residential category. The Bussard home on Central Park Ave. took second for its multi-faceted light show timed to holiday music.

Elf Hunt Winners

The winners of the November 26 "Where's Santa's Elf" Hunt are Sharon Burger, Lara Mitchell, Sabrina Hoffman-Kirkham, Cayden Abreu and Corey Crom.

Winners' gifts were donated by The Game Shop, Meals On Wheels Thrift Shop, Golden Pear Wellness Spa, Penny Lane Emporium, Inspirations Gallery, Main Street Bicycles, Roy's Backyard BBQ, Your One Stop Party Shop, Prisco, Watershed Books, Campos Casuals, Main Street Art Gallery, Main Street Pizza, Pieces Boutique and Bella Salon.





Main Street News

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

Welcome 2012! We made it through the holidays with all the trimmings. But now it is time to trim down.

With this New Year have come some cut backs to the City of Lakeport as well as to LMSA. The city's Redevelopment Agency has just been shut



down by the State, leaving Main Street without funding through this Agency. In preparing for this we revised our budget, significantly reducing our expectation of financial support from the city.

The city has been highly supportive of our organization and it continues to be. It's just difficult to find funds for us when so many traditional city resources have been severely reduced or have disappeared altogether.

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.

One way or the other we will continue to forge ahead with our four committees of 21 people who are working very hard to help our businesses become stronger. They are coming up with new ways to help with the growth of our community.

And don't forget, shopping local whenever possible helps us all. In keeping with shopping local, I with my family, are getting ready on April 28th & 29th, to celebrate our 50th year of Hillside Honda being in business in Lake County, and over the last 17 years on Main Street in Lakeport. This is in thanks to all of you.

God Bless
President Barbara

Want To Join A Main Street Committee?

Call Carol Hays at 263-8843 & she'll send you a FAQ on the committees' objectives and their meeting times.

What's Happening At The Main Street Committees

Organization

A full scale membership drive is set to go for March and April. Volunteer & Membership Appreciation Night is scheduled for March 31 at the Soper Reese Theatre, showing "The Bucket List," plus free popcorn and drinks for all our dedicated friends.

Economic Restructure

Call is now out to survey Lakeport businesses on how LMSA can serve them better. Look for the survey on the LMSA home page. Posted until Feb. 20.

Promotion

Work is progressing on a new downtown shopping guide. Look for it in March. A set of new events, downtown Art Walks, are scheduled to start on March 9.

Design

We are pleased to announce this year's supplier of the downtown hanging flower baskets, Spring Thyme Nursery. Congratulations to Tom McCarrick!

A new Historic Walking Tour brochure is also in the works with a projected publication date in March.

Board of Directors



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Hillside Honda

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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.

Second Time Around

Located in the High Street Village Shopping Center, Second Time Around has an eclectic mix of small collectibles, vintage and collectible jewelry, and unique furniture.

Shop owner, Suzanne Lyons who is also a Lakeport City Councilwoman, started the store in April 2010, but she's been collecting for decades and started in the antique business in Petaluma 30 years ago.

Collectibles At Great Prices

You'll find lots of treasures tucked in the corners of Second Time Around including silverplated hollow ware and flatware at prices two-thirds below those advertised by Bay Area shops.

"Local shoppers are the ones who keep me in business so I cater to their desires and pocketbooks," says Suzanne. "And Lake County is a great hunting ground for antiques because of the good value and the wide selection. There's lots to choose from because retirees are moving here to downsize."

Suzanne's business plan seems to be a smart one as she expanded to a second room less than six months after she opened.



Second Time Around

Suzanne Lyons
1855 High St.
Lakeport, CA 95453
262-1855
www.seconddtimearoundlakeport.com

When asked why Second Time Around became a Lakeport Main Street member, Suzanne says even though her store is not in the downtown core, she believes the organization is doing a good job of promoting Lakeport and tying the whole town together.

Thanks, Suzanne, for all you do for Lakeport, too!

Benefits of Main Street Membership

Why should you be a member of the Lakeport Main Street Association? Here's why!

1. Improve the place you work, live and play
2. Feel a sense of pride in your community
3. Belong to a group that can advocate for your interests (such as with City of Lakeport Council and County Board of Supervisors)
4. Networking with your peers (example: quarterly mixers)
5. The satisfaction of volunteering
6. Reduced participation fees for all LMSA-produced events that have participation charges (includes Taste of Lakeport at \$25 savings)
7. Free products and services listing on Association web site
8. Profile article in newsletter
9. A program of events designed to draw people to your business such as the Taste of Lakeport, Main Street Trick or Treat, Very Merry Main Street, Art Walks and Treasure Hunts
10. Quarterly Newsletter
11. Membership Window Sticker
12. Tax deductible dues

Current LMSA Members

AGM Property Management
 Angelina's Bakery
 BiCoastal Media (KNT1, KXBX)
 Biggs 155 Diner
 BitSculptor
 Bruno's Smart Shop
 Peggy Campbell, CPA
 Campos Casuals
 Coldwell Banker Towne & Country Real Estate
 Curry's Furniture Store
 Day Makers
 Disney's Water Sports
 ENVY Salon
 Fidelity National Title Company of California
 Flowers By Jackie
 The Game Shop
 Golden Pear Wellness Spa
 Gossett Alarm Corp.
 James & Jan Hagen
 High Street Village Center
 Hillside Honda
 Inspirations Gallery
 Shari James
 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 Ford
 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
 Mendocino 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
 Second Time Around
 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

60 Strong. Join Us!

Annual Dues
\$75 business
\$50 individual

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Carol Hays
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Office hours 9:30 am to 3:00 pm
Tuesday, Wednesday, Thursday

