



# MAIN Street MATTERS

## LMSA Board

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## Upcoming Events

### August

The Taste of Lakeport  
August 21  
The Quarterback  
Shootout  
August 28

### September

Pear Festival  
September 26  
The Lake County  
Fair  
September  
3 – 6

### October

Sidewalk Sale  
October 1<sup>st</sup>  
Trick or Treat Downtown  
Main Street October 30<sup>th</sup>

### November

Dickens Christmas  
Market  
November 28

## The Taste of Lakeport

The 12<sup>th</sup> Annual Taste of Lakeport is set for August 21 in downtown Lakeport presented by The Lakeport Main Street Association and Lake Event Design. Due to the popularity of this event more and more businesses want to participate. This year we will have 28 places to stop and sip our local wines and taste food from our local restaurants and caterers. And for the beer drinkers there is a couple of water stops and there will be a fresh brewed coffee stop.

Corvettes will line the streets throughout the seven blocks for your enjoyment and the LC Diamonds will be entertaining you as you stroll the streets of downtown Lakeport.

But don't leave when the tasting is over as there will be music in the street and dancing to the Jimmi Z Band of San Francisco. Also following the Taste there will be a raffle for many items that have been donated by our local merchants.

Major sponsors for the Taste of Lakeport are: Bi-Coastal Media, Coldwell Banker Towne & Country Real Estate, Hillside Honda, Konocti Harbor Resort and Spa, Lake County Record Bee, Makiivka Estate, Robinson Rancheria Resort and Casino, Savings Bank of Mendocino County.

Other sponsors include: DeLeon Engineering, The Golden Pear Day Spa, Lake County Chamber of Commerce, Pieces Boutique, and Strong Financial Network.



Friday,  
August 21  
5:00 – 10:00

## Design Committee

The Lakeport Main Street Association and the Redevelopment Agency has formed a committee that will work on details to improve downtown Lakeport.

Topics to be discussed during these meetings will be:

Clean-up Day

Façade Enhancement Program

Public Art

Downtown Phase II  
Improvements

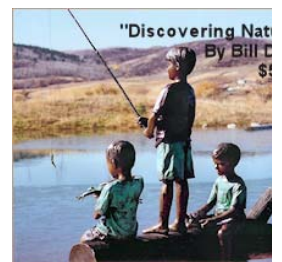
Redevelopment Agency 5-Year  
Plan

Waterfront Improvement Plan  
Concept

Street Furniture

The September meeting will be focused on Public Art. This could include Murals, Sculptures, or Fountains. Other possibilities could be An Art Walk along the lakeshore or throughout downtown Lakeport and who knows maybe though out the entire city of Lakeport.

Art attracts people who enjoy art, so it might be another way to draw people to our city.



## President's Message



**Leslie Firth**  
President  
Owner, Kitchen Gallery

The Lakeport Main Street Association reaches new audience via "Twitter" and Facebook.

Have you heard the term "follow us on Twitter"? Well, LMSA now can say the same thing. Last weekend LMSA joined the next generation of Tweeters and Facebook community to aide us in farther reach with the younger generation. However, some of us shall we say "Middleagers" are learning to use this application for marketing and messaging outreach. This will enable us to announce events such as "The Taste of Lakeport" this Friday night and more.

According to an article in The New York Times "For many mom-and-pop shops with no ad budget, Twitter has become their sole means of marketing. It is far easier to set up and update a Twitter account than to maintain a Web page. And because small-business owners tend to work at the cash register, not in a cubicle in the marketing department, Twitter's intimacy suits them well.

Small businesses typically get more than half of their customers through word of mouth, he said, and Twitter is the digital manifestation of

that. Twitter users broadcast messages of up to 140 characters in length, and the culture of the service encourages people to spread news to friends in their own network."

If you are a business or service that needs a message to reach this market, please call us at 263-8843 or call Leslie at 262-0422 and we will make sure we "tweet" your announcement.

You can create your own by logging on to Twitter.com; it only takes a few minutes of your valuable time.

## Director's Message

You know, we have a great downtown. We should all be proud. We are so diversified and I get compliments all the time how nice it is looking.



Recently I've noticed an energy emanating in our monthly meetings. When you are inundated day after day with bad news, reports of plunging stocks, dancing signs advertising liquidation sales and fear that the guy sneezing next to you is definitely a carrier of swine flu, it's natural to "hole up" and wait it out, meaning you probably spend less, go out less, smile less. So to be in these situations where people are upbeat again is like coming out into the sunshine. The feeling out there is "things are looking up" and the "end is near". I believe this is what is motivating all of you.

But are you ready? When the turnaround comes, I believe it will come big time. People are ready to come back to life and Downtown will be where they start. (For one thing we are still open)! Hopefully you have used this downtime to "get out there" on the internet, review your business plan, brief your employees on the importance of great customer service, to change light bulbs and clean out the back room. If so, you've probably got the advantage.

Throughout the year we have tried several coop advertising campaigns, a sidewalk sale,

Dinner and a Movie Night all of which is to help you merchants make advertising more affordable as well as encourage folks to shop at home and bring people downtown.

You know, we have a great downtown. We should all be proud. We are so diversified and I get compliments all the time how nice it is looking.

It is all because of you working long hours to make a living and make our living easier by giving us the things we need right here in our own backyard. Kudos to all of you!



C & G Enterprises started in Upper Lake with a small location with only 300 Square foot. It started out as mostly a place for Lyle to meet and talk with potential brides as he is a Certified Wedding Planner, with just a few items for sale in the store. As customers came into the store asking if we had certain items, our store just blossomed as we filled our customers' needs and wants such as Tuxedo rentals and formal gowns (over 500 to pick from on

line), bride's maids dresses (in store in only 7 days), Red Hat Society items. Very shortly we grew too big for the location and after 4 months we moved to a larger store front on Main St of Upper Lake. For the next year we continued to grow our inventory to the point we needed to move again. Thus how we ended up here in Lakeport, we are very happy to be here just off Main St at 120 3rd St. in the old First Place Trophy Building. We carry a variety of things in stock from shoes, wigs,

hairpieces, hosiery, with hundreds of more choices available online. We offer certified wedding coordinating and party planning, mobile DJ services, AVON Alterations from uniforms to hems Kristie can take care of you. Lyle's Moto is if we don't have it we will find it and have it for you in just a few days. Lyle spends many hours on the phone and internet looking for the best deal out there so that he can provide his customers with great service and pricing. Stop in and see us at C&G Enterprises, your one stop party shop.

## New Beginnings

Along with new members come new ideas. It has been suggested that we have meetings in the evenings so that more members are able to attend. So the Board of the LMSA has decided to have a board meeting in January. At this meeting you merchants can pick a month to host an open meeting at your place of business. The LMSA will supply beverages for sale and the business will receive \$50.00 to go towards appetizers to be served which will be supplied by the hosting business.

The meetings will be casual with important announcements made throughout the evening.

This is a good way for your fellow merchants to see what you carry in your stores and to get more acquainted with your neighbors. We will have our regular board meeting every 3 months with hosting meetings the months in between. As time gets nearer we will let you know what the schedule is. Signups in January.



Thanks Dallas of the Golden Pear Day Spa!  
Keep the good ideas flowing.

## Sidewalk Sales

In July the LMSA decided to have a Downtown Sidewalk Sale. Another is scheduled for October 1. This is a "participate if you can event". The LMSA has purchased 2 large signs that say "Sidewalk Sale Today". These will be hung at each end of town. Several businesses did quite well last time even though it was last minute. We do encourage all merchants to participate. It is a good opportunity move old merchandise and make room for the new fall items. Next year there are plans to have three major Sidewalk Sales, one in May, July, and October. If they become popular we can possibly do more and maybe include a Farmers Market.

Another great idea from Danna of Pieces Boutique!

## A Successful Dinner and a Movie Night



Thanks to our major Sponsors:  
North Lake Pharmacy  
Lake Event Design

Dinner and a Movie Night was a huge success, with over 350 people in attendance. The LMSA would like to thank all the sponsors of this event. So many of you stepped up to the plate not only to put on a great event but also to help pay for the fireworks Display on the Fourth of July.

Our sincerest apology however is due to our many sponsors. After the dinner and before the movie was to begin, Traci Medina and Leslie Firth put together a video of all the advertisers. Due to a projector malfunction the video did not happen. In

fact we almost didn't have a movie at all. Thanks to Richard Knoll of the Redevelopment Agency a projector was borrowed from the city.

The LMSA will be sponsoring another movie night and would like all the sponsors to know that the video will be shown at that time.

Entre sponsors:

Park Place  
Molly Brennan's  
Main Street Pizza  
Angelina's Bakery  
Kelsey Creek Coffee Co

\$100.00 sponsors:

Strong Financial  
Strong Financial  
Lakeport English Inn  
Peggy Campbell CPA

Hillside Honda  
McDonalds Restaurant  
Gossett Alarm  
Pieces Boutique  
The Golden Pear Wellness Spa

AGM Properties  
Performance European  
The Travel Center  
RAD Construction  
Coldwell Banker Realty

\$25.00 sponsors:

Inspiration Gallery  
The Kitchen Gallery  
Shari's Secret Garden  
Watershed Books  
Bigg's 155 Diner  
Off the Strip  
Campos Casuals  
Curry's Furniture  
Lake Parts  
Wisdom Consulting

## New Member of the Month

Introducing Carol Hays, our newest Lakeport Main Street member. She has just moved here from the Seattle area and is now enjoying kayak trips on the lake and all the excellent Clear Lake wineries. She grew up in Los Angeles, lived in Washington State for the past 20 years and has come here to retire. She has two grown daughters, one married and living in Los Angeles, the other a new college grad living in Nanaimo, British Columbia.

For the last five years Carol was the director of a non-profit, historic, 500 seat performing arts and film theatre located in Mount Vernon, WA. While at the theatre she sat on the Board of the downtown merchants association and was a key contributor in the effort to initiate a Main Street program there. She says "hi" to all her new fellow Main Streeters and is looking forward to helping build a better Lakeport.



## Spot Light on Business Lake County Travel Center

The Travel Center is located at 1265 S Main here in Lakeport.

We are a full service travel agency providing airline tickets, Amtrak, Cruises, land tour pack-ages passport photos, visa information and custom fully independent travel for our clients.

The Travel Centers (formerly Lake County Travel) has been in operation in Lake County for over 20 years. In 2007 April & Richard Knoll

purchased the agency here and the office in Ukiah. There are 2 agents in the Lakeport office and 4 outside sales agents and 2 agents in the Ukiah location.

We are a member of ASTA, CLIA and the Signature Travel Network, with members of over 6000 travel professionals who share one objective: to serve the unique needs of all our travelers. Through the Signature

Travel Network, our agency was recently selected to send a representative on a tour to Australia in conjunction with the Tourism Board of Australia and Travel2, a well known supplier of quality tours of Australia, New Zealand, Asia and the South Pacific.

Come by and visit us and let us help you plan the vacation of your dreams. We offer custom travel, expert advice and personal service.



## Day Makers Skin Care & Massage "What a difference a day makes"

There's a new kid on the Street and being a part of block! Yes, right on Main the Downtown hub bub of Street! DayMakers Skin Care & Massage has re-located to 415 Main Street in Lakeport. After spending over a year on N. Forbes, Deborah Frank, owner and licensed Esthetician decided to downsize and move to a location with more visibility and foot traffic. "I am looking forward to being on Main

and being a part of the Downtown hub bub of activity" says Deborah. "We are in a smaller location but we have remodeled and are proud of the décor as well as continuing to provide quality Skin Care & Massage". Deborah studied skin care at the Paul Mitchell Skin Academy in Costa Mesa, CA and has lived full time in Lake County for over 6 years. She says "I love skin care, people and pride myself in my ability to create fabulous eyebrows!" DayMakers is open 6 days a week during the summer. You can call for an appointment at 891-3400 or why not stick your head in the door see how cute the new location is? You can meet Deborah or her office manager Margaret and see "What a difference a day makes" and what makes DayMakers so different.



## Weed B Gone

Lakeport goes through many different cycles and challenges during the course of a year. This year the return of the aquatic weed came to greet us right when the tourist trade was at its peak in July. Then August arrived and the weed said good bye and then came the algae bloom. What next? Our lake is our most important asset but unfortunately it has a mind of its own.

The drought for the past two years and the extreme high temperatures this summer did not help our situation.

So what do we do? Come join us at our monthly meetings and let us know how you feel. Because you know what "Main Street Matters" Our lake can either make us or break us. So, next year we need to be more proactive in the health of our lake. Help us help you!!!



### Don't miss out!



#### **Lake County Fair September 3 - 7**

200 Park Street  
P.O. Box 1032  
Lakeport, California 95453  
Phone: 263-8843  
E-Mail:  
lakeportmainst@gmail.com

### **JUST AN OBSERVATION**

*While driving through a town not far from here, I couldn't help but notice all the empty stores throughout the city. It made me start to think about our quaint little town.*

*For some reason our store fronts keep filling up on Main Street. Just in the last few weeks we have several new businesses.*

*Check it out:*

*C & G Costumes*

*TJ's Downtown Bar & Grill*

*Gossett Alarm*

*Day Makers Spa*

*The Foot Locker*

*The Cottage is re-opening in September*

*Abbey Lane's Apparel*

*New Last month*

*Freedom Skate Shop*

*The Game Store*

*Please do not be afraid of competition. More stores bring more people to downtown Lakeport.*