

## Downtown Lakeville Business Association

P.O. Box 371 • Lakeville, MN 55044

**952-985-0517**

*Jody Braun, President: 952-469-4421*

*Darci Juniper, Vice President, : 952-469-8488*

*Nancy Smith, Secretary: 952-435-3408*

*Paul Haglund, Treasurer: 952-469-2425*

### **March/April 2005 DLBA NEWSLETTER**

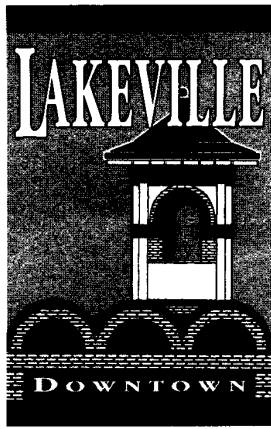
#### **A Letter From Your Director**

While there are many different reasons people choose to shop in Downtown there are 2 key reasons I most frequently hear - *unique atmosphere* and *customer service*.

**Unique Atmosphere:** No shopping mall or strip mall can recreate the unique atmosphere of a Downtown. Therefore it is important to all of us that we maintain that “Downtown feel” and constantly look for ways to improve on this unique characteristic. The park, summer planters, the clock are examples of what we have done in the past. Many of you have invested in making your storefronts warm and inviting with canvas awnings, signage and lighting that makes customers feel welcome. So I encourage each of you that any time you make a decision regarding your business to ask yourself “Does this change/addition enhance the warm feel of Downtown?”. One of the things the DLBA will be looking into is trash containers for Mainstreet. Our focus will be to keep the area clean and offering visually pleasing containers that blend into the area.

**Customer Service:** Remember Norm from Cheers? Everyone knew Norm and what Norm liked and didn't like. Everyone made Norm feel like he belonged (except maybe Carla). While you and your staff can't be expected to know every customer the way the Cheers' staff knew Norm, you can make everyone feel like they belong in Downtown. You can make them feel like you are “thrilled” they stopped into your business and enjoy assisting them. If you don't have what they are looking for but know another Downtown business that does be sure and point them that direction. When other Downtown businesses attract customers the foot traffic spills over to their neighboring businesses. Customer loyalty is hard earned and easily lost so be sure your employees all embrace the key philosophy of customer service: 1. Every person that walks through your door is special and is the reason you/they are here – to help them meet their needs as efficiently and pleasantly as possible.

Parking and customer service – the closest most convenience parking should be reserved for our Downtown guests. While some days this may mean we have to trudge through the snow or get wet in the rain it is better us then our guests “that are special and the reason you/we are here”.



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Please have your employees park in the back of the main lots. (Final note – walking to the back lot is healthier!)

*Unique atmosphere and customer service* are only 2 of the many reasons people enjoy shopping in Downtown. If we all capitalize on our strengths everyone will benefit.

Sincerely, Linda Thierry

### **What's Happening In Downtown**

#### Enggren's Market

Happy 99<sup>th</sup> Anniversary to Jody Braun and her entire staff at the market. We look forward to their continued partnership in Downtown for another 100 years!

#### State Farm Insurance – Robert Joswiak

State Farm Insurance has a new member – Adam Charles Joswiak. Adam was born to Julie and Robert on 1/28<sup>th</sup>, weighing in at 5 lbs. 15 oz. His big sister Anna thinks he is the best “toy” they every brought home for her! Congratulations!!

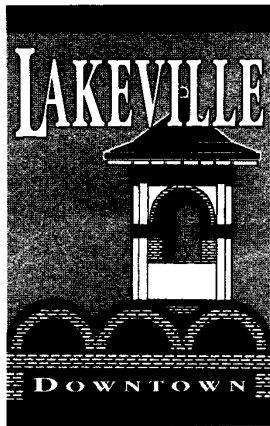
#### Design Your Wine at The Vineyard Cottage

The wine making has begun at The Vineyard Cottage. Matthew Sweeney, the master wine maker, has begun helping people make and bottle their own special wine. Great fun for groups that promising to provide great memories again and again.

#### In Style Boutique

On April 2<sup>nd</sup> from 10:00 to 4:00 In Style Boutique will be hosting an open house with 10% of sales will going to the American Cancer Society's Relay For Life (this event will be held on Friday, July 29<sup>th</sup> at Lakeville North High School). They will also be holding a silent action on 4/2 to raise money.

Also, between now and 7/29 you will be able to purchase a special purple bracelet at the In Style Boutique with all proceeds going to the fight against cancer. Please join us for this special event. (If you are interested in selling these purple bracelets at your place of business give them a call at 469-4099.)



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### DLBA Cooperative Advertising Program

You will be contacted by 3/30 to participate in a new cooperative advertising program. This program was designed by DLBA members to create a new innovative approach to bring new customers into Downtown and reward our current loyal customers. If you do not hear from someone from the committee by 3/28 contact Linda Thierry at 952-985-0517 for details. Please consider participating in the program.

### Red Hat Boutique

If it is red or purple you'll find it at the newest shop in Downtown. Located in the back of the Prickly Pear Gift Shop Deb Cotterman has some really great red and purple merchandise. You don't have to be a Red Hat member to find something you'll love either. The selection is incredible.

### Quilted Life & This N' That

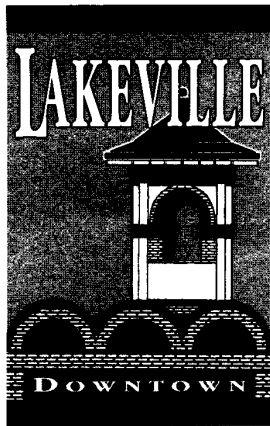
Upcoming classes include: 04/07, 14 Beginning Quilting  
04/21 Fast, Fun and Easy Fabric Boxes  
05/5, 12 Memory Quilts

Call 952-469-8899 for more information.

Job Opening: Sales Assistant needed Monday thru Friday from 3:00 to 5:00 p.m. and an occasional Saturday (more hours available during the summer). The salary is \$8.00 per hour and 20% store discount on merchandise and free quilting classes. Candidates should have an interest in sewing or arts and crafts and a basic level of computer knowledge.

### Weddings of Lakeville

CONGRATULATIONS to Jeanne Britton, Director of Marketing for the Lakeville Convention and Visitors Bureau, and all the Lakeville Area Chamber member businesses that are a part of this unique network. Weddings of Lakeville was awarded the Marketing Award of Merit by Explore Minnesota Tourism. This award is in recognition of Weddings of Lakeville as a unique, innovative marketing strategy where businesses work cooperatively for the benefit of all. Visit their website at [www.visitlakeville.org/weddings](http://www.visitlakeville.org/weddings).



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### 4/24 **Ironman Bicycle Ride**

4/25 **Red Hat Fashion Show and Bash**, Monday, 4/25 from 11:00-2:30 p.m. at the Crystal Lake Golf Club hosted by "The Rambling Roses of Lakeville". Fashions by In Style Boutique and Red Hat Boutique. Cost is \$14.00 includes lunch, tax and gratuity. For reservations, call 952-985-4621 by 4/11/05.

5/5 **Taste of Lakeville** 5:00-10:00 p.m. at the Lakeville Area Arts Center; tickets are \$25.00 and available from Rotary members.

6/22-10/19 **St. Paul Farmer's Market** noon-5:00 p.m. in Downtown (corner of Holyoke Ave. and 208<sup>th</sup> St.)

6/29-8/03 **Wednesday's on Main** Free Summer Concerts in Pioneer Plaza Park 6:30-7:30

6/29 "Game Night" (children's band – TBD)

7/06 "Youth Rock Night" (2-3 local youth rock bands – TBD)

7/13 "Fiesta Night" (TBD)

7/20 "Outdoor Quilt Show" (Simpletones)

7/27 "Jazz in the Park" (TBD)

8/03 "Concert Series Finale" (The Teddy Bear Band)

7/01-7/10 **Panorama of Progress** (Pan-O-Prog)

7/01 "Beer, Brat and Bingo" at the Lakeville Area Arts Center

7/08 "Cruise Night"

7/10 "Grand Parade"

(for more details visit [www.panoprogram.org](http://www.panoprogram.org) )

9/10, 11 **Art Festival** at the Lakeville Area Arts Center

9/21 **Harvest Festival** in Pioneer Plaza Park from 11:00 a.m. to 7:00 p.m.

12/2 **Holiday on Main** activities throughout Downtown from 9:00 a.m. to 2:00 p.m.