



Main Street Monday!

Jan. 6, 2015



Happy New Year to All!!! Thank you for all you do every-day!!! I know you do not hear that near enough, but know that KYMS appreciates each of you and the work you do! Looking forward to an exciting 2015!!!



You all know I love grabbing photos from Facebook! Here's a great Happy New Year one that was in my newsfeed featuring Lori Puchino, Mt. Washington Main Street! Happy New Year indeed!

Toot Your Horn!

Happy Birthday Melinda Winchester, Paducah Main Street! Jan 10th. Congrats also to her son who just became a Missouri State Trooper over the holidays.



Congratulations to Middlesboro!



WINTER CONFERENCE

February 25-27
Carrollton, KY

General Butler State Park

Don't forget to make your room reservations and tell them it is Main Street to get the best rate!

Registration forms will be coming soon. We had hoped to do them on line, but we are going to have to do hard copy. I will get it to you as soon as possible!!

Not just on Small Business Saturday, but everyday. Check out the web-site and Facebook page for more info that you can share with your businesses!



DON'T FORGET!!!

CERTIFICATION DOCUMENTS ARE DUE JANUARY 15, 2015

THEY CAN BE POSTMARKED NO LATER THAN MIDNIGHT JANUARY 15, 2015

DON'T FORGET TO SEND REINVESTMENT STATISTICS VIA EMAIL BY JAN. 15TH ALSO!!



Great idea from Henderson! Do others offer Gift Certificates from your organization?

Only 74 days until Spring and Morehead is preparing for their annual Antique Market. Contact Tony Pence for more info!

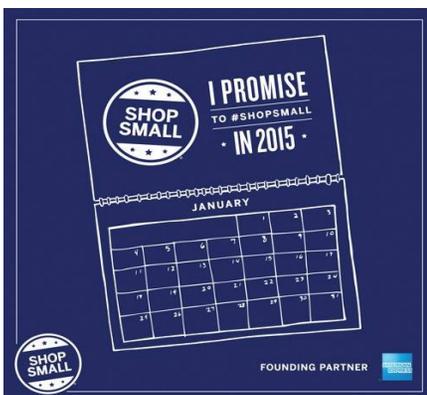


Session proposals for the Kentucky Museum and Heritage Alliance (KMHA) annual conference are due on January 15.

We hope that you will consider submitting a proposal. The conference will be held in Covington, Kentucky, from June 15-16, 2015. If you or someone you know are interested let me know & I can forward you the proposal form.



You are always welcome to drop in and see us at KYMS when you're in town. You may want to call ahead to make sure we're in.





Where are you from and where do you live now? I was born and raised in Pineville. My mother and father were both born and raised in Pineville as well. My paternal grandfather was head of the Republican Party in Bell County at the same time my maternal grandfather was Democratic Party Chair. They were voted Man of the Year in 1977 and 1984, respectively. I come from a long line of family that has invested their time and money into the city and county. I spent 10 years in Lexington and felt called to come home after the death of my paternal grandfather in 2013.

How long have you been a Coordinator 19 months

How did you get involved with the Main Street movement?

My father was general chairman of the Kentucky Mountain Laurel Festival in 2013. I have been involved in the KMLF since a young age, but in 2013 I took over and did most of the work for my father. The Board of Directors named me the youngest person to ever receive the Outstanding Service award in 2013. The same month, the Main Street position became open and I was asked to move home.

Which of the Four Points is your favorite? Promotion

What project is consuming most of your time right now? Two projects: 1) I am currently working with my board to choose the route we want to take with our strategic plan, which will begin in January 2015. 2) The Haunted Jail is our biggest fundraiser and has consumed most of my September and October. I earned enough comp time to take a two-week vacation that began on November 1!

Do you have any favorite activities or hobbies? I am an avid UK football and basketball fan. I spend most of my free time and money travelling to watch the Cats play in tournaments and away games. I love to travel! My favorite cities are Nashville and NYC.

What is your favorite author or book? My favorite author is John Grisham. My favorite Grisham book is A Time to Kill.

What is your favorite movie? I always get a laugh when I answer this... Fever Pitch. The rom-com with Jimmy Fallon & Drew Barrymore. Fallon plays an avid Red Sox fan. He places the Sox over any relationship or responsibility in his life. Obviously this creates tension between him and his girlfriend. Many friends have compared me to that character. Plus Fallon is the best! I have been to the live taping of his show 4 times in NYC. If I'm going to be serious, I would say **Jerry Maguire**.

What is your favorite song or band? Kings of Leon is my favorite band. Been to see them live 8 times. Best concert was at Madison Square Garden in 2011 before their hiatus. My favorite songs are "World Spins Madly On" by The Weepies and "Wicker Chair" by Kings of Leon BUT I listen to all types of music and will claim a completely different song is my favorite if you hang around long enough.

What is your favorite sports team? UK anything, Steelers, Braves, Brooklyn Nets

Which actor/actress would you choose to play you in a movie? Jimmy Fallon

Name something you can't live without. My family.

If you had an alternative career, what would it be? Sports Agent

What's the most adventurous thing you've done recently? I am terrified of heights and bridges. In the past year I have gone to the top of the Empire State Building, walked across the Brooklyn Bridge, and zip lined through Red River Gorge.

If you won \$20 million in the lottery, what would you do with it I would invest half into the revitalization of the city I love so much—Pineville. The rest would be used to make investments, buy a home, and support my parents through retirement.

This is not really Main Street, but just things to ponder for 2015 to remind you to try new things, take time for yourself, enjoy time with family and friends, and laugh. Many who read this newsletter are not or have never been a Main Street director and don't realize the many hats that each of you wear. If Main Street is your passion it is truly a 24-7 job, not a 40 hour work week and sometimes you need to be reminded to take care of you and what is dear. As this came across to me I immediately thought of how we all need to catch our breath now and again. As we begin an exciting 2015 together, I wish you all peace and happiness as we make this Main Street journey together.

Silas House is one of my favorite Kentucky authors and I love hearing him speak. His voice is that of a true Appalachian and for those of you who as they say "aren't from there" he has a slow kind voice with true southern inflections that ring in my ears when I read his works. He is from Lily, KY and is a huge supporter of the Appalachian region. Some of his works include Clay's Quilt, The Coal Tattoo, A Parchment of Leaves, Eli the Good, Same Sun Here and others.

Find a creek, river, lake, or ocean, and be still beside it for a time. Sit by an open fire and watch the flames. Sit on the porch and lie on the grass. Light candles. Take a deep breath. Write a handwritten letter to someone.

Discover something new everyday. Learn. Tell stories. Listen to old people. Ask them questions.

Do something nice for others when you can and don't hesitate to be kind to yourself.

Read actual, real books and newspapers.

Spend an entire day without looking at your phone. If you feel the urge to post a selfie everyday, take a picture of some other beautiful thing instead. Remember that there is power in moderation.

Learn to cook or bake something new. Enjoy every meal. Savor your food. Drink water.

Be completely quiet. Turn your favorite song up as loud as it will go.

If someone makes you feel bad all the time, get away from them. Laugh with others. Laugh while you're alone.

Spend time with animals. They make us better people.

Spray someone with the kitchen sink sprayer. Sing while washing dishes. Dance.

Don't judge. Think this: "There but for the grace of God go I" or "Everyone you meet is fighting a hard battle." Forgive others. Forgive yourself.

--Silas House, from "What I Know: a Prayer Essay"



Don't forget to register soon!
This will be one of the best
National Conferences yet!!!

SCOTTSVILLE 2015

THURSDAY NIGHT
LIVE + LOCAL

JOIN US FOR THE FUN

February 12th
March 19th
April 23rd
May 7th
June 18th
July 23rd
August 13th
September 17th
October 29th
November 28th
December 17th

5 - 8, DOWNTOWN
EATING, SHOPPING, MUSIC, ART
ALWAYS SOMETHING NEW

i'm not telling
you it is going to
be easy, i'm
telling you it's
going to be
worth it.

IMPORTANT INFO: Facebook is changing the rules once again. This will affect some of you who are on line as a business and your businesses. Please read the following article so that you and your downtown can be prepared!

<http://www.wsj.com/articles/new-facebook-rules-will-sting-entrepreneurs->

Did you know? Kentucky ranks 4th in the nation for the number of entrepreneurs!



Dozens of new trees planted in downtown Danville

Pam Wright /Advocate-Messenger

Several dozen trees bought with money collected through donations and from a matching grant associated with LG&E and KU Energy's "Plant the Planet" program are being planted along Danville's Main Street.

"For this year's planting, we raised over \$7,600 from the community and the \$3,000 KU grant. This bought us 45 trees. About half of them have been planted already, with the rest to go in on Main Street in the next few weeks,"

said Beau Weston, a Centre College professor who initiated the project.

"I am particularly pleased with the mix of trees that we are planting now. This will not only give us a varied look to the streetscape in all seasons, but will give us some protection against disease and hard wear on any particular species, which was a problem with the maples that were previously on Main Street," he said.

The idea for the project began with a small group of Danville residents who banded together in the pursuit of bringing more green to Danville. Together, they began seeking donations and applied for a \$5,000 Kentucky Utilities matching grant to plant trees. They were awarded \$3,000 in March.

City Attorney Stephen Dexter created the non-profit structure for receiving the money to be held, managed and paid out. City Engineer Earl Coffey also had a key role in the grant process because one of the stipulations for receiving the grant was proof that the trees would be maintained for a minimum of three years.

In October, several ailing trees along Main Street were cut down to make room for the 40 or so new trees currently being planted. The group is working on plans to plant more trees in the coming years.

Weston said the 10-year goal for the group is to plant trees along Fourth Street, from Main Street all the way to the bypass, and to replace the ginkgo trees in front of stores on Main Street at some point.

"We sent off a grant application to Kentucky Utilities for next year's matching grant. We have nearly \$5,000 in local donations already and are asking for a matching amount," said Weston.

According to Weston, the plan for the next purchase of trees is to start working down Fourth Street, from Main toward the bypass. "I have projected that we can get about 50 trees, which should take us down the first five or six blocks of Fourth Street," he said. The group should have word on the grant in February.

So What's a Tree Worth?? A fee gadget from the US Forest Service can assess its value in hard cash.

What is one thing that we see when we hear about Walkable Cities and place making, the addition of trees. Why? Well this article can tell you a bit more and make it easy for you to make a case for more of them in your communities. Here's an article from [GOVERNING](#) August 2013 that provides a lot of good information that is applicable right here in KY. Did you know you can apply to be a TREE CITY? www.arborday.org/programs/treecityusa

If you happened to be strolling through Chapman Square in Portland, Ore., this past April, you might have come across a curious sight: big, colorful "price tags" hanging from the park's giant elm trees. Every tag said something different—one read, "This tree has given \$20,000 worth of environmental & aesthetic benefits over its lifetime"—but all trumpeted the benefits of trees. (I personally love this idea!)

Those tags were part of Portland's first ever Arbor Month. The goal was to get Portlanders to look differently at trees, to see all the ways in which trees are good for the environment and people's health, from decreasing stormwater runoff to reducing atmospheric carbon dioxide to improving air quality. The city declared that for every dollar spent on a tree, an estimated \$3.80 worth of benefits are returned. So how did Portland come up with that figure, or the \$20,000 figure for that matter? It used a modeling program called i-Tree, a suite of open-source software that allows cities, states and other users to "strengthen their urban forest management and advocacy efforts by quantifying the environmental services that trees provide."

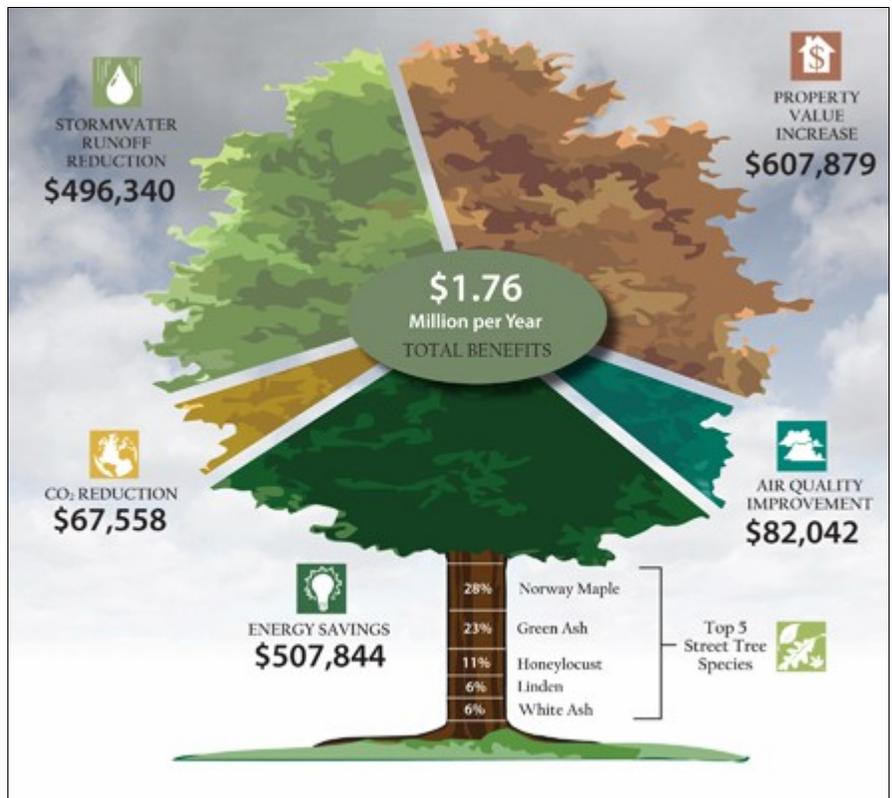
Introduced in 2006 by the U.S. Forest Service, i-Tree is in its fifth iteration. It has inspired cities from Baltimore to New York City to Milwaukee to Portland to set ambitious tree-planting goals. The free program has been downloaded more than 10,000 times so far. With so many states and localities pruning money from parks and tree-planting programs to balance budgets, i-Tree helps public officials put a monetary value on the benefits of growing them.

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Take Pittsburgh. Last summer, the city approved a master plan for maintaining and expanding its tree canopy over the next 20 years. The decision came after a nonprofit group called Tree Pittsburgh used i-Tree to determine that the trees planted along sidewalks and medians throughout the city provided \$2.4 million worth of environmental and aesthetic value every year. Since the city spends only \$850,000 a year on street planting, that's quite a return on investment: Pittsburgh gets about \$3 in benefits for every dollar it invests in trees.

i-Tree works by calculating the “leaf surface area” of a city and assigning the canopy an economic value. The value comes from the environmental services trees provide, such as how much ozone, particulates and nitrogen are removed from the air; how much carbon is stored; the effect on building heating and cooling costs; and trees’ effect on hydrology, among other factors.

One especially neat feature is a module that links to Google Maps. It helps city foresters, homeowners and other users see the effects a tree would have if planted in a specific place. Researchers want the next version, which will likely be released in 2014, to enable modeling of trees and their benefits to ecosystems 30 to 50 years into the future. (I'm not sure this has been released yet)



For now, i-Tree is just a basic calculator that helps proponents make an economic case for why trees should be in the budget. A growing body of knowledge on the benefits of trees, however, could make i-Tree’s job even easier. Research has already shown that [trees increase property values](#). And now, a new study has found that living near trees dramatically improves health.

Conducted over 18 years, research from the U.S. Forest Service has found a correlation between tree loss and human mortality. According to their findings, the loss of trees was associated with about seven additional deaths per year from respiratory causes and almost 17 additional deaths per year from cardiovascular causes per 100,000 adults. That, say researchers, comes out to more than 21,000 deaths in total. It seems trees have a value that goes far beyond dollars and cents.

Source: iTreetools.org

Hopefully this information will be of use to you when you have the opportunity to explain the benefits of trees to your community. As always we are here to help. I love the idea of hanging the price tags on the trees to show their worth and I would also include some of the facts that were presented in the article regarding health, energy savings, and others. This would be a great project for Arbor Day or Earth Day. I will be in contact with Bluegrass Greensource again and hopefully partnering with them for the annual Main Street clean up! More information as it becomes available!