



# Main Street Monday!

Dec 8, 2014

## Happenings Around the State

### PRINCETON

*You are invited!*

**Princeton, KY Small Town Christmas Celebration**  
Saturday, Dec. 13th

Time	Event	Location
9-10:30 am	Rotary Club's Breakfast with Santa & Friends	205 S. Main St.
10am-1:30 pm	Hayrides through town sponsored by Historic & UK Ltd. Office	Pick-up & Drop-off at Admore's, Fin Roof & Tourism Bldg.
10-11:30 am	Meet the Elf on the Shelf!	The Tin Roof 900 E. Main St.
10am- 2 pm	WKBC Blood Drive	Joseph's Storage Bin 300 W. Market St.
12-2 pm	Refreshments & Storytime with Santa	Admore 304 W. Jefferson St.
2-4 pm	Hot Cocoa™, Carolling & Characters (Presented through the King's Kitchen Summer Reading Program)	Courthouse Steps
3 pm	Chilly Chill Cook Off & Entertainment by Jason & Co.	Tourism Bldg. 205 S. Market St.
3:30 pm	Fruitcake Corn Hole Tourney (use fruitcake instead of bean bags!)	Tourism Bldg 205 E. Market St.
4:30 pm	Parade line up	Butler parking lot 412 W. Washington St.
6 pm	Parade begins! Grand Marshal, Mr. Randy Jordan	After Parade, photos with Santa will be at his house on the Square.

Special Thank You to the Princeton-Caldwell Chamber of Commerce Leadership Coldwell Team for organizing this event. To AT&T, String Bean! & Joseph's Storage Bin for their sponsorship and to the City of Princeton, Key Clubs, Local Churches and High School Students for helping!

Costs & Dates are subject to change

Sat. 5-8 pm / Sun. 2-5 pm **Walk Through Bethlehem** On Butler Lawn



I failed to highlight one of our newest directors, Rachel Alexander, Winchester. Rachel was a guest speaker at the Kentucky Bicycle and Bikeway Commission's annual meeting that was held at Greenbo State Park, Nov 13-15. Rachel and her colleague, Stephen Berry from Clark Co. GIS Consortium, spoke on Bicycle Winchester: Design & Mapping, The Alley Tour, Century Rice and More. **Did you know biking is the fastest growing hobby in the US.?**

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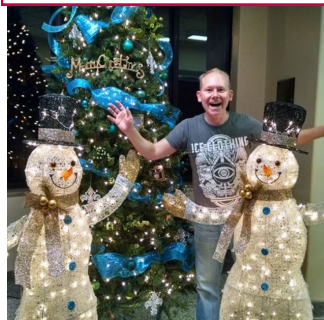
Katie Meyer's (Covington) proposals were accepted for the National Main Street conference! Her topic: **Developing a Pop-up Retail Program: From Idea to Execution, and Creative Placemaking Way to go Katie!!!** We are so excited to have you represent Kentucky! They received over 140 proposals!

This will come as no surprise to those who know me, but what kind of preservationist are you? Take the quiz to find out! [http://blog.preservationleadershipforum.org/2014/11/26/take-the-quiz/#.VIINQ9LF\\_eg](http://blog.preservationleadershipforum.org/2014/11/26/take-the-quiz/#.VIINQ9LF_eg)



## Main Street Tip of the Week - Making Heritage Buildings Energy Efficient Webinar

Join Keith Jones, UK National Trust Environmental Practices Advisor, for a discussion about the Trust's experiences making heritage buildings energy efficient and 'fit for the future'. The webinar was recorded and is now available on-line for those who were not able to attend it live. This presentation is packed with valuable information and insight. There is so much that can be learned from the experience of the National Trust, with additional comments from the National Trust for



Paris director, Steve Walton gets in on the action

Heritage Preservation (U.S.). See more [HERE](https://www.youtube.com/watch?v=ICp12HQwVUg) <https://www.youtube.com/watch?v=ICp12HQwVUg>&feature=youtu.be



Looking for a grant, bookmark this state web-site <https://kydlgweb.ky.gov/Administrative-grant-sHome.cfm> and check it often

## KMHA Call for Session Proposals

The Kentucky Museum and Heritage Alliance (KMHA) will host their annual conference in Covington from June 15-16, 2015. The KMHA Program Committee invites proposals for professional development and networking activities. Since KMHA services a wide community, they encourage a diversity of presentations addressing many disciplines and styles. Proposals due Jan. 15.

**Light Up Your Community!**

Jobs created per \$10M spent at Amazon.com: 14

Jobs created for each \$10M spent at independent retailers: 57

**Go Local for the Holidays**

© American Independent Business Alliance \* AMIBA.net \* Data from ILSR.org

**KEEP THE GRASS BLUE THIS HOLIDAY SEASON**  
SHOP AT LOCALLY OWNED, INDEPENDENT RETAILERS.

## TIPS FROM BARBARA WOLD

*NOTE: Great information to pass on to your community businesses.*

### LET'S START . . .

- **Having all salespeople read company ads, catalogs, literature, Facebook, Twitter and Blogs before customers come in with questions and inquiries.** An uninformed salesperson is bad for business. Also check out *everything* about the competition.
- **Establishing dress codes for employees and enforcing these dress codes.** (Even if there is a uniform, clean, neat, etc.) Employees are the representatives of the business and should project the image the business wants to convey.
- **Greeting everyone who walks through the door.** Coming up with different greetings -- so customers don't hear the same greeting over and over when shopping in the store.
- **Making it comfortable for customers to shop.** Adjusting the thermostat because customers may be wearing coats and the staff can wear a sweater. Perhaps a rack for customer's coats and a place to check their packages. Offering the customer a basket or shopping tote makes it easy for them to buy more.
- **Having employees identify themselves when answering the phone.** This adds a professional touch and provides the caller with a person to identify with on the other end of the line. [\(this is my biggest complaint with any business, I want to know who I am speaking with without having to ask\)](#)
- **Cleaning up the cash-wrap area as-you-go and putting everything in its place.** Customers are concerned about transaction accuracy and your services, i.e., shipping, if this area is a mess with clutter, drinks and food.
- **Listening, really listening to customers.** If you don't really listen and show customers the wrong merchandise -- they will assume you don't have what they are looking for and leave.
- **Having all cash registers open when the store is busy.** An extra staff member can mingle with the customers in line -- making additional suggestions.
- **Getting everyone on board.** Ensuring that everyone in the organization understands what the winning advantage is and what their role is in supporting it.
- **Getting to know what other merchandise and services are offered around town.** Keep customers shopping in your community by knowing what all is available. The customers will be thrilled, always come to you first and will let the other businesses know you sent them.
- **Build your database and use social media.** Use email marketing and social media platforms such as Facebook, Pinterest, Instagram, etc. Keep your brand in front of your customers at all times.
- **Stocking and cleaning during hours when the store is *not* open.** Doing these chores when the store is open is inconsiderate to shoppers and doesn't convey a professional image. Instead have the staff mingle with the customers and help with suggestions.

### LET'S STOP . . .

- **Trying to get a head start on store closing times.** Vacuuming while the store is still open is rude and should be done after the business closes or before it opens the next business day.
- **Helping phone inquiries while other customers are in the store waiting to be helped.** The customer in the store should take precedence. Have someone besides the cashier answer the phone.
- **Running out of sale items or advertised specials early on the first day of the promotion.** A product should not be advertised unless there is sufficient stock.
- **Using the store phone for personal calls.**

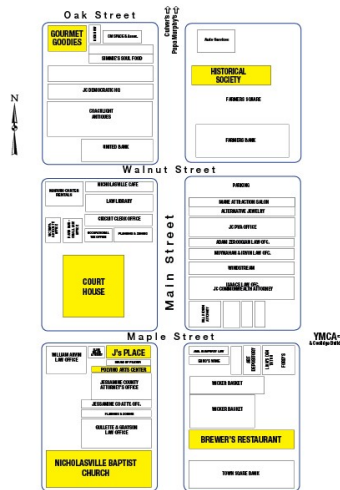




Great to see Paducah Main St. director, Melinda Winchester and board chair, Darlene Mazzone, in attendance at the Creative Summit in Louisville last week.



## NICHOLASVILLE



## First Annual NICHOLASVILLE St. "Nich" CHRISTMAS FEST

Saturday, December 13, 2014



## First Annual St. "Nich" Christmas Festival

Saturday, December 13, 2014 • Main Street Nicholasville

- 8 am - 10 am** Polar Express Story Time and Pancakes at Brewer's Restaurant 116 S. Main St. Presented by Jessamine Co. Public Library & Nicholasville Rotary Club. \$4 per person. Storytimes at 8:15 & 9:15 am. Proceeds benefit Rotary Scholarship Fund.
- 8 am - 4 pm** Jingle & Mingle All Day Vendor Fair Presented by Nicholasville Now! Courthouse
- 9 am - 5 pm** 1st Annual Gingerbread House Contest at Gourmet Goodies 102 W. Oak St. Stop by and see delightful combination of food and art. Pre-registration required for participation.
- 9 am - 2 pm** Give a Pint, Get a Pint Blood Drive at Culver's Restaurant 961 N. Main St. Donate and receive a free pint of custard.
- 10 am - 5 pm** Jessamine County Historical Society 216 N. Main St. Come see what we are all about! History Buffs pick up a book or DVD on Jessamine County. Santa Claus Hats for kids with their names on them written in glitter.
- 10 am - 4 pm** Christmas Ornament Workshop at the Polvino Arts Center 109 S. Main St. The Creative Art League is hosting a Christmas ornament workshop. Bring your child, 2 and older, to create their very own ornament for the tree or to give as a gift. Cost is \$5 which includes supplies. Also see the Elementary Art Show.
- 11 am - 1 pm** Create a complimentary Christmas Craft at J's Place (for Children) 508 N. Main St.
- Noon - 2 pm** Bring a Present, Get a Present at Papa Murphy's Take-n-Bake Pizza 110 Blueberry Lane Bring a new unwrapped toy for the Nicholasville Firefighter Toy Drive and receive a food present for yourself -- from 20% off to Free. Look for the big fire truck in the parking lot.
- Noon** Best-Dressed UK Fan Contest at Brewer's Restaurant 116 S. Main St. \$25 Prize for the best-dressed fan. See University of Kentucky vs. North Carolina on TV.

- 2 pm - 4 pm** Family Zumba, Jessamine County YMCA 220 E Maple St. Drop in for this Free activity. Come in warm up before the Parade. Pick up a \$5 Off Coupon for upcoming programs.
- 2 pm** Scenes from The Nutcracker Ballet Courthouse Presented by Mindy's Jessamine School of Classical Dance.
- 2 pm - 4:30 pm** Santa's Bake Shop & Free Gift Wrapping at Nicholasville Baptist Church 131 S. Main St. Take a Cookie, Send A Cookie (downstairs) - Decorate one cookie for yourself and one for the Catholic Action Center in Lexington. Bring in your unwrapped gifts to be wrapped at the Community Gift Wrap Station (upstairs). Free.
- 3 pm** Jubilant Ringers Handbell Choir and Jessamine County Community Churches Christmas Choir Courthouse
- 3 pm** No parking on Main Street between 3 - 6 pm
- 4 pm** Main Street will be closed from Frisch's to Hickory Hill
- 4:30 pm** Ugly Sweater 5K Run on Main Street Courthouse Dress in your ugliest sweater for this fun family event. Registration at the Coolidge Building, 500 E. Maple from 3:30 - 4:30 Sponsored by Nicholasville/Jessamine County Parks & Recreation.
- 4:45 pm** Skaters Waltz on Main Street Courthouse See the Jessamine County Community Volunteer Dancers.
- 5 pm** St. "Nich" Christmas Parade Main Street
- 6:15 pm** Cocoa with the Clauses and visit with Santa & Mrs. Claus at J's Place 508 N. Main St.
- 7:00 pm** Parade Float Winner Announcements Courthouse
- 7:30 pm** Creative Art League presents the Old Time Radio Hour "Fibber Paints a Christmas Tree White" Call (859) 552-5474 for tickets. 109 S. Main St.

*Times and events are subject to change.*

## How to engage Millennials! A person reaching adulthood around the year 2000

This topic comes up often, “How to we engage our young people?”. Here is a little hint, technology. They are users of all types of social media which is why it is so important to be on Facebook, Twitter, Instagram, etc. This is how they get their information, and they want to be downtown! Read on for information provided by Prosper Walk. I don’t know much about them and I am not advocating their product, you can research it for yourself, but the fact is you have got to have an internet presence, not just a web site to attract this market group.

We are living in a new era where technology rules all aspects of information and the way we communicate with each other, and with our audience . Everyday we depend on technology for almost every single task we perform either at work or in our free time. From social media to mobile apps it is easier now to reach audiences and attract them to our Downtowns and Main Streets. New generations like millennials are the biggest example of this new technological revolution. Millennials have a mind set of instant gratification, they want information, they want pictures, they want answers, and they want them now. Millennials make decisions based on information they gather from sources they trust, if there is nothing on the internet about a place that catches their attention, they might not even think twice about making an assumption that the place is not worth their business.

You as a nonprofit have the opportunity to chip in and create a narrative of your Downtown/Main Street, and become the trusted source of information for millennials. You can introduce your Downtown/Main St. to new generations. A recent article in the website [Business to Community](#) suggests that: “the segment of consumers known as “millennials” are the most likely group to engage with brands through mobile devices and smart-phones. This group is the most susceptible to mobile marketing and companies are trying to figure out the best ways to appeal to them.

The main problem marketers are facing is how to connect with a mass audience through traditional marketing and advertising forums. They are finding that they are pressed to ‘get with the times’ and go the mobile marketing route, through apps, mobile optimized websites, and more.

According to Erich Joamchimsthaler, who is CEO of Vivaldi Partners Group, ‘marketers who are not prepared to make the necessary adjustments to meet [the needs of the millennials] will suffer.’

Joamchimsthaler advises that Facebook won’t be the main forum, however. Instead, it will be more about branded apps and other, more engaging mobile brands. It will be up to the business how they choose to engage their customers, how they go about it, what they are willing to offer, etc. He advises that businesses should target their audience carefully, realizing that no one consumer segment is like another.”

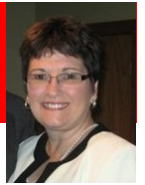
A customized mobile App like ProsperWalk, can give you even greater reach. You will be able to push whatever content you wish, with no constraints, and have it branded specifically to your organization. You will be able to update, add, and remove information as needed; therefore granting your audience access to information to make decisions based on what YOU want them to read. A mobile application will allow you to feature the tiny hole-in-the-wall Pho restaurant in your Main St., as well as the well established law firm. This same principle can also be applied to all the little shops, restaurants, services, etc. in your area, you can have all the information needed in the palm of your audience’s hands.

Technology is not waiting for us to catch up. It becomes necessary for Downtown’s and Main Streets to update the way we approach our audience by taking advantage of what technology offers us.





## DIRECTOR SPOTLIGHT!!! DEBBIE BUCKLEY-FORT THOMAS



**Where are you from and where do you live now?** I grew up in West Carrollton, Ohio (six miles south of Dayton) and I live in Camp Springs, Kentucky now. It's a rural community full of historic stone houses, vineyards, and wonderful agricultural businesses.

**How long have you been a Coordinator?** I'm in my ninth year

**How did you get involved with the Main Street movement?** I had been volunteering for years with county extension and working on projects throughout the county. I was a member of the Camp Springs Initiative (CSI) putting together events to promote the wineries and farms. Someone told me I should look into the Main Street program. I did and knew it was exactly the job for me. I paid my way to Georgetown and was hooked. A few months later I applied for the job vacated by Jody Robinson in Fort Thomas.

**Which of the Four Points is your favorite?** I enjoy economic restructuring because it makes the most difference to individual businesses.

**What project is consuming most of your time right now?** Events always take considerable time. We just completed our Merchants & Music Festival with approximately 15,000 visitors. Over 100 businesses participated. Now we're working on our USO Dance and Salute to Veterans. Hundreds of our school children come to this and it's our time to focus on the military history of the city. Then comes the Holiday Walk which all the businesses participate in on December 7.

The Alexander Circle home project has taken much of my time over the past several weeks. My goal in marketing the project is to make sure we have enough developers to bid on these magnificent historic homes. Ten homes on the historic register all being turned over to the city at the same time! They are being sold in one package in order to satisfy the conditions of the Federal government.

**Do you have any favorite activities or hobbies?** Right now I am back in school finishing another degree. This is a bachelors in business administration. I will graduate in May.

My grandchildren are wonderful. My five biological children, three stepchildren, and the four children we took into our home mean the world to me. We spend a lot of time together. My husband, John, and I have a community garden with all the kids. We also grow beef cattle, meat lambs, chickens, golden retrievers and will soon have labradoodle puppies.

**What is your favorite author or book?** Francine Rivers and Brennan Manning are my favorite authors

**What is your favorite movie?** Lincoln

**What is your favorite song or band?** Beatles

**What is your favorite sports team?** Cincinnati Reds

**Which actor/actress would you choose to play you in a movie?** Jane Seymour

**Name something you can't live without.** Ice cream

**What's the most adventurous thing you've done recently** Played laser tag for the first time—twice!

**If you won \$20 million in the lottery, what would you do with it?** Build a compound for all the kids on a big farm

**Somewhere you would like to visit** Ireland

**Something no one in Main Street knows about you** I played the flute for six years; I sing alto.



## Cool News from Bellevue!



Bellevue's Marianne Theatre was used as a set for "The Blunderer", a psychological thriller set in 1960, starring Jessica Biehl and Patrick Wilson.

<http://www.local12.com/news/features/top-stories/stories/the-blunderer-filming-at-marianne-theatre-21638.shtml>

We're proud that the Cincinnati Film Commission could not find a more intact period movie theater in the region and that she will be seen by movie goers across the country. It was fascinating working with the production company from their first site visit to coordinating meeting all their needs and then through the shoot. This was a lower budget film on a very tight schedule and the well-orchestrated crews were amazing to work with. We have our fingers crossed they



leave us with the new popcorn machine that looks like the old popcorn machine that is in the Marianne. They replaced a piece of glass in one of the doors that didn't match and then reinstalled the deteriorated older doors swapping the glass and hardware for the shoot because they wanted to paint the doors which is not allowed in our historic district. If only it had been a big budget film, who knows what they may have done... Thanks to Jody Robinson and Sarah Lentini for the use of their photos!



Our thoughts and prayers are with the community of Nicholasville and Main Street director, Tonya Coleman. They lost one of their oldest buildings to fire last week.

Fire has not been kind to several of our Kentucky Main Street communities this year.