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Committees

- **Design:** Kathy Parsons
- **Economic Revitalization:** Diane Smith
- **Organization & Finance:** Julie Clement
- **Promotions & Marketing:** Nikki Sunstrum

- **Board Chair, Joel VanSlambrouck**

Contact Us

Manager: Patrick Reagan
ddamainstreet@portland-michigan.org
517.647.5027

SAVE THE DATES!

January 15
Portland Winter Run &
Portland Plunge

February 12
Annual Winter Ball

On the Street

Downtown Happenings

As you think about the coming year, here are some Main Street and other downtown highlights to add to your calendar -- save the dates!

- ▷ January 10, 4-6pm, Community Dinner, Congregational Church
- ▷ January 15, 10am, Portland Winter Run
- ▷ January 15, 2pm, Portland Plunge, Grand Dam Arts Center
- ▷ January 17, 4-6pm, Community Dinner, Congregational Church
- ▷ January 24, 4-6pm, Community Dinner, Congregational Church
- ▷ January 31, 4-6pm, Community Dinner, Congregational Church
- ▷ February 7, 4-6pm, Community Dinner, Congregational Church

SAVE THESE DATES:

- ▷ February 12, PCAC Winter Ball
- ▷ May 21, Downtown Block Party

Chocolate Moose



116 Bridge St.
Downtown
Portland

Happy New Year!!
15% off
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Ice Cream &
Fudge
Specialty Coffees

- ▷ Thursday evenings, June through August, "Thursdays on the Grand" concerts
 - ▷ June 18, Cruise-A-Thong
 - ▷ August 20, Riverfest
 - ▷ October 15, Main Street Oktoberfest
 - ▷ November 18-19, HolidayFest on the Grand
- Although this calendar is primarily for downtown--Main Street-- events, if you have an event that impacts the downtown or the Main Street program in some way, please let us know. We'll post it here! Contact Main Street Manager Patrick Reagan at 517 647 5027.

Main Street Committees' Regular Meetings:

- ◆ **Promotions & Marketing:** 4th Wed. of each month, 6:30pm, City Hall
- ◆ **Organization & Finance:** 2d Wed. of each month, 7:00pm, City Hall
- ◆ **Design:** 2d Thu. of each month, 6:30pm, City Hall
- ◆ **Economic Revitalization:** 4th Thu. of each month, 8:00am, Cheeky Monkeys
- ◆ **Main Street Board:** 2d Wed. of each month, 8:00am, Cheeky Monkeys

What's New?

What's new? The year, of course--welcome to 2011! The volunteers and staff with Portland's Main Street program wish you a healthy, happy, and prosperous new year.

With the new year, you'll find Main Street volunteers working on a host of activities and events designed to strengthen our historic downtown district. Studies have repeatedly shown that a strong downtown has a positive impact on safety, residents' happiness, property values throughout the city, and the city's overall economic strength.

If you haven't already committed to supporting your downtown, please make this your New Year's resolution--visit, shop, & volunteer in 2011.

Meet Your Neighbor: Jody Francis



found that after about six months of beauty college, it was better than I thought it was going to be.”

Later that year, after graduating beauty school in 1992, Lansing Barber College opened, and Jody decided to continue on for another year, realizing that attending both schools would benefit her in the long run.

She finished barber college in 1993 and applied at several hair salons and barbers shops within 20 miles of home. Jody’s first job was in a Grand Ledge barber shop. While she tried to build a clientele,

she took on a full-time job with a telemarketing company in Lansing and worked nights at the barber shop. Eventually Jody found a part-time job

at a salon in Portland, while keeping her

full time job in Lansing

“Portland was closer, and it was easier to end my day here,” Jody stated.

“I was able to build enough clientele to work full time in the salon and leave the telemarketing firm in 1998.” After eight years of working for other people and adding more and more clients, Jody started to explore the idea of her own salon in Portland. Jody and Zac worked out all the details and were able to open a small, five-chair salon, with three stylists, in the Kramer Building in



November 2000. Her services include acrylic nails, manicures, pedicures,

colors, hi-lights, cuts, perms, facial waxing, and ear piercing, as well as a full line of hair products by RUSK, and Keepin It Real. (Continued on page 3)

Over seven years Jody continued to build her

As you walk throughout the downtown streets of Portland, nestled in the middle of town is **Perfect Balance**, right on Bridge Street. **Perfect Balance** is a full-service hair and nail salon that has been providing hair and nail services to Portland and the surrounding areas for ten years.

The owner, Jody Francis, was born and raised in Portland. She is youngest of 12 siblings and graduated Portland High School in 1991 . Jody married her husband Zac in 1995—15 years now! She always knew she wanted to be barber, and hoped to someday own her own business. After high school, Jody enrolled at M.J. Murphy Beauty College. “This is not exactly what I had in mind,” said Jody, “but I enrolled anyway. I knew a barber college was opening soon.” Jody confessed, “I

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Meet Your Neighbor, cont.

business, and she gradually outgrew the location in the Kramer building. Jody explained, "With very little to renovate, we acquired a space three times as large and were able to make the move in a day. We are now working with a four-chair salon and we have more space for growth and to concentrate on services that require a more private setting."



In the last few months, Jody has partnered with Honeybee Designs, which offers trendy Portland Raider logo styles for women and girls, and she is an AVON rep, as well. Her shop has handicap access in the back of the building for those who need it. Currently, she has two full-time and two part-time stylists. Jody still offers all the same services as she did before moving, and she has expanded her retail items.

Over the past ten years, Jody's business has thrived, and her passions have expanded into more than just cutting hair. "I love everything about my work, and I have developed friendships and bonds that I will cherish always," says Jody.

Thank you, Jody, for being a hometown, homegrown success for our downtown.

- Contributed by Joel VanSlambrouck, Main Street Board Chair

A Note from Design Committee Chair Kathy Parsons:

The Design Committee is excited to continue to do its part in improving business in Portland by giving visitors to downtown a welcoming, comfortable and interesting experience. We invite everyone to come and see what we've accomplished so far, to bring a guest or two, and to give us their suggestions on how we can improve. Happy New Year to our friends, neighbors, and shoppers!

Calling All Organizations!

The plans for Riverfest 2011 are in full swing, and we invite your participation. Community events are one of the best ways to showcase an organization. But you need to act quickly.

This year's Riverfest will move back to August--the weekend of August 20. We plan to focus our efforts on our beautiful rivers and all the qualities that make Portland unique: We'll be building Riverfest around our parks, trails, the rivers themselves, the historic downtown, and the boardwalk.

Your group will want to be part of this celebration! If you would like to host an event, or simply have a booth or table set

up during the festival, we need to hear from you.

The next Riverfest meeting will be held on Thursday, January 20, at 6:30pm on the second floor of City Hall. At this meeting, we'll make final decisions on the events that will be held, some logistics, and the final dates of the event (just Saturday? Friday and Saturday? Sunday, too?)

If your organization would like to be involved in some way--and we hope you will--you **must** send a representative to this meeting. Contact Riverfest Coordinator Julie Clement for more info: jaclement@cablespeed.com. (Please use "Riverfest" in the subject line.)

We hope to see your organization represented at the next planning meeting!



Perfect Balance

110 E. Bridge St
Portland
517 647-6153
Cell 616 308-3238

Jody Francis

Owner

j.francis13@yahoo.com

A Full-Service Nail &
Hair Salon

Downtown Portland
at

Jerry's

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////////

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"Baileys Comet" - Jan 22d

"We Three Strings" - Jan
29th

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Facebook Pages You Should "Like"

Want to stay on top of local happenings? Just get on Facebook and "Like" **Portland Michigan Main Street**. We recommend a number of other pages, as well:

Organizations & Activities:

- ◆ City of Portland, Michigan
- ◆ Portland Community Arts Council (Michigan)
- ◆ Portland Cruise-A-Thong
- ◆ Portland District Library
- ◆ Portland Michigan's Downtown
- ◆ Portland MI Santa House
- ◆ Verlen Kruger Memorial

Downtown Businesses:

- ◆ Cheeky Monkeys Coffeehouse & Bakery
- ◆ Distinctive Occasions
- ◆ Dukes Cajun Grill
- ◆ Half-Baked
- ◆ Maria's Tacos Portland, MI
- ◆ Portland Pedal Paddle
- ◆ Raffaeles' Marketplace

State & National Interests:

- ◆ Pure Michigan Living
- ◆ Michigan Main Street Center
- ◆ The National Trust Main Street Center

If you know of other Facebook pages related to downtown Portland and its economic-revitalization efforts, send them along to Main Street Director Patrick Reagan!

The Main Street program uses eight guiding principles. One of those principles is "Self Help." In other words, Main Street is built on the idea that people should take responsibility for their own downtowns--not wait for government or someone else to do it for them.

We all know how very important a strong downtown is to a community -- especially a small, family-oriented community like Portland. So take this time to consider what you might be able to do to strengthen our downtown . . . the center of our community. Here are just a few projects that can use your help--whether for an hour, an entire day, or a full weekend. Every little bit helps! No time to volunteer? Just shop, eat, and use services downtown!

Riverfest: The Riverfest 2011 planning committee is in full swing and needs participants on all committees--from planning to setting up and tearing down. Call Patrick Reagan (517 647 6027) for information.

Downtown Block Party: Main Street will hold its second annual Downtown Block Party in just a few short months. An event like this depends on energetic volunteers.. Call Patrick Reagan (517 647 5027) to volunteer!

Opera House: We're working on preliminary plans to try to restore Portland's historic Opera House. Economic Revitalization Committee Chair Diane Smith heads up this team. Call Patrick Reagan (517 647 5027) for more information.

Build Adirondack Chairs: The Portland Community Arts Council is building Adirondack chairs, which will be painted by artist and auctioned next summer as a fundraiser. The chairs will be displayed throughout the spring and summer of 2011 in **Portland's Main Street district**. Call the PCAC (517 647 6545) to lend your time and talent to this fun project.

A note from Mayor Barnes:

"As we face the challenges of the new year, including the fiscal issues, please share your thoughts on the kind of city you want Portland to be with the people who represent you. The decisions that have to be made will be difficult, and the more people who share their ideas and concerns, the better the job your representatives can do."

Projects that need your skills

CHEEKY MONKEYS

www.cheekymonkeyscoffeehouse.com

Monday thru' Friday	7am - 5pm
Saturday	8am - 3pm
Sunday	Closed

Please take note of our **new winter hours** above -- they take effect January 3rd, 2011.

We are signing up people for this year's Biggest Loser Competition. If you want to lose some extra pounds, this is a great way to do it. Come in and ask for details. Competition runs from Jan 3 to April 1, 2011, and costs just \$10 to enter. Winner will split the pot with Relay for Life and get bragging rights for the year!

