

In this Issue

- Committees, 1
- Downtown Happenings, 1
- What's New, 1
- Meet Your Neighbor, 2-3
- GAMSA Video Completed, 3
- Branding Portland Main Street -- Update, 3-4
- Hot Jobs, 4

Contact Us

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

Committees

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

- **Board Chair,** Joel VanSlambrouck

HAPPY
VALENTINE'S
DAY - FEB. 14

On the Street

Downtown Happenings

February already!
Here's what's in store
for winter in
downtown Portland:

- ▷ Feb 6, 4-6pm, Community Dinner, Congregational Church
- ▷ Feb 11, PCAC announces Musician and Artist of the Year at the annual Winter Ball
- ▷ Feb 13, 4-6pm, Community Dinner, Congregational Church
- ▷ Feb 20, 4-6pm, Community Dinner, Congregational Church
- ▷ Feb 27, 4-6pm, Community Dinner, Congregational Church
- ▷ Mar 5, 4-6pm, Community Dinner, Congregational Church

Then mark your calendars for a spring and summer of fun in downtown Portland:

- ▷ May 19, Downtown Block Party
- ▷ May 18, 7pm, Third Friday Art Walk begins the summer season
- ▷ June 7, Thursdays on the Grand start at the Band Shell at Two Rivers Park
- ▷ June 16, PCAC's Cruise-A-Thong, Bloody Mary Challenge, and Margarita Mix-Off
- ▷ July 19, Main Street Volunteer Recognition Party
- ▷ August 17-19, Riverfest2012

Would you like your Main Street event listed here? Contact Main Street Manager Patrick Reagan at 517 647 5027 or ddmainstreet@portland-michigan.org.

What's New?

Great American Main Street Finalists: We can barely contain our excitement -- will Portland, Michigan, be chosen as one of only five Great American Main Street communities in the U.S. this year? Stay tuned. And see page 3 for more information.

Opera House Re-use & Preservation Committee: The committee is making plans to clean up the former Opera House this spring. As part of the process, experts will be brought in to determine which items in the space are related to the Opera House's history, so those items can be preserved and separated from the items that need to be removed. Join the committee on the third Saturday of each month at 10 a.m. at the Portland District Library to help plan the community-awareness campaign for the Opera House re-use.

Public Art: Area residents and volunteers from Cooley Law School in Lansing have begun building canoe shelves and Adirondack chairs for this summer's public art project. If your business is interested in sponsoring one of more of these works of art, call Portland Community Arts Council Director Rush Clement at Rush Hour Studios, 517 647 6710. Call him, too, if you're interested in helping to build or if you're an artist who'd like to paint one.

More Public Art: The Portland Downtown Development Authority is working with the PCAC to install local artist Michael Pline's sculpture, "Woodwind," in a downtown park. The 24' sculpture was displayed in the 2010 ArtPrize in Grand Rapids. Stay tuned!

New volunteers: Welcome, **Charlsie** and **Miki**, to the Organization & Finance Committee. We're excited about your ideas!

Chocolate Moose



116 Bridge St
Downtown
Portland

15% off
with this Coupon

Homemade
Ice Cream & Fudge
Specialty Coffees
Soups & Sandwiches

Meet Your Neighbor: Stacy Feldpausch

This month, I would like to introduce Stacy Feldpausch. Stacy has lived in Portland her entire life and can be found around the city and the downtown taking care of business. Stacy started first grade at St. Pat's and stayed until she graduated St Patrick High School in 1998. Stacy attended Michigan State University to study horticulture, something she was fascinated with and wanted to become more involved with. She earned a Bachelor of Science degree in horticulture from MSU in 2004. Stacy is proudly married to Michael Feldpausch. They tied the knot at St. Patrick Church in 2005. She is a dedicated mother of three: Andrew Michael, 4; Elena June, 2; and her birthday boy, James Weston, who just turned 1. She loves hanging out with her family.

Stacy also loves to travel. She took her love of horticulture overseas to study with experts from the Netherlands. While in the Netherlands, Stacy was able to experience a huge flower auction first-hand. She witnessed fresh flowers being wheeled out on large carts getting inspected and bid on by some of the leading flower brokers in the world: "Watching professionals buying and selling all the fresh-cut flowers was incredible. The warehouses' enormous coolers were very impressive to see." Stacy also studied horticulture in the United Kingdom and Chile.

Other places Stacy has traveled include Spain, Belize, Mexico, Canada, Jamaica, Grand Cayman, and most of the United States. Although she loves to travel, Stacy said, "I always knew my



home was, and would remain, in Portland, Michigan. My husband commutes to Williamston for work. Relocating has never been considered, especially now with three children. Portland is where we want to be. We love what the community has to offer our family."

Stacy purchased Country Cupboard Floral & Gift, LLC, located at 268 Kent Street, in August 2008. Before becoming a business owner in downtown Portland, she worked for a number of landscaping companies; she was employed at MSU Horticultural Demonstration Gardens, Fredrik Meijer Gardens and Sculpture Park, and several retail garden centers. Most important, she worked for Country Cupboard Floral & Gift for eight years during her off seasons before buying the business. "My Great Aunt, Kathleen Bengel, helped instill my love for arranging fresh flowers and gift sales," said Stacy.

Asked what she likes most about being in business in downtown Portland, Stacy replied, "I like knowing the people that walk through the door. It's very comfortable." Stacy continued, "I think Portland Main Street has brought awareness about the downtown that was



Looking Grand
Café
Bakery

Hours: 6:00am till 9:00pm Mon-Sat
7:00am till 7:00pm Sunday

We have daily special. 10% off special order baked goods with this ad! Clip & save!

Grider-Portland
Agency Insurance

Home, Auto & Business Insurance for your life. Kathy Parsons

310 Kent St.
Portland, MI 48875
517-647-4177

www.griderportland.com
kparsons@griderportland.com

Meet Your Neighbor, continued

with her customers and imparts to her children. Stacy lives, works, raises her family, and has fun in Portland, Michigan. Stop by the Country Cupboard and say hello to your neighbor, Stacy Feldpausch.

*Submitted by Joel VanSlambrouck
Main Street Board
Chairman*



missing before. People come and visit and shop.”

Not too hard to believe, Stacy has flower beds and a vegetable garden at home. Lucky for us, Stacy’s passion for horticulture is more than just a job—it’s a talent that she shares

Great American Main Street Awards: Portland’s Video

A debt of gratitude goes out to volunteer Eric Proctor for his tireless work creating an awesome video for our Great American Main Street application. Eric recently started his own video-production company, Quarterline Media, here in Portland. You can find a link to the Portland Main Street YouTube video at our website: www.portlandmainstreet.org. Now we wait to hear who wins!

Main Street Manager Patrick Reagan worked with Eric to create a five-minute video telling the judging team why Portland should be selected as a Great American Main Street. Of course, *you* know what a great little city this is. But the judges don’t know us or how much Main Street has impacted our downtown. So we had to tell them and show them.

Watch the video. It will make you proud all over again that you live in Portland, Michigan. Want to help Main Street volunteers make our downtown even better? Volunteer for the Main Street program--a little or a lot; we’ll gladly welcome your help. Current Hot Jobs are listed on page 4 of this newsletter. Don’t see one that fits? Call Main Street Manager Patrick Reagan, or sign on to our website. We’ll find a spot that’s perfect for you!

Branding update

The branding team continues to meet weekly with consultant Cindy Williams of W Design, to identify downtown Portland’s unique and authentic brand. Throughout the 26-week process, the team will be discussing Portland’s current assets, its vision

for the future, and its heritage.

“The Main Street program is all about preserving and celebrating history, as a way to strengthen the country’s historic downtowns,” said team volunteer Julie

Portland Black Belt Academy Inc.

220 Kent Street
Portland, MI
517 647-2102

**This coupon is good for:
Two Weeks of Free Class!!**



Granny’s Gifts

located in

Rush Hour Studios
143 Kent Street
Portland, MI 48875

**Pipka Santas are the most collected
Santas in the world
20% off all SANTAs**

Downtown Portland, MI

JERRY’S Restaurant & Pub

//////////

**Live entertainment
Saturday nights!**

//////////

Watch for Menu Specials

128 Kent Street
Portland, MI 48875
(517) 647-4431

Hot Jobs

Spring is in the air! Okay; it's not quite "in the air," but spring **is** around the corner, and the Design Committee needs help keeping downtown beautiful. Contact Main Street Manager Patrick Reagan today to lend your skills and time to one of these important volunteer jobs:

- ♦ **Gardening Enthusiast:** You're just the person we need to help us plant and maintain flower baskets in the downtown this spring and summer. Take on the full job, or share it with others. These beautiful baskets need TLC throughout the season to make downtown shine. Got a green thumb? Call or email us!
- ♦ **Rosebush Aficionado:** We need a person knowledgeable about roses to help keep up the shrub roses in the City Hall stairway surround. Love the looks of those rose bushes (er, shrubs)? So do we. Can you help us keep them beautiful? Thank you so much!

Horticulture not your thing? We have more:

- ♦ **Photographer:** We need volunteers to help take high-resolution photos of downtown buildings for our Google 3-D project. You'll need your own camera and a steady hand! Can't wait to see your work!
- ♦ **Data Entry Whiz:** We are updating our property inventory for downtown, and need property information from the county parcel website entered into an electronic inventory. Work from home . . . in your jammies, if you like!
- ♦ **Event Planner/Project Manager:** The Promotions & Marketing Committee has such fun events planned. Can you take the lead? Contact us today!

Call or email Patrick Reagan today: 517 647 5027 or ddamainstreet@portland-michigan.org. Interested in other opportunities? Just let Patrick know -- we have a spot that's just right for you!

Many thanks to those who answered our call last month!

Branding update, cont.

Clement. "Most people are aware and proud of Portland's history, but we also need to identify the tangible evidence of that history." The team plans to work with the Portland Historical

Society to identify ways to honor and celebrate Portland's heritage in a more visible way.

The goal of the branding process is to focus on what's unique about Portland, and then create tools that will help the Main Street organization and downtown business owners market those assets to attract more visitors to the downtown. "People who visit Portland love it," said Clement. "If the businesses are to succeed and grow, we need to find ways to bring even more visitors to this wonderful place--visitors who will shop here, eat here, buy gas here, and more. The branding process will give us the tools to do so effectively. We're very excited about how it's coming together!" The team plans to launch the results of its work in the spring.

Something's always happening at Rush Hour Studios!

Guitar lessons . . . art classes & workshops . . .
paint your own pottery . . . glass fusing . . .
& more! What's your passion? Call today
for a schedule. Don't see what you want?
Call us -- we'll do our best to create a class
for you!

Rush Hour Studios

143 Kent St, 517 647 6710

Mon-Thu, 2-8pm; Fri, 2-5pm; Sat, 10am-4pm; other hours
by appt.

See www.rushhourstudios.com for schedules

Love Cheeky Monkey's
cookies? Now you can have
them fresh out of the oven at
home!



Peanut Butter Chocolate Chip, Chunky Monkey,
or any of our other varieties

For the month of February, stop in and get six
giant cookie-dough balls for the price of five

176 Kent Street / 517 647 0031
www.cheekymonkeysportland.com