

## FEBRUARY EVENTS

- 12 Valentine Art Walk  
Morgan's Alley  
10 AM—6 PM
- 15 Downtown Parking Meeting  
215 D Street  
8:00 AM
- 15 Economic Restructuring Meeting  
215 D Street  
1:00 PM
- 16 State of the Valley Luncheon  
Red Lion Hotel  
12:00 P.M.
- 18 Ty Wakefield Fundraiser  
Community Ctr.  
6:00 PM
- 24 Design Committee Mtg.  
215 D Street  
8:00-9:00 AM
- 24 Downtown Lewiston Mixer  
Orchid Room  
5:00-7:00 PM
- 25 SOUPport Our Shelters Lunch  
YWCA  
11 AM-1:30 PM

## MARCH EVENTS

- 7 Sesquicentennial Community Mtg.  
Community Ctr.  
6:00 PM
- 12 St. Patrick's Day Celebrations  
Downtown  
11 AM-3 PM
- 12 St. Patrick's Day Pub Crawl  
Downtown Lewiston  
4:00 PM—?



FEBRUARY 2011

**HIGHLIGHTS:**  
Downtown Mixer  
St. Patty's Day  
Parking Lots  
CDBG Funds Available  
YWCA Fundraiser  
Valentine Art Walk  
Family Fundraiser

*You are invited to attend the*  
**Downtown Lewiston Mixer**

*Take an active interest in the heart of your community by attending the Downtown Lewiston Mixer, an opportunity to mingle with key stakeholders and learn about the exciting revitalization happening downtown.*

**Thursday, February 24, 2011 | 5:00 – 7:00 p.m.**

**Orchid Room | Morgan's Alley, 2<sup>nd</sup> Floor | 301 Main Street, Lewiston**  
**Complimentary hors d'oeuvres | No host bar provided by La Boheme**

*The event will include a brief presentation on the efforts Beautiful Downtown Lewiston is taking to revitalize downtown Lewiston, including information on the highly acclaimed Main Street™ program. Beautiful Downtown Lewiston staff and board members will be on hand throughout the evening.*

**Questions? | [Breanne@beautifuldowntownlewiston.org](mailto:Breanne@beautifuldowntownlewiston.org) | 208.790.1148**

## St. Patrick's Day Celebration: March 12!



It's time to get your jig on in downtown Lewiston! St. Patrick's Day festivities are scheduled to take place on Saturday, March 12, from 11:00 a.m.—3:00 p.m. in Brackenbury Square.



## Private Parking Lot Owners:

If you are the owner of private parking lot in the downtown district, consider renting out a space or spaces to downtown residents. The Downtown Parking Committee is currently working with private parking lot owners to help alleviate the number of vehicles parking on Main and "D" Streets overnight. Should you be one of these private lot owners, please contact Breanne ([breanne@beautifuldowntownlewiston.org](mailto:breanne@beautifuldowntownlewiston.org) or 208.790.1148) - Beautiful Downtown Lewiston hopes to act as a liaison between interested owners and residents.

# The Downtown Dish

## A Guide to Great Window Displays

*Is your storefront a window into your store  
or a barrier to your business?*



- Make sure your window as a “5 second” message - you only have as much time as it takes to walk past your window to draw a customer in.
- Ask yourself: Does my storefront tell customers what my store is all about and does it reach out to my target market?
- Weeds, trash, ugly carpeting, dirty door handles, worn-out or overstuffed garbage containers all damage a customer’s impression of your business.
- Make sure your merchandise or business activity is visible by keeping your windows clean and clutter-free.
- Put flower planters in front of your store.
- Hang lights in the front window to make your store visible. The lights will attract attention at night and are a cheap crime deterrent.
- If your potential customers drive rather than walk, make your display larger and use more color to draw the attention of a passing motorist.
- Put prices on merchandise in the front window so that people can determine if the price is right for them.
- Post your business name and hours on your front door.
- Change your storefront display with the seasons or with special events. The changes will make shoppers take a second look at your storefront. A window that frequently changes and shows creativity is a crowd pleaser.
- Between displays spark customers’ curiosity while a fresh design is being installed.
- Less can be more, or at least more easily discernable to the eye. A cluttered window loses appeal and featured items can get lost.
- Not unlike a television commercial in which everyone remembers the commercial but forgets the product, you do not want your window dressing to overshadow your products.
- Whether the window is recessed or under a spotlight, the goal is to highlight the products within the overall display. If the window design simply features your brand/image, rather than specific products, then balance the lighting throughout.
- Place items in the window at varying heights and depths to catch shoppers' attention and make the overall display inviting to the eye.
- Single colors can create an attractive theme combining different textures and products of same color.
- Keep your window theme in mind and decorate according to that theme.

*Adapted from Leslie A. Robinson, Downtown Cedarstown Association*

## Community Development Block Grant Funds Available

The city receives approximately \$300,000 per year in Community Development Block Grant funding each August 1<sup>st</sup>. By early June, we are establishing priorities, calling for public comment, holding a public hearing and submitting a program for use of the funds to HUD. **There are many types of projects downtown business or property owners could request funding for**—conversion of vacant space to new apartments, upgrade to rental or owner occupied housing, upgrade to building exteriors and even some improvements to for-profit businesses’ buildings. So for example, fire sprinklers, new doors and windows, re-tooled mortar, new plumbing, HVAC, insulation, roofs, elevators, energy upgrades, elimination of code deficiencies could all be requested. Infrastructure upgrades such as sidewalk repair, new water or sewer lines may also qualify.

In general, the funds are to be used to benefit persons of low- moderate income through improved living conditions (rental or owner occupied homes) or job creation. Façade upgrades and elevators do not trigger job creation if the building is in an area where residents are primarily low-moderate income, such as the downtown census district.

Contact Stacie Badertscher at 746-1318 x 265 or [sbadertscher@cityoflewiston.org](mailto:sbadertscher@cityoflewiston.org) for more information.

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## From the Board...

**My Dream** By Michelle Witthaus, *Northwest Media*

My dream for downtown Lewiston is progressively becoming a reality. A vibrant and active downtown means so many things – business is thriving, there's entertainment, culture and good food for all ages.

Having the LCSC Center for Arts & History back downtown brings us a reason to visit, whether young or old, for a shot of culture with art exhibitions, family day, educational readings and more.

A renovated and re-designed Town Square gives me a much needed escape from the pressures and challenges of the daily grind with soothing jazz music and wine at Jazzy's, something for my sweet tooth (a red velvet cupcake) at Sugar Mammias and hopes for even more good things to come and fill the cool and awesome spaces still available.

The cozy atmosphere of La Boheme feeds my need to escape to a French/Italian café with a steaming latte over a business meeting or share a fruit and cheese plate with friend over a glass of local wine by Clearwater Canyon, Merry Cellars or Basalt.

I love going to Main St Grill and being treated like a celebrity by Chef Leo and Colleen. The Thursday lunch of fresh spring rolls and Thai Curry soup is healthy...and delicious. Oh, and did I mention the glass of local Clearwater Canyon wine?! Ok, so that goes really well with the butternut squash ravioli for dinner. And...I can't wait for the warm weather to hit so I can once again enjoy the patio for breakfast, lunch or dinner accompanied by two gorgeous yellow labs and my hubby.

The special treatment I receive from Deanna Haines and Herb Boreson at The Diamond Shop make me feel like a Hollywood star shopping on Rodeo Drive. My bling cravings and unique gift giving needs are fulfilled in one browsing.

This is just a sample of the extraordinary places you'll find downtown. When you need an escape from the ordinary, find something that fits the bill for you – in Beautiful Downtown Lewiston.

## Committee Comments

**Organization:**

The committee is planning an event for February 24, the Downtown Lewiston Mixer, as well as looking into updating the organization's non-profit status and recruiting more members and volunteers.

**Design:**

The committee chair presented report findings and a plan to implement wayfinding signs, and Beautiful Downtown Lewiston has been approved for funding. A total of 17 signs, 13 of which are in the downtown district, are slated to be complete in April.

**Economic Restructuring:**

The committee is gathering information from the country and city on sales tax data in the downtown district. Research is being done regarding low-interest loans for businesses. Focus groups will be held as follow up to surveys conducted in 2010.

**Promotions:**

The committee held a public meeting to garner feedback on the 2011 Calendar of Events, including Lewiston's Alive After Five. The meeting was well attended. Plans are being finalized for the Downtown St. Patrick's Day Celebrations on March 12.

# Happenings

## YWCA SOUPport Our Shelters Lunch

Can't get away—order seven or more bowls of soup and the YWCA will have a volunteers deliver the soup of your choice, bread, cookies and a drink (not to mention handmade soup bowl!) right to your door. The YWCA will also **deliver to Lewiston's Main Street with no minimum requirement** on the number of bowls being ordered. Delivery orders **MUST BE** prepaid and prearranged by **February 11**. The event takes place on **February 25**.

All profits are used to support the operation of the YWCA's domestic violence shelter and homeless shelter. Make your reservations for lunch delivery: **208-743-1535**.

## Library Foundation Gala

The annual fundraiser for the Lewiston Library Foundation—a group focused on all endeavors regarding the planning and construction of a new library for Lewiston residents—will take place on Saturday, **April 16** from 5:00-8:00 p.m. at the Lewis-Clark Plaza Hotel. The cost is \$100 per person. This event will feature gourmet hors d'oeuvres, drinks and live music. Your ticket to the event will also be entered into a raffle for a 9 day Caribbean Cruise for Two — only 249 tickets are sold meaning that each person's odds of winning this raffle item are 1 and 249!

## Valentine Art Walk

Morgan's Alley announces the first annual Valentine Art Walk, featuring the Blue Mountain Artisan Guild and community artists. Your perfect Valentine destination offers fine dining, wine and refreshments, music and gifts galore. Enter to win the Valentine gift basket for your sweetheart.

Friday, **February 11** from 5 – 8 pm and Saturday, **February 12** from 10 – 6pm. It's better than a box of chocolates!

## Ty Wakefield Family Fundraiser

The spaghetti and pizza feed and mini-auction will be held on Friday, **February 18** from 6:00-9:00 p.m. at the Lewiston Community Center. Entry by donation. There will be plenty to eat, soft drinks and no host wine and beer with a great selection of auction items.

Osteosarcoma cancer is a harsh villain. Ty, Angie, Tyler, Makayla, and Alexandria need your help...please give from the heart. For more information, call 208-746-3974.

# A View of Downtown

Send your own Beautiful Downtown Photos to [Breanne@BeautifulDowntownLewiston.org](mailto:Breanne@BeautifulDowntownLewiston.org)



*Saddle up? The sun sets on a hitching post, located on the corner of 3rd and D Street.*



*The old train station, which now houses offices, on Main Street in downtown Lewiston.*



*Yet another piece of Lewiston's rich history: Mary, the Thirsty Elephant. This sign, which you may walk by every day without noticing, gives a brief description of a colorful event in Lewiston's past. A prize goes to the first person to email [breanne@beautifuldowntownlewiston.org](mailto:breanne@beautifuldowntownlewiston.org) with the exact location of this plaque. \*Special thanks to John McKee for pointing out this interesting commemoration.*

# Beautiful Downtown Lewiston Members

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U of I/Nez Perce Co. Extension Office  
YWCA

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[www.beautifuldowntownlewiston.org](http://www.beautifuldowntownlewiston.org)



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