

2009 BOARD MEMBERS:

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(Economic
Development Chair)
Gray Plant Mooty

Penny White
(Membership Chair)
Resident

Executive Director
Pegg A.K. Gustafson
pegg@stcloudowntown.com

Assistant
Erica Knudson
erica@stcloudowntown.com

(320) 257-8600

A Special Thanks to Outgoing Board Members

Tony Goddard, Chriss Wohlleber and Chad Olson have served on the Downtown Council Board for the past three years. In fact, Chriss has served since before I started as Executive Director in 2001. These individuals shared a vision and passion for St. Cloud's Downtown, believed in the mission of the organization, and helped to motivate, affect change and improve our Downtown. On behalf of the entire Board, membership and staff, thank you for your dedication and commitment.

Welcome New Downtown Council Board Members

Paige LaDue Henry, Northern Brights



For nineteen years I have had my business in downtown St. Cloud, and I have a passion for historic downtown areas. Through the years I have remained positive and stand for the possibility that our downtown is becoming a Mecca of art, culture, retail, and dining; vibrant and here to serve all of central Minnesota. I would be honored to work directly with Pegg Gustafson and the Board of Directors of the Downtown Council in continuing their efforts to revitalize, energize, and redevelop our downtown.

Rob Ruprecht, Rasmussen College

Bred, educated and employed in the community I was born in, I have witnessed how our community and downtown have changed. I have played a role to some degree through employment and participation in creating some of those positive changes. I hope to share my experience in areas of commercial real estate, leasing and development in the downtown area. I look forward to uniting people toward a common vision and goal.



Lisa Johnson, Primevest



My vision of a robust downtown includes planning and design which promotes connection with the surrounding community and creates a destination. By incorporating multi-purpose spaces for community events with an inviting atmosphere and park-like areas, downtown businesses benefit through increased pedestrian traffic and improved marketing opportunities. I pledge to contribute enthusiasm, leadership, and dependability to the effort.

Kenneth Gorrell, Arts Co-Op

I have a fervor for a vibrant downtown that serves as an anchor for the entire community. In the 21 years I have lived in St. Cloud, I have come to understand that our downtown has the greatest concentration of goods and services of any area in St. Cloud. Downtown is on the move, and I believe I can be of service in helping the Downtown Council educate the community that our downtown is a safe, appealing, and important destination for filling the needs for a myriad of services and goods. I am interested in uniting our businesses—working from the grass roots, pooling our resources and promoting an image of Downtown as a place to be. The Downtown Council, in my view, is a facilitator, coordinator, and promoter; not the one who does it all for the businesses but the clearinghouse for promoting Downtown.



Annual Celebration, Thursday, April 16, 5pm at the Radisson

The Committee has planned a CASINO NIGHT for the Annual Celebration this year. All employees, clients and customers are welcome to attend. The invitations will be mailed in March. Sponsorship opportunities for you to consider include:



Royal Flush Sponsor — \$2,500

- Exclusive **title** sponsorship
- 20 free event tickets (valued at \$50 each)
- Logo on take-home deck of cards for all attendees
- Logo on poker play money
- Logo as premier sponsor on all marketing materials
- Option to host and staff card table with game
- Option to have a booth at the event
- Business featured for 1 month on the DTC website
- Business featured for 1 month in the Monday Morning Memo (MMM)

Full House Sponsor — \$1,500

- 15 free event tickets
- Signage at raffle table
- Logo on all materials as **raffle** sponsor
- Option to host and staff card table with game
- Option to have a booth at the event
- Business featured for 1 month on the DTC website
- Business featured for 1 month in the Monday Morning Memo

Three-of-a-Kind Sponsor — \$1,000

- 10 free event tickets
- Logo on all materials
- Option to host and staff card table with game
- Option to have a booth at the event
- Business featured for 1 month on DTC website
- Business featured for 1 month in MMM

Aces High Sponsor — \$500

- 5 free event tickets
- Name on all materials/Logo on invitations
- Option to host / staff card table with game
- Option to have a booth at the event
- Business featured for 1 month on DTC website
- Business featured for 1 month in MMM

Member News

The [Veranda Lounge](#) is pleased to welcome its newest member of the family, the Veranda Coffee Shop. The Shop is open Mon-Fri, 6am—2pm and Sat—Sun, 8am - 2pm.

[Express Employment Professionals](#) offers more than just staffing. Tightening budgets. Worried employees. Uncertainty about the future. Express can help you cut costs while meeting production demands, motivating your employees, and protecting your company. Specific services are available to help you get through these uncertain times and prepare for future growth. Call 251-1038 or visit www.expresspros.com.

The law firm of [Gray Plant Mooty](#) announced that Phil Kunkel has been selected by his peers for inclusion in the Best Lawyers in America 2009. Best Lawyers is based on a peer-review survey of more than 1.8 million evaluations. Kunkel practices in commercial and project financing and has been included in Best Lawyers for at least 10 years.

On Your Behalf

[Mahowald Financial Partners](#) (formerly Employer Benefits, Inc.) became a part of the Mahowald Insurance Agency officially on January 1st. Mahowald Financial Partners ("MFP") has been working with Mahowald Agency clients for almost 30 years, providing individuals and business with Death, Disability, Accumulation, and Distribution planning. These services include the review of legal documents (Wills, Trusts, Buy / Sell agreements), Insurance analysis, Retirement Plan and other Investment analysis. MFP provides products to support their recommendations, and works with each client to develop an annual review process to keep their plan current. They would also like to welcome the following employees of Mahowald Financial Partners: Tom D. St. Hilaire, Tom W. St. Hilaire, Sue Harren, Angie Bergren, Todd Howen, and Karin Aubol. For more information about Mahowald products and services, visit www.mahowald.net.

DTC to Accept Credit Cards

We are pleased to announce that the DTC will be able to accept credit cards (VISA/Mastercard) by February 1st. Many members prefer to pay by card. The membership renewals for 2009 have been mailed; if you prefer to renew with a credit card, please note it on your invoice and mail it in or give us a call for processing at (320) 257-8600.

RENEW YOUR MEMBERSHIP TODAY

This is an exceptionally exciting time as we begin our 2009 annual renewal for membership in the DTC. On behalf of the Board, thank you for your investment in the organization and Downtown.

Membership is the lifeblood of our organization. Annual dues help advance the strategic agenda for downtown and members are kept in the loop (and encouraged to participate) on key downtown issues, projects and programs.

Membership is open to any and all individuals, partnerships, firms, corporations and businesses interested in the welfare and development of St. Cloud's Downtown. I became a member just over a year ago. I am a St. Cloud native and pleased with the changes I've seen over the past few years. I found that the DTC played an integral role in transforming Downtown, and I wanted to help in any way I could. I am proud to be a member of the DTC, member of the Board of Directors and Chair of the Membership Committee.

In 2009 we plan to focus even more on marketing and business recruitment. We are in the process of overhauling our web site to provide a better tool for these purposes and to better serve you, our member.

Your membership is combined with 250 other members that buys time, energy, tangible projects and advocacy that benefit us all. On behalf of the DTC Board and staff, thank you for your continued commitment to the organization and our Downtown.

Penny White, Membership Chair

P.S. Current members will receive a 10% membership reimbursement for each new member recruited (signed and paid) within the first quarter of 2009.

Winter Nights & Lights Parade, Cold but Festive

It was a cold one but for those that ventured out on December 6th, it was well worth it. The floats were festive and the live reindeer were a hit!

We'd like to thank our many sponsors: **Herberger's, Venture Allies, GeoComm, Falcon Bank, Tri-County Abstract & Title, Health Partners, Regent Broadcasting, Wells Fargo, Leighton Broadcasting, Bernick's, RPC Printing, Xcel Energy, Gold'n Plump, Caribou Coffee and Miller Auto Marine Sports Plaza.** Spee Dee Delivery Service sponsored the food drive donations again this year. TJ Maxx Employees collected items for Anna Marie's.

Stay Informed

We send out a weekly online newsletter called the Monday Morning Memo. If you are interested in receiving the MMM, email your request to pegg@stcloudowntown.com.

Welcome Staci

Student intern [Staci Monson](#) has been hired to help execute the many projects currently underway.