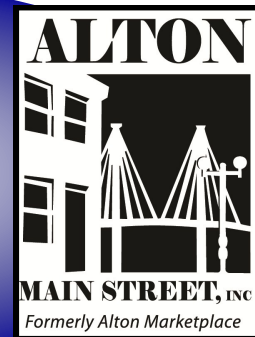


# The Main Street Merchant

FEBRUARY 2012 ISSUE



## After 16 years as Alton Marketplace, we are changing our name and bringing “Main Street” front & center

Our organization has taken big strides toward becoming more efficient and effective, and to signify the changes in leadership and organization of the program, we have adopted the new name “Alton Main Street”.

While the purpose of our not-for-profit remains the same (to be a public/private partnership committed to a focus on community involvement, beautification and economic development that builds on the assets of Alton’s historic downtown district), we have a new and improved strategy and we are creating a road map of measurable objectives in order to track the progress of the revitalization occurring in downtown Alton.

The 2012 Board of Directors includes 4 officers (President Ron Tanner, Vice President Lori Smith, Secretary Stacey Noble Loveland, and Treasurer

Mark Hackworth), as well as 5 committee chairpersons (Allan Largen - Promotions, Sarah Ansell - Design/Beautification, Patrick King - Organization, Jeannine Kelly - Economic Gardening, and Ann Bromaghim who will organize

organizations, business owners, and residents to participate in the process. All are encouraged to join forces with us to collaborate on creating a better future for our community.

Over the past 30 years, the Main Street movement has

transformed the way communities think about the revitalization and management of their historic downtown

commercial districts. Cities across the nation have come to see that a prosperous, sustainable community is only as healthy as its core.

Over the coming weeks, staff and board members will be walking the district and scheduling meetings with community groups to discuss future plans with stakeholders and reach out for ideas and new partners.

**Did you know that the overall crime rate in Alton has declined 36.2% between 1996 and 2011? For full details of the 2011 crime stat report, please contact Matt Asselmeier at the Mayor’s Office: 463-3500x3 or [masselmeier@alton-il.com](mailto:masselmeier@alton-il.com)**

the new Team Building/ Volunteer committee.) Our advisors include First Ward Alderman Jim Ryan, Third Ward Alderman Mike Velloff, Zeke Jabusch, President of the North Alton-Godfrey Business Council, and Tanja Moneyhun, President of the Upper Alton Association.

Alton Main Street will provide opportunities for

## Director’s Note ~

I am pleased to announce Alton Main Street’s new mission statement: Engaging our community in the continued renewal of our historic downtown district and Mississippi River heritage by cultivating an attractive center of economic and social activity.

I’m also proud to share that Alton has been chosen by the Illinois Main Street program to host the upcoming Directors Retreat in early March; Executive Directors from Main Street communities all around the state will be coming to town for training sessions and a leadership workshop. I am looking forward to taking my colleagues on a tour of our community and highlighting all of Alton’s progress.



*Sara*

## We want your 2¢

We’re excited about the opportunities that are within reach for the district, and we encourage suggestions and participation from our stakeholders. Take advantage of the following opportunities to share your ideas:

### What’s Up Downtown

Quarterly informational exchanges on development in the district, held from 5:30-7pm at the Jacoby Arts Center (627 E. Broadway)

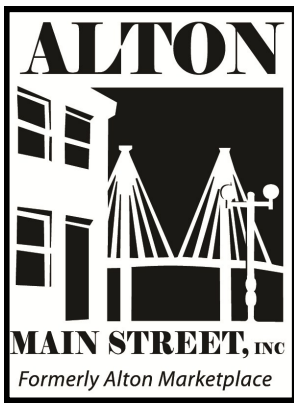
**Winter - Feb 9th  
Spring - May 10th  
Summer - Aug 9th  
Fall - Nov 8th**

### Brown Bag Networking

Meet new people & share information about your product or service from 11:30am-1pm. Come when you can & stay as long as you like—bring your lunch & we provide drinks!

Thurs, Feb 23rd at  
Advanced Wellness  
Chiropractic and Functional  
Rehab (231 E. Delmar)

Thurs, March 15th at Saint  
Clare’s Professional Building  
(815 E. Fifth St.)

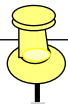


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*Engaging our community in the continued renewal of our historic downtown district and Mississippi River heritage by cultivating an attractive center of economic and social activity.*



## Mark Your Calendars

FOR THE

### Challenge of the Bluffs

5-mile run or  
2-mile walk

**Sat, March 31st**

8am start time  
at the corner of  
3rd & Belle Streets

Download the race map  
and registration form

on our website:

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

or register online at:

[www.Active.com](http://www.Active.com)

## Alton Main Street Partners—News, Sales & Events!

### Body Restoration—

Body Restoration, at 325 Market Street, was started by Dawn Wilson and Teresa Woulfe in Feb of 2007, and offered therapeutic massage. Over the past year big changes have been taking place. With recent renovations, they have more than tripled their space and have become Body Restoration Salon & Spa! They are celebrating their five year anniversary, and are thrilled to welcome the additions of Estheticians, Stephanie Evans and Julie Wheeler, Licensed Acupuncturist, Kay Mondin, and stylists, Valerie Shaw and Mallory Edwards, to their spa family. They are now proud to offer a full range of spa services, including massage, acupuncture, manicures/pedicures, facials, waxing, permanent makeup and a full service hair salon. In addition to hair and beauty products, they carry mineral makeup by Jane Iredale, the #1 selection of skin care professionals, and are the exclusive dealer of jewelry by Lezli A. Come visit their beauti-

ful, yet relaxing and welcoming atmosphere. They are happy to create customized spa packages for your beauty and relaxation needs. To see a full list of services and prices, please call 463-2222 or visit [www.bodyrestorationspa.com](http://www.bodyrestorationspa.com)

### Alton Symphony Orchestra—

On Sun Feb 26th, ASO presents: "Isn't it Romantic?", a concert featuring music by two masters of the romantic era that is sure to fire your imagination and emotions! Laura Garritson Parker, will perform Concerto No. 1, and the second half of the concert features Dvorak's Symphony No. 8. Join them in the beautifully renovated Hatheway Cultural Center on the campus of Lewis and Clark Community College (5800 Godfrey Rd., Godfrey, IL) at 3:00 pm.

### Spirited Events & Design—

A unique company located at 302 E. Broadway, specializing in wedding design and coordination. They are a one stop source that can coordinate your details through their extensive vendor network of photog-

raphers, bakers, florists, DJs, and much more. Spirited Events and Design will help you create your perfect day. Call 363-6700 or email [amazingevents2@gmail.com](mailto:amazingevents2@gmail.com) to schedule your free consultation with Rebecca!

### WBGZ—

Did you know that your local radio station offers incredible deals online 24/7? Simply visit: [www.altondailynews.com](http://www.altondailynews.com) and click the button for "Alton Daily Bargains" to see the wide selection of choices: restaurants, cleaning services, car maintenance, health clubs and so much more—all at unbelievable discounts. Area businesses are encouraged to take advantage of this service, you receive 100% retail price in ad credit for the deals that you offer on the website. Call 465-3535 or email [office@wbgradio.com](mailto:office@wbgradio.com) for full details.

### Southern Girls BBQ—

Is moving to Mineral Springs Mall! Same great menu—lots more seating. Serving at the Jacoby Arts Center on Sat Feb 4th during the Park Avenue Band concert, tickets are \$10!

*Jazz on Broadway—check out everything happening at 554 E. Broadway*

*Super Bowl Party starting at 5pm—watch the big game on our 120" big screen TV! This & every Sunday, enjoy the sounds of Fred Walker's Saxy Jazz!*

*Ralph Butler & Gigi Darr every Wednesday / Tim Cunningham every Friday*

*Valentine Party on Friday 2/10, Tim will be joined by Anita Jackson along with Theo Peoples formerly with the Temptations and the Four Tops!*

*To receive regular updates send a message to [jazzonbroadway@gmail.com](mailto:jazzonbroadway@gmail.com)*