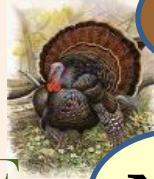


# REDISCOVER *historic* MARTINSVILLE



November 2009

## NEWSLETTER

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### RHM NEWS

Several years ago, 2004 actually, Jack Shultz brought his book to Martinsville and talked with leaders of the community regarding growth and gave his 7 ½ Keys to big success in small towns. The book is called Boom Town USA and grabbed this writer by the collar and got my attention. Since reading the book, I must admit not all of it, but the recent buzz around town regarding Rediscover Historic Martinsville has me curious and I've picked up the book again. In it Mr. Shultz mentions what small and medium-sized towns and cities must do to share in the economic good times (remember this book was written a few years ago).

Schultz coins the term "agurbs" as a label for a new kind of economic development.

"Agurbs" are those areas outside the major influence of metropolitan areas that have historically been agricultural in nature. But that is changing, he argues, as more and more people seek a good life in these outlying areas. The population is moving and economic development is sure to follow. However, he cautions that not every community will prosper. If they are to compete successfully in this new kind of development market, he suggests that cities must:

1. Adopt a "can do" attitude; 2. Shape their vision; 3. Leverage their resources; 4. Raise up strong leaders; 5. Encourage an entrepreneurial approach; 6. Maintain local control; 7. Build their brand; and 7½. Embrace the teeter-totter factor.

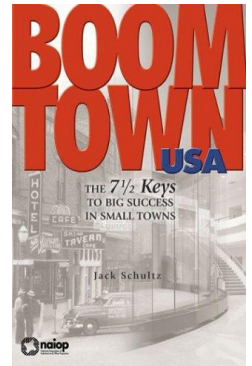
All of these keys are interesting, but for this space let's talk about number 7, build their brand.

Schultz writes that branding sets towns apart by giving the region, state or even the nation notice of what the town is about and what it offers. He believes though that a town shouldn't focus its initial efforts on its brand, citing examples of Mackinac Island, Michigan; Tombstone, Arizona; Branson, Missouri; and Leavenworth, Washington, as places that worked to achieve a vision first, then a brand. "It might surprise you that your town has a message; it does, whether it has been consciously crafted or not. He states, "that message is delivered to outsiders each time they visit your town and to your townspeople on a daily basis."

We certainly have a vision. "The efforts of Rediscover Historic Martinsville in downtown Martinsville will result in measurable economic development based on the following, 1) An increase in the number of rehabilitated buildings 2) Fewer unoccupied buildings, units, and upper floors 3) A greater diversity of business offerings 4) The enhanced physical appearance of public areas including sidewalks, streets and alleys, and 5) A greater collective sense of responsibility for our downtown." Pretty aggressive I'd say; but doable because we've already adopted key number 1, the "can do" attitude and number 2, "the vision". My question is this. Does Martinsville have a brand? What or who are we? What sets us apart from the rest? Got an answer to these questions? Let us know at [rediscoverhistoricmartinsville@gmail.com](mailto:rediscoverhistoricmartinsville@gmail.com).

Schultz's book will change the mind of even the most hardened cynic about the future of small town America. It advocates looking inward for the keys to success – nurturing vision and optimism, building on existing assets and leveraging leadership.

MARTINSVILLE MATTERS! WATCH US GROW.



The Halloween event was very successful. Hundreds of kids, old and young, swarmed the downtown in their costumes looking for treats. The event started at 4:00 with the pumpkin carving contest and worked into the tree decorating as well as the scarecrow building portion, but the lines were long, and a little wet I might add, when the pumpkin seed spitting began. Contestants lined up after reaching into a ready supply of seeds, you guessed it, in a fresh pumpkin. Some were a little squeamish at first but the spitting ensued and an overall winner emerged leaving the onlookers treated, or tricked, with a little pumpkin precipitation. Thanks goes to the Mayor, and Martinsville's finest, for blocking off the streets providing for a safe trick or treat evening, and all of the volunteers that make each event memorable.

Get ready for Santa! Thanksgiving will be on us next week and just when the turkey is all gone from the fridge it'll be time for a visit from our friend from the North Pole. Country Christmas will be the event on the square for December. From 11:00 a.m. to 3 p.m. on the 12<sup>th</sup> Santa will set up his house (across from the Post Office) where he will hear our wishes for Christmas. A Christmas parade will take place around the square, and you can take a wagon ride on a scenic tour around the downtown and the fare will be just one can of food which will be donated to the Red Barn. Get your picture taken with Santa. Santa will be back on the Square the 19<sup>th</sup> as well, from 11:00 a.m. to 3:00 p.m. in case you forgot to wish for something. A visit from the animals that showed up last year should be fun, and I hear tell that Rudolph will be there as well looking to get his picture taken with you.



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***Come join the fun in 2010***

**March 17** St Patty's Day

**April 3** Easter Egg Hunt

**May 1** Picking Petals/prizes

**June 5** Summer Fest

**July 3** Independence Celebration

**\*August 14** Wellspring Blue Grass BBQ

**September 18** Apple Fest & Dance Square, Hip Hop, Ball Room, Swing

**\*October 7 -10** Fall Foliage

**October 30** Halloween on Square

**\*November 13** Holiday Open House

**December 11** Country Christmas

**\*denotes on the square but not a Rediscover event**

**There will be 4 CONCERT ON THE SQUARE SUMMER CONCERT SERIES dates for 2010**

**May 15<sup>th</sup>** - The Nostalgia Band will be kicking off the series

**June 19<sup>th</sup>** -

**July 17<sup>th</sup>** -

**August 21<sup>st</sup>** -

**SEE YOU THERE, ON THE SQUARE!**

**from the  
Organization Committee**

Please Support These Martinsville Businesses who support the renewal of our economic and cultural community and the efforts of Rediscover Historic Martinsville.

<u>First Name</u>	<u>Last Name</u>	<u>E-mail Address</u>	<u>Phone</u>	<u>Company</u>
Michelle	Collins	ambienceartisticphotography@yahoo.com	765.346.7178	Ambience Photography
Melanie	Perkon	jmperkon@iquest.net		Antiques on Main
Sally	Hedges	artworksofmartinsville.com		Artworks
Linda	Barrett	artworksofmartinsville.com	765.342.2320	Artworks Of Martinsville
Joni	North	jonibcdirector@yahoo.com	765.315.8249	BeautiControl/South Central DSAA&C Assoc.
Roberta	Snow	berriesivyinc@yahoo.com	765.342.7722	Berries and Ivy
Jackie	Blackwell	blackwellantiques@gmail.com	765.352.8260	Blackwell Antiquities & Gifts
Dave	Belbot	sidewindermidget@yahoo.com		DB Antiques
Sarah	Fredericksen	Dancersedgedc.com	765.342.5820	Dancer's Edge
Deanna	Barley	delynjewelry@hotmail.com	765.342.7300	Delyn Jewelry
John	Anderson	meltencrob@yahoo.com		Ellis Jewelry
Patty	Meyer	patty10135@yahoo.com		Espresso Coffee Bar
Ron and Vina	Myers	134 E Morgan Street	765.342.8155	Family Clothing Store & Ron Myers Plumbing
Bryan	Collier	BCollier@hrblock.com		H & R Block
Bob	Elliott	rlelliott@scican.net		Greater Martinsville Chamber of Commerce
Roger & Sharon	Pearson	hprints44@yahoo.com	765.349.8830	Hand Prints Ink
Kim and Jill		jkscheesecakecafe@att.net		J K Cheesecake Cafe
Jackie	Cook	cook.jackie81@yahoo.com		J.C. Ferguson Co
Chip	Keller	kellers.os@comcast.net	765.349.1215	Keller Office Supply
Eric	Singer	krypton_comics@yahoo.com	765.352.9493	Krypton Comics
Pam	Badger	pbadger13@yahoo.com	765.318.9621	Martinsville Candy Kitchen
John	Badger	johncandykitchen@yahoo.com	765.342.0744	Martinsville Candy Kitchen
Tammy and Anthony	Hiner	achiner@comcast.net	765.342.3444	Matrix Graphics
Kathy	Maxwell	rmax32@scican.net		Maxwell's Art Gallery & Framing
Melissa	Schiff	melissa.schiff@melissaschiffcpa.com	765.349.8272	Melissa A Schiff, CPA PC
Mary	Ferling	ferling66@hotmail.com	765.349.7330	Oh So Chic
Cindy	Goodnight	gary_goodnight@sbcglobal.net	765.342.0900	Peace Frogs
Phil	Deckard	mayor@martinsville.in.gov		Deckard & Assoc. Real Estate & Auctioneering
Phil	Deckard II	prdeckard@martinsville.in.gov		Deckard & Assoc. Real Estate & Auctioneering
Tonya	Arnold	tarnold17@hotmail.com	765.349.8990	Primitive Pleasures
Jill	Finney	ffinney46151@yahoo.com	765.342.4660	Queen Anne's Lace
Art	Brill	art.brill@realliving.com	765.346.1232	Real Living Town and Country Real Estate
Mandy & Tony	Marsh	mandy@remembrancephotos.com		Remembrance Photography
Tony	Demott	supersports@iquest.net	765.342.9870	Super Sports
Heather	Inabnit	h.inabnit@yahoo.com	317.313.0378	Tupperware
Thomas	Delaney	trdfuh714@yahoo.com	765.349.3369	The Olde Northside Bar & Grille
Brad	Nicholson	water-towine@hotmail.com	765.318.7222	Water To Wine Catering

## LEADERSHIP

**Rediscover Historic Martinsville's Official Board of Directors** – Meeting at the Art Sanctuary on the 3<sup>rd</sup> Thursday of the month at 7:00

Art Brill	Real Living - Town and Country Real Estate	765 349 7653
Danny Stewart	Resident	765 349 8144
Eric Bowlen	East Middle School Principal, City Councilman	765 318 3039
Jackie Blackwell	Building owner, Blackwell Antiquities and Gifts, Board Secretary	765 352 8260
Joanne Stuttgen	Morgan County Historic Preservation Society President, Martinsville Planning and Zoning	765 349 1537
Ron Stanhouse	Owner, Kivett Building and Art Sanctuary, Economic Restructuring Committee Chair	812 345 1091
John Badger	Building Owner, Martinsville Candy Kitchen, Board Vice-President, Promotions Committee Chair	765 342 0744
Karen Melaniphy	Owner, Odd Fellows Building, Board Treasurer, Design Committee Chair	630 417 3267
Kenny Hale	President, County Council	765 342 1060
Terri Barnes	Office Manager, Fall Foliage Festival, Organization Committee	765.342.0332 - Work
Del Chafey	Resident, Board President, Organization Committee Chair	765 342 6082

Each board member has committed to serving Rediscover Historic Martinsville, the mission, the vision, and the membership. Don't let your questions or problems go unanswered; rely on your leadership for answers.

## COMMITTEE INFORMATION

**Promotion Committee** – This committee meets the 1<sup>st</sup> Thursday of the month @ 6:30 in the Martinsville Candy Kitchen – John Badger is the Chairman, Darrin Maxwell is the Vice-Chairman. The committee is working hard to promote local commerce by bringing folks downtown through several events in the year.

**Organization Committee** - Meeting at the Chamber office on the 2<sup>nd</sup> Thursday of the month at 7:00, the committee is looking at the adopted by-laws, policies and procedures for the group. They promote the group. They are Chaired by Del Chafey and Vice Chair Jamie Thompson.

**Design Committee** – This committee Chaired by Karen Melaniphy, Vice Chair Joanne Stuttgen, is responsible for directing the design, or redesign, of our downtown. They will be working with Odle, McGuire and Shook when the Community Foundation Grant is awarded to the group. They meet on the 3<sup>rd</sup> Thursday @ 6:00.

**Economic Restructuring Committee** – Currently meeting when necessary, the committee's Chairman is Ron Stanhouse with Joanne Stuttgen as the Vice Chair. This is a very important committee in that they will be looking at where we are and where we could/should be in regards to business on the square. Promoting commerce is a job that all committees will encounter but this committee will be knee deep in commerce for our downtown; our future.

Want to help? Call any of the Committee Chairs, they are also Board members, or call the Rediscover Historic Martinsville hot line at 765-352-8261, or email [rediscoverhistoricmartinsville@gmail.com](mailto:rediscoverhistoricmartinsville@gmail.com)

### TOP 10 WAYS You Can Help Improve Downtown Martinsville

- 1: Buy goods and services from Downtown businesses.
- 2: Attend community celebrations Downtown.
- 3: Support efforts to keep Downtown clean.
- 4: Eat at a Downtown restaurant.
- 5: Perform as many errands and activities Downtown as you can.
- 6: Walk...don't drive! See what Downtown has to offer. Take in the historic architecture.
- 7: Volunteer with youth and encourage them to take part in activities that benefit Downtown.
- 8: Bring friends Downtown with you to shop, dine or take a stroll.
- 9: Participate in community discussions on the future of Downtown.
- 10: Invest your time, volunteer and join Rediscover Historic Martinsville!

### Why is downtown important?

Downtown provides a sense of community and place. As Carol Lifkind, author of *Main Street: The Face of Urban America*, said "...as Main Street, it was uniquely American, a powerful symbol of shared experiences, of common memory, of the challenge, and the struggle of building a civilization... Main Street was always familiar, always recognizable as the heart and soul of the village, town or city."

### LINKS:

<http://www.americantowns.com/in/martinsville>

<http://www.martinsvillechamber.com/>

<http://www.in.gov/ocra/>

<http://www.preservationnation.org/main-street/>

<http://www.martinsville.in.gov/>



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