

# Brainerd Main Street Connect. Lead. Grow.

## NEW WEBSITE FOR MAIN STREET

DowntownBrainerd.com - the new website dedicated to Brainerd's Main Street District - is scheduled to go live this Spring. All businesses and organizations in the program area will be listed for free. The website, designed by RedHouseMedia, will give businesses the opportunity to post specials, property owners to list available spaces for rent, and visitors to know all the diverse businesses and events the area has to offer. Businesses in the Main Street District should see a letter arriving this week - if you don't receive one by March, contact Emily. The Brainerd Main Street Promotion Committee, chaired by Geoff Gorvin of Hansen & Gorvin Marketing Services, will promote the website launch to the community and visitors.

**BRAINERD MAIN STREET LINKEDIN** A special group has been created at LinkedIn.com for the Main Street area businesses to share ideas and get to know each other through this professional social media network. Contact Emily.

**WOMEN'S WALK-ABOUT** The last Walk-About was a huge success with over 170 participants. Another night focused on pampering women will be held Thursday, May 7, 4-7:50 p.m. and chaired by Becky Flansburg, The Office Shop. Our goal is to increase visibility, traffic, and sales for the Brainerd Main Street Program area businesses. End-of-the-night prize donations are currently being accepted. The registration deadline for businesses participating in this event is March 31, contact Emily for more information and registration.

## CITY COUNCIL TO VOTE ON CONTRACTOR

Bids from contractors for the Spring 2009 Street/Utility reconstruction project will be opened February 24. On the following Monday, March 2 the City Council is set to vote on which to accept after hearing a recommendation from the Main Street Advisory Committee. The City Council is also scheduled voting on which of the three add-alternates (kiosks, pavers, and portable planters) to include with the street/utility reconstruction project. The project is planned to start in Spring 2009.

**BRAINERD FAMILY YMCA** will fill you up with a lasagna lunch and then get you moving at the Brainerd Lakes Chamber CHOW on Thursday, February 26. Register at events calendar on [explorebrainerdlakes.com](http://explorebrainerdlakes.com).

## MAIN STREET AT THE COMMERCE & INDUSTRY MARKETPLACE

Chamber member businesses in the Main Street area are invited to pool their resources and share a booth at the C & I Marketplace this year. If you are interested in taking advantage of this opportunity, contact Emily for further details. Drawing more than 10,000 attendees each year, the 2009 Commerce & Industry Marketplace with major sponsor Brainerd Lakes Health provides a venue for businesses to make onsite sales, reinforce their brand, and generate leads that will pay dividends the entire year. NEW this year, the Spring Outdoor Expo organized by BL Broadcasting will join this event in Gold Medal Arena on April 3 & 4. Sign-up now to showcase your business by contacting Mary Gottsch at (218) 822-7127.

**MARKETING FOR NON-MARKETERS** **Marketing** - Marketing is the association of your established brand with products and or services in the mind of a particular person, demographic, geographic and/or professional group. A "market" is that identifiable person, demographic, geographic and/or professional group. While public relations is the process of branding, marketing is the process of "establishing the brand." **Advertising** - Advertising is the establishment of a sense of need for a product or service in the mind of your market. Even if your market knows your name (brand) and your products/services, if they do not know that they need your products or services, they will never buy! On the other hand, if they feel the need for your product and you have established your brand, they will seek you out. *From: The National Dipper, November/December 2008, "Marketing Triage" by Dr. Maurice A. Ramirez.*

## GET INVOLVED

**Promotion**  
Tues., Feb. 24, 8 a.m.  
Sawmill Inn

601 Washington St.  
**Open for Business Taskforce**

Wed., Feb. 25, 5:30 p.m.  
CatTales Books & Gifts  
609 Laurel St.

**Design**  
Tues., Mar. 3, 9 a.m.  
Brainerd Lakes Chamber  
124 N 6th St.

**Women's Walk-About Planning**

Thur., March 5, 8 a.m.  
The Office Shop  
712 Maple St.

**Design**  
Tues., March 17, 9 a.m.  
Brainerd Lakes Chamber  
124 N 6th St.

**Business Improvement**  
Wed., March 18, 2 p.m.  
Brainerd Lakes Chamber  
124 N 6th St.

## Working for You

### Brainerd Main Street Advisory Committee

This committee is responsible for the direction and oversight of the Brainerd Main Street program and lends sustainability to the viability of the Central Business District (CBD as defined by the 2002 Master Plan).

### Brainerd Main Street Advisory Committee Members

Kim Ellingson, Bremer Bank  
Jackie Froemming, BNNA  
Al Gmeinder, Sawmill Inn  
Sheila Haverkamp, BLADC  
Terry Johnson, Liberty Tax Service  
Vince Kline, Bob & Fran's Factory Direct, Inc.  
Randy Moores, Northwind Grille  
Ed Menk, E.L. Menk  
Bob Olson, City of Brainerd  
Mark Ostgarden, City Planner  
Lisa Paxton, Brainerd Lakes Chamber CEO  
Chris Robinson, Brainerd Lakes Chamber Board  
Andy Smith, First Lutheran Church  
Paula Zelinske, Yesterday's Gone

### E-Newsletter

Please email Emily at [eroragen@explorebrainerdlakes.com](mailto:eroragen@explorebrainerdlakes.com) to receive via email.



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Brainerd Lakes Chamber  
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Brainerd, MN 56401

**The Brainerd Main Street Program is served by the Brainerd Lakes Chamber who works with your leaders to continue to connect businesses and lead the drive for responsible and profitable growth. If you would like to get involved or have questions contact your Chamber staff or volunteers.**