



**MAIN STREET ADVISORY BOARD MEETING  
AGENDA**

**Gonzales Municipal Building  
820 St. Joseph Street, Gonzales, Texas  
Tuesday, August 26, 2014– 5:30 p.m.**

1. Call to Order.
2. Public Comments.
3. Approve minutes for July 22, 2014
4. Discuss and Consider partnering with Gonzales County Historical Commission for their Premier Weekend event.
5. Discuss and Consider grant opportunity.
6. Discuss and Consider banners on Confederate Square.
7. Review Treasurer's report for July 2014.
  - a. Promotion Committee.
    1. Discussion and any action regarding:
      - a. Happy Fall Ya'll
      - b. Winterfest/Christmas Parade
  - b. Christmas Decoration Committee
    1. Discussion and any action regarding Christmas Decorations.
  - c. Organization Committee.
    1. Discussion and any action for Organization Committee.
  - d. Design Committee.
    1. Discussion and any action for Design Committee.
  - e. Economic Restructuring Committee.
    1. Discussion and any action for Economic Restructuring Committee.
8. Manager's Report.
9. Board Comments.
10. Next meeting will be September 23, 2014 at 5:30 p.m.
11. Adjourn.

I certify that a copy of the August, 2014 agenda of items to be considered by the Gonzales Main Street Advisory Board was posted on the City Municipal Building bulletin board on the 23rd day of August, 2014, at 9:30 a.m./ p.m. and remained posted continuously for at least 72 hours proceeding the scheduled time of the meeting. I further certify that the above agenda was removed on \_\_\_\_\_ day of \_\_\_\_\_, 2014 at \_\_\_\_\_ am/pm. I further certify that the following News Media were properly notified of the above stated meeting: KCTI Radio Station, Gonzales Inquirer, and Gonzales cannon.

Barbara Friedrich  
Barbara Friedrich, Main Street Administrator

The meeting facility is wheelchair accessible and accessible parking spaces are available. Request for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's office at (830)672-2815 for further information.



## MAIN STREET ADVISORY BOARD MEETING

Gonzales Municipal Building

820 St. Joseph Street, Gonzales, Texas

Tuesday, July 22, 2014– 5:30 p.m.

### MINUTES

On the 22nd day of July 2014, at 5:30 p.m. the Gonzales Main Street Advisory Board convened in a Regular Meeting at the Gonzales Municipal Building, 820 St. Joseph, Gonzales, Texas.

The following members were present constituting a quorum.

Del De Los Santos, Connie Dolezal, Susan Weber, Melissa Taylor, Sherri Schellenberg, Carlos Camarillo, Diane McCaskill, Kacey Lindemann Butler, and Egon Barthels

Absent: Lisa Brown, and Diane McCaskill

Others: Barbara Friedrich,

1. **Call to Order.**

Chairman Del De Los Santos called the meeting to order at 5:30 p.m.

2. **Public Comments.**

Connie Dolezal reported to the board that she was asked to meet with the Gonzales County Historical Commission about an event they would be having at the Crystal Theater on October 11, 2014. The commission asked that if Main Street would take a part in the event by cleaning up the town. This will be placed on the August Agenda.

3. **Approve minutes for June 24, 2014**

Following discussion, Susan Weber moved to approve the minutes of June 24, 2014. Egon Barthels seconded the motion. The motion prevailed by unanimous vote.

4. **Discuss and Consider Business Development Grant Application.**

Barbara Friedrich presented a Business Development Grant Application from Andover Goliad LLC to the board.

Following discussion, Kacey Lindemann Butler moved to approve funding up to \$10,000.00 to Andover Goliad LLC for renovations of their building at 512 St. James Street with approval of paint colors by the board. Susan Weber seconded the motion. The motion prevailed by unanimous vote.

5. **Discuss Appointments/Reappointments to Main Street Advisory Board.**

Barbara Friedrich explained that City Council had approved that all board appointments/reappointments will be on the September City Council Agenda. This will coincide with the City's fiscal year. She reported that the following board members terms will expire on September 30, 2014: Egon Barthels, Melissa Taylor, Susan Weber, Kacey Lindemann Butler, Connie Dolezal, and Lisa Kay Brown. She asked that they e-mail her as to if they would like to be reappointed to the board. There is one vacancy to the board. A public notice will be put in the paper requesting board members.

6. **Review Treasurer's report for June 2014.**

Treasurer's report was reviewed. Connie Dolezal ask if we had to pay the Emotions since there was a rain –out.

a. **Promotion Committee.**

**1. Discussion and any action regarding:**

**a. Happy Fall Ya'll**

The board decided not to have a Fall Decorating Contest this year. Instead they will encourage the business owners to decorate for fall before Come and Take It by putting notices on Facebook.

Discussion was made about having Happy Fall Ya'll in October. This was tabled until the next meeting for further information.

**b. Winterfest/Christmas Parade**

Discussion was made about changing the Christmas Parade to the Friday after Thanksgiving. It was noted that the parade was scheduled for the same weekend as the Historic Homes Tour in order to attract more visitors.

This was tabled until the next meeting.

**b. Christmas Decoration Committee**

**1. Discussion and any action regarding Christmas Decorations.**

Connie Dolezal reported that she had gotten a bid from Georg's Yard Art for the new Santa's House. The bid was for \$1,025.00. The Committee will meet on Monday July 28<sup>th</sup> at 10 a.m. at Connie's house.

Following discussion, Susan Weber made a motion to purchase the Santa's House from George's Yard Art. Diane McCaskill seconded the motion. The motion prevailed by unanimous vote.

**c. Organization Committee.**

**1. Discussion and any action for Organization Committee.**

**1. Volunteer Appreciation.**

Volunteer Appreciation Party will be July 25, 2014 at 7 p.m. at Running M Bar and Grill.

**2. Board Training.**

Board Training will be August 18, 2014 at City Hall at 5:30 p.m. Texas Main Street State Coordinator Debra Drescher will be facilitating the meeting.

**d. Design Committee.**

**1. Discussion and any action for Design Committee.**

None

**e. Economic Restructuring Committee.**

**1. Discussion and any action for Economic Restructuring Committee.**

**7. Manager's Report.**

Barbara Friedrich reported on the progress of the façade grant projects.

**8. Board Comments.**

**9. Next meeting will be August 26, 2014 at 5:30 p.m.**

**10. Adjourn.**

No further matters were discussed. Meeting was adjourned by motion by Sherri Schellenberg and seconded by Egon Barthels.

Barbara Friedrich, Recording Secretary

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Del De Los Santos, Chairman

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Melissa Taylor, Secretary

## Barbara Friedrich

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**From:** Texas-ms-mgrs-l <texas-ms-mgrs-l-bounces@lists.thc.state.tx.us> on behalf of Rebekka Adams <Rebekka.Adams@thc.state.tx.us>  
**Sent:** Friday, August 15, 2014 8:07 AM  
**To:** Main Street Managers Listserv (texas-ms-mgrs-l@lists.thc.state.tx.us)  
**Subject:** [Texas-ms-mgrs-l] Grant Opportunity  
**Attachments:** ATT00001.txt

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Main Street Managers,  
Here is an exciting grant opportunity for you ...

### Grant Opportunity for Small to Mid-Sized Cities!

The Levitt AMP Grant Awards is an exciting new matching grant program made possible by Levitt Pavilions, a national nonprofit dedicated to strengthening the social fabric of America through the power of free, live music.

Each grantee will receive up to \$25K each in matching funds to present a minimum of 10 free outdoor concerts presented over 10 consecutive weeks during 2015-16.

Check it out at: <http://amp.levittpavilions.org/>

## Eligibility Criteria

- ? Applicant must be a U.S.-based 501(c)3 nonprofit organization or a municipality partnering with a 501(c)3 nonprofit.
- ? All small to mid-size cities within the United States with a metropolitan population of up to 400,000 people may apply.
- ? The public space where the free concerts are to be presented must be outdoors, easily accessible to a wide range of socio-economic groups, and have a lawn-like setting with no fixed seating.
- ? The public space where the free concerts are to be presented must be located at least 30 miles or more from an existing Levitt venue.
- ? The entire concert series must be free to the public, open to all ages, and presented over 10 consecutive weeks, between May 1, 2015 and April 30, 2016.
- ? Applicant must display a successful track record of presenting professional quality concerts or community events, or be engaged with an individual or organization that has done so.
- ? Applicant must demonstrate matching funds, dollar-for-dollar, from other sources.

Note the application date of October 15.

**Rebekka Adams**  
Assistant State Coordinator  
Texas Main Street Program  
Texas Historical Commission  
P.O. Box 12276  
Austin, Texas 78711-2276

## Barbara Friedrich

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**From:** Ann Covert <email@stjamesinn.com>  
**Sent:** Monday, August 11, 2014 7:18 AM  
**To:** Barbara Friedrich  
**Cc:** Allen L. Barnes; 'CLARENCE Opiela'; Tim Patek  
**Subject:** RE: question

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**Categories:** Red Category

Barbara, why does it take a board decision to replace banners that were there and now gone? And, if they are being stolen, and if we want to have banners downtown will you hold some in inventory to replace the stolen ones. Is there a particular bracket that would have a more secure end so the banners could not be pulled off easily? I do not see empty banner racks in other communities. As you know I have long encouraged having banners on the posts downtown but to just see the poles where banners were is more of an eyesore than not. They have been missing for months. I'm beginning to think banners on the poles downtown may not be the best way to have color and visual , cheerful greeting downtown. Perhaps they should be hung from the utility poles far enough up to not offer temptation for theft. Thanks, Ann

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**From:** Barbara Friedrich [<mailto:bfriedrich@cityofgonzales.org>]  
**Sent:** Tuesday, August 05, 2014 3:54 PM  
**To:** [email@stjamesinn.com](mailto:email@stjamesinn.com)  
**Subject:** FW: question

Hi Ann,

Several of these banners have been stolen. I will put this on the Main Street Agenda for August to see how the board would like to proceed.

Thanks....

*Barbara Friedrich*  
Main Street Administrator  
City of Gonzales  
P. O. Box 547  
Gonzales, Texas 78629  
830-672-2815

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**From:** Tim Patek  
**Sent:** Monday, August 04, 2014 3:54 PM  
**To:** Barbara Friedrich  
**Subject:** Fwd: question

FYI. Tim

Sent from my iPhone

Begin forwarded message:

**From:** Ann Covert <[email@stjamesinn.com](mailto:email@stjamesinn.com)>

**Date:** August 4, 2014 at 2:11:34 PM CDT

**To:** 'Tim Patek' <[TPatek@cityofgonzales.org](mailto:TPatek@cityofgonzales.org)>

**Subject:** question

- 1) Where are we with dressing up the downtown area with banners for the empty racks that are hanging on several of the lightposts?
- 2) Will you meet with me sometime this week to discuss parks and park possibilities – something for the children.....I am working on that with the GC3 group and would like to have a presentation for August 12 – for discussion.

Ann

**Financial Statement**  
**July 31, 2014**  
**Gonzales Main Street, Inc.**

<b>Date</b>	<b>Num</b>	<b>Description</b>	<b>Category</b>	<b>Amount</b>
Balance as of 06/30/2014				24,899.24
07/03/2014	1885	Gonzales Main Street	Emotions	-1,250.00
07/03/2014	1886	Gonzales Main Street	Bill Pekar	-450.00
07/03/2014	1887	Mr. B Fireworks	Fireworks Display	-7,500.00
07/03/2014	ATM	Tractor Supply	Caution Tape	-9.99
07/04/2014	ATM	Buc-Ee's	Ice	-6.45
07/04/2014	ATM	Buc-Ee's	Ice	-9.68
07/04/2014	ATM	HEB	Supplies	-28.98
07/07/2014	ATM	Wal Mart	Supplies	-29.44
07/09/2014	Dep	Deposit	Booth Spaces	175.00
07/09/2014	Dep	Deposit	T Shirts/Koozies	313.00
07/09/2014	Dep	Deposit	Christmas Donatio	500.00
07/17/2014	ATM	Ascap	Legal	-187.74
07/17/2014	ATM	Ascap	Legal	-50.00
07/29/2014	1888.00	Running M	Volunteer Appreci	-500.00
Balance as of 07/31/2014				<u>15,864.96</u>

**Small Business Improvement Grant**  
**July 31, 2014**

<b>Date</b>	<b>Num</b>	<b>Description</b>	<b>Category</b>	<b>Amount</b>
Balance as of 06/30/2014				33,672.30
07/10/2014	1036	Hotel Alcalde	Grant	<u>-15,000.00</u>
Balance as of 07/31/2014				18,672.30



*Welcome to America's Best*

# MASTON STREET!

Out of thousands of nominations, we chose 16 finalists to go head-to-head in a reader vote. Finally, the winner is revealed!

COVER AND OPENING PHOTOGRAPHS BY STEPHEN DEVRIES



## Collierville, Tennessee

Homegrown charm rooted in history

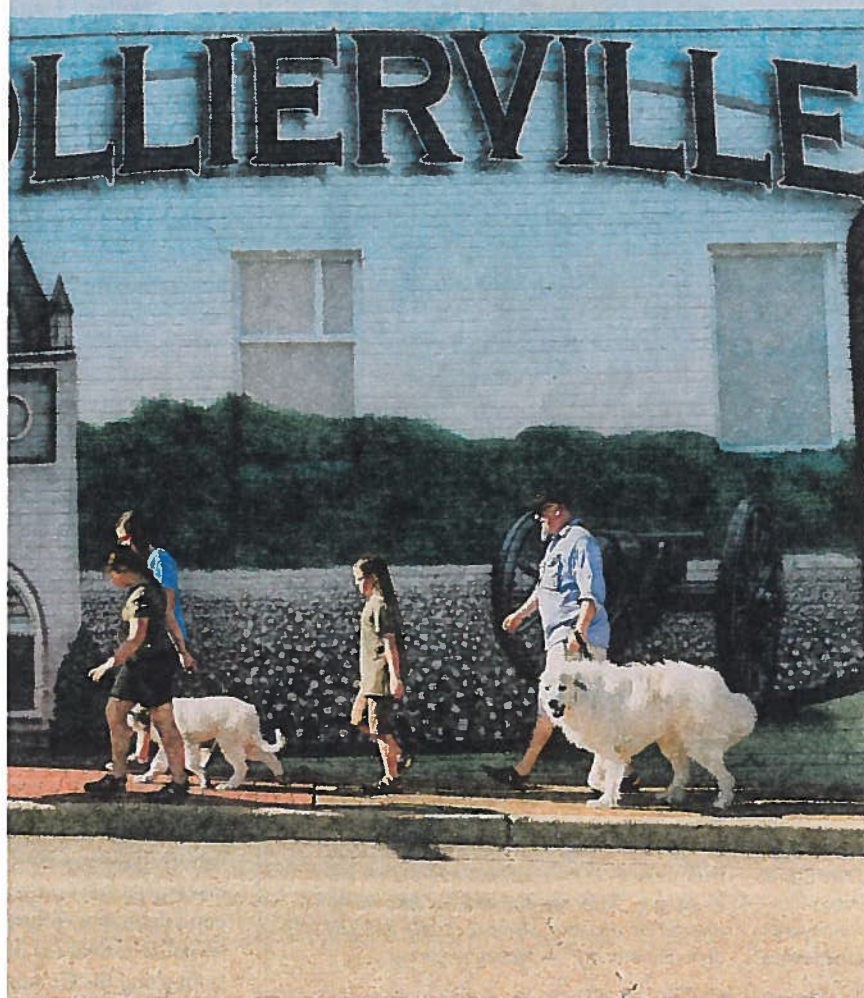
Start your day by the old train depot in this town (pop. 47,333) outside Memphis and you'll likely meet Joseph Johnson, who peddles produce from the back of his van. ★ "This has always been a nice town, with nice people," he will tell you, and he'd know: The lifelong resident has a front-row seat on the Collierville square, a picturesque park at the heart of the community. In the summer, neighbors gather here around a gazebo for free concerts. ★ Local pride springs from the town's rich history (as a trade center for cotton, and later, a cheese-making capital) but also its promising future. Since the 1990s, the population has tripled as corporations like FedEx have moved into town; and the local economy is thriving. A law office operates near a yoga studio and a brick-walled service station. At Dixie Pickers, you can shop for seersucker, bow ties, and fishing apparel. And over at the Silver Caboose Restaurant, diners catch up with the owner over pimento cheese sandwiches. ★ But the success of downtown is no accident. Laura Todd, executive director of a local civic group, credits a roster of programs that promote smart development. "We have great character and characters here," she says. "Collierville makes you feel at home. It really does." —Jennifer Justus



1. At Square Beans Coffee, you can find honey, peaches, and other ingredients made locally. Before barista Lizzie Dean started working at Square Beans, she used to walk to Square Beans to get a treat after school. 2. The south wall of the Masonic Lodge at Washington and Main is a piece of local history. It was funded in part by "Pennies for Progress," a program in which schoolkids collect loose change from their parents around town. 3. These vernacular brick buildings were built in the 19th century by southern railroad towns. 4. Hewie Street has been "serving the Western wear enthusiasts" since 1920. 5. An antique-style clock in the Collierville town square.







## HOW TO *Revitalize* YOUR LOCAL MAIN STREET

★ BY BARRY YEOMAN ★

**T**he second half of the 20th century was not kind to America's Main Streets. Once the hearts of our towns and small cities, many fell victim to the appeal of suburbia. We found what we needed along the edges: quiet cul-de-sacs, indoor malls, the convenience of big-box stores. Mail-order catalogs and then the Internet allowed us to shop from home. But something was lost in the process: the sense of community created by a space where people could watch parades, meet for dinner or drinks, or enjoy an outdoor concert.

Today, we're rediscovering the value of healthy downtowns, which offer history and culture, unique local businesses, and the pleasure of walking along lively streets. "In the past several years, any number of communities have successfully revitalized their downtowns," says Patrice Frey, president of the National Main Street Center, a



## McMinnville, Oregon

A laid-back town in the middle of wine country

You know there's something special about a main drag when locals refer to it as the community's "living room." "Third Street is the reason I chose to raise my family here," says schoolteacher Sara Tucholski, who moved to McMinnville (pop. 33,131) in 2002. "It offers a bit of everything." ★ Pedestrians might pop into Grain Station Brew Works to sample their craft beers, or browse American-made vintage clothes and decor at Rag 'n' Bone/Mid Mod. Then they can enjoy a five-star meal at Thistle, which buys its produce from family farms within 45 miles. ★ But McMinnville wasn't always so vibrant. The town was struggling economically until the Willamette Valley's wine industry began to flourish in the mid-'80s. Today, Third Street is home to nine tasting rooms, where tourists and locals sip pinot noir from vineyards in the surrounding hills. ★ During the town's



On a Thursday afternoon, friends snack on small plates at the R. Stuart & Co. Wine Bar on Third Street.

resurgence, 15 blocks were added to the National Register of Historic Places, many lined with the brick buildings that replaced the first structures built by settlers who arrived on the Oregon Trail. But what makes McMinnville truly unique, says resident Sunny Miller, are its people: "They are authentic, a little rough around the edges in a beautiful way, and undeniable friendly." —Jessica Wozinsky

subsidiary of the National Trust for Historic Preservation.

Still, reviving Main Street requires residents, businesses, and governments to work together, one step at a time. Every town's recovery looks different, but here are some of the ways passionate citizens have reinvigorated the communities they love.

► **ENTICE RESIDENTS BACK.** In 2006, a pioneering couple opened the Cafe on Broad-

way in downtown Siloam Springs, Ark. (pop. 15,856, and one of our nominees for America's Best Main Street), and had the foresight to build apartments upstairs. Then a developer turned a nearby 19th-century building into five residential loft units. "Once there were locals living downtown, it added an around-the-clock vibrancy," says Meredith Bergstrom, executive director of Main Street Siloam Springs. Soon businesses appealing to the new residents opened: a pizzeria, a hair

salon, a clothing boutique, a florist. More living spaces followed. "Third Street is only commercial, by itself it's dead," says Miles Orvell, author of *Life of Main Street*.

► **MAKE IT WALKABLE.** "I could walk anywhere that make up a good downtown," says Donovan Rypkema, principal at Rypkema & Associates, a real estate and economic development firm in Washington, D.C. "If we were limited to one, it would be Third Street there people on the street." Li (pop. 5,935), encourages walkable streets with "bump-outs" in the road that create space and with a covered pedestrian bridge that spans the Ammonoosuc River. Li also worked to make strolling more pleasant by creating an alleyway covered with umbrellas. As a result, says N Street Center's director of community program services, Kathy La Pina, "Third Street is a community where you can spend hours walking."

► **PRESERVE THE BEST OF WHOLE TOWN SPECIAL.** Whether it's historic architecture, industrial history, or a town that has something distinctive to build upon. For Astoria, Ore., revitalization means developing the waterfront along the Columbia River, crisscrossed with warehouses and maintaining the "gritty character" of the buildings while finding new purposes for them, says Rypkema. Now there are restaurants, retail shops, galleries, a trolley, and a five-mile-long Riverwalk. "If you walk the street and you can still hear the tough-talkin' sailors," he says. "It's a building on that in a positive way. It's not a storybook version, but it's a

► **HARNESS CIVIC PRIDE.** By restoring historic buildings of Sheboygan, Wis. (pop. 7,773), had deteriorated. "A lot of people were ready to tear it down, wrecking ball," says — *continues*





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salon, a clothing boutique, a flower shop.  
More living spaces followed. "If a Main  
Street is only commercial, by 5 or 6 p.m., it's  
dead," says Miles Orvell, author of *The Death  
and Life of Main Street*.

► **MAKE IT WALKABLE.** "I could list 100 crite-  
ria that make up a good downtown," says  
Donovan Rypkema, principal of PlaceEco-  
nomics, a real estate and economic develop-  
ment firm in Washington, D.C. "But if I  
were limited to one, it would be this: Are  
there people on the street?" Littleton, N.H.  
(pop. 5,935), encourages walking with raised  
"bump-outs" in the road that slow car traffic,  
and with a covered pedestrian bridge that  
spans the Ammonoosuc River. The town has  
also worked to make strolling fun, by placing  
pianos on the street for anyone to play and  
creating an alleyway covered with hanging  
umbrellas. As a result, says National Main  
Street Center's director of coordinating  
program services, Kathy La Plante, "Littleton  
is a community where you park once and  
spend hours walking."

► **PRESERVE THE BEST OF WHAT MAKES A  
TOWN SPECIAL.** Whether it's Victorian archi-  
tecture, industrial history, or a mountain view,  
every town has something distinctive to  
build upon. For Astoria, Ore. (pop. 9,516),  
revitalization means developing an old water-  
front along the Columbia River that was once  
crammed with warehouses and canneries—  
maintaining the "gritty character" of the  
buildings while finding new purposes for  
them, says Rypkema. Now there are  
restaurants, retail shops, galleries, a historic  
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► **HARNESS CIVIC PRIDE.** By the 1980s, the  
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➡ *continued on page 11*

National Trust for Historic  
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**ITS BACK.** In 2006, a pio-  
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## Best of the Rest

Readers share what makes these 14 downtowns special.

### 1 CORINTH, MISS.

**Pop.** 14,870

Corinth's Fillmore Street offers a charming blend of the old and new, thanks to historic buildings—including the Generals' Quarters inn, a Victorian home turned bed and breakfast—mixed with boutiques and galleries that "always keep their doors propped open."

### 2 DELAND, FLA.

**Pop.** 28,237

This "once sleepy" southern town has become "an artistic and cultural hub"—the center of which is Woodland Boulevard, home to the Museum of Art, the scenic campus of Stetson University, and a full yearly calendar of festivals and parades.

### 3 ELLICOTT CITY, MD.

**Pop.** 65,834

Running through the center of this 18th-century milling town, Main Street combines a "storied history" with an "eclectic mix" of businesses. Visitors might stumble upon events ranging from Civil War reenactments to the free Main Street Music Fest, featuring local bands.

### 4 EXCELSIOR, MINN.

**Pop.** 2,397

Excelsior's aptly named Water Street is a shop- and restaurant-lined avenue that leads pedestrians directly to "The Commons," a 13-acre park and beach separating the town from gorgeous Lake Minnetonka.

### 5 FLAGSTAFF, ARIZ.

**Pop.** 68,667

Two decades ago, Flagstaff expe-



13

rienced a rebirth after the city converted an abandoned lot into a new downtown centerpiece, dubbed Heritage Square, featuring an amphitheater, winding brick paths, outdoor movies, arts festivals, and more.

### 6 GALENA, ILL.

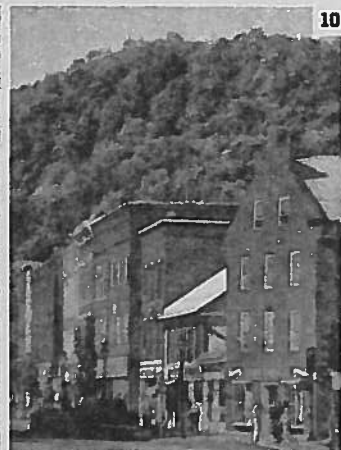
**Pop.** 3,429

Galena has over 1,000 buildings on the National Register of Historic Places, and strolling through its Main Street is like "taking a step back in time." In addition to colorful restaurants and shops, visitors can enjoy ghost tours, trolley rides, wine tastings, and street festivals.

### 7 GEORGETOWN, TEX.

**Pop.** 54,898

The heart of this "quintessential Texas downtown" is "picture-perfect" Georgetown Square, a vibrant gathering place ringed by beautifully restored buildings from the late 1800s and early 1900s. Full of mom-and-



10

To see more photos of all of our nominated towns, go to [parade.com/main](http://parade.com/main).

pop shops where the owners personally greet you, the community offers "a glimpse of an earlier era."

### 8 GREENVILLE, S.C.

**Pop.** 61,397

Year round, the tree-lined Main Street is strung with twinkling lights that give it a "fairy tale" feeling. A free trolley makes it easy to explore Greenville's large number of locally owned restaurants and shops, plus Falls Park, which features a 345-foot-long suspension footbridge spanning the Reedy River Waterfalls.

### 9 HOLLAND, MICH.

**Pop.** 33,481

Residents say you'd be "hard pressed to find a more vibrant" main drag than West Eighth Street, a four-block stretch ending near Lake Macatawa. A "snow melting system" allows for wintertime strolling, and in the spring the town celebrates its Dutch heritage with the Tulip Time Festival.

### 10 MONTPELIER, VT.

**Pop.** 7,755

A mix of crafts and "quirky" restaurants near the intersection of Main streets With the town's popularity among locals, the town camaraderie is known by everyone.

### 11 PLACERVILLE, CALIF.

**Pop.** 10,464

Founded during the gold rush, Placerville's restored downtown features a stagecoach tower, and 100 Hardware Store late artist Thomas depicted its buildings.

### 12 RIDGEFIELD, N.J.

**Pop.** 24,638

With a class one end and the other, Main Street is a mix of historic and modern. Rockwell painted the creaky floor hardware store the Aldrich Collection, or nosh out at Deborah A.

### 13 ROCKLAND, N.J.

**Pop.** 7,209

Picture "a quaint" combination of historic scene and yet homey town Main Street, you catch a glimpse of Lighthouse M.

### 14 SILOAM, S.C.

**Pop.** 15,856

Ten years ago here was dying, have restored opened new day, this authentic "greet you with new energy."



**HOW WE DID IT:** After *Parade* readers nominated more than 2,000 Main Streets, editors selected 16 based on the criteria for a successful downtown, according to our research. Then in June, readers voted for their favorites in a bracket on [parade.com](http://parade.com).

## Rest

It makes these special.

Street offers a mix of the old and new, with historic buildings—like the former General Store turned bed and breakfast—along with boutiques and cafes that keep their

southern town charm. The street is a mix of historic and cultural, which is why it's the heart of the town. The Museum of Stetson is a yearly calendar of events.

center of this historic town, Main Street is a "picture-perfect" of businesses. It's upon events like reenactments and the Music Fest,

named Water Street restaurant—pedestrians love it. A 13-acre park is the town's crown jewel.

agstaff expe-



To see more photos of all of our nominated towns, go to [parade.com/main](http://parade.com/main).

rienced a rebirth after the city converted an abandoned lot into a new downtown centerpiece, dubbed Heritage Square, featuring an amphitheater, winding brick paths, outdoor movies, arts festivals, and more.

### 6 GALENA, ILL. Pop. 3,429

Galena has over 1,000 buildings on the National Register of Historic Places, and strolling through its Main Street is like "taking a step back in time." In addition to colorful restaurants and shops, visitors can enjoy ghost tours, trolley rides, wine tastings, and street festivals.

### 7 GEORGETOWN, TEX. Pop. 54,898

The heart of this "quintessential Texas downtown" is "picture-perfect" Georgetown Square, a vibrant gathering place ringed by beautifully restored buildings from the late 1800s and early 1900s. Full of mom-and-

pop shops where the owners personally greet you, the community offers "a glimpse of an earlier era."

### 8 GREENVILLE, S.C. Pop. 61,397

Year round, the tree-lined Main Street is strung with twinkling lights that give it a "fairy tale" feeling. A free trolley makes it easy to explore Greenville's large number of locally owned restaurants and shops, plus Falls Park, which features a 345-foot-long suspension footbridge spanning the Reedy River Waterfalls.

### 9 HOLLAND, MICH. Pop. 33,481

Residents say you'd be "hard pressed to find a more vibrant" main drag than West Eighth Street, a four-block stretch ending near Lake Macatawa. A "snow melting system" allows for wintertime strolling, and in the spring the town celebrates its Dutch heritage with the Tulip Time Festival.

### 10 MONTPELIER, VT.

Pop. 7,755

A mix of craft-beer bars and "exquisite" restaurants make the area near the intersection of State and Main streets a magnet for foodies. With the town's many shops owned by locals, residents enjoy a small-town camaraderie where "almost everyone knows your name."

### 11 PLACERVILLE, CALIF.

Pop. 10,464

Founded during the 19th-century gold rush, Placerville's "beautifully restored" downtown—with monthly stagecoach rides, an iconic bell tower, and 160-year-old Placerville Hardware Store—was home to the late artist Thomas Kinkade, who often depicted its bucolic setting.

### 12 RIDGEFIELD, CONN.

Pop. 24,638

With a classic steepled church at one end and a "beautiful library" at the other, Main Street is a "Norman Rockwell painting come to life." Pace the creaky floorboards at the local hardware store, take in an exhibit at the Aldrich Contemporary Art Museum, or nosh on homemade chocolate at Deborah Ann's Sweet Shoppe.

### 13 ROCKLAND, MAINE

Pop. 7,209

Picture "a quaint New England village" combined with a trendy art scene and you'll get an idea of this homey town. On a stroll down its Main Street, you can buy lobster bait, catch a concert, or tour the Maine Lighthouse Museum.

### 14 SILOAM SPRINGS, ARK.

Pop. 15,856

Ten years ago, locals say, Main Street here was dying. Since then, citizens have restored historic buildings and opened new businesses—and today, this authentic town where folks "greet you with a smile" is "alive with new energy."



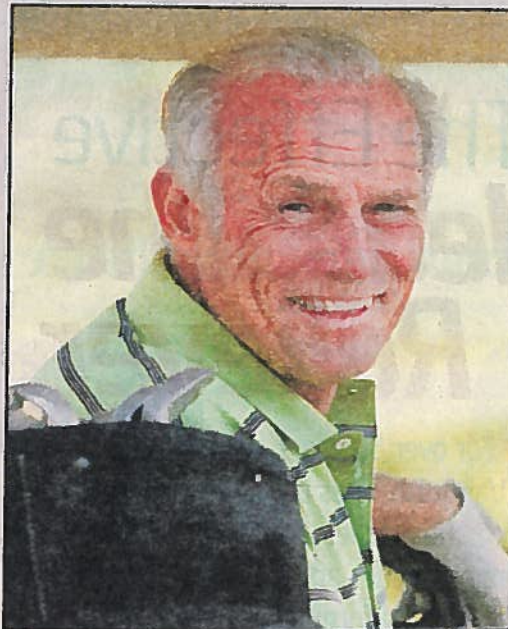
**HOW WE DID IT:** After Parade readers nominated more than 2,000 Main Streets, editors selected 16 based on the criteria for a successful downtown, according to our research. Then in June, readers voted for their favorites in a bracket on [parade.com](http://parade.com).



**How to Revitalize Your  
Main Street** *from page 8*

Joe Lawniczak, downtown design specialist at the Wisconsin Economic Development Corporation. But instead of demolishing the buildings, a local volunteer crew called the Falls Facelifters began removing inappropriate alterations—like the redwood siding and aluminum awning that covered the cream brick facade of an old retail space. The free labor from committed residents made it cheaper for owners to complete the restorations, and with the additional help of grants and low-interest loans, the structures regained their splendor, one by one. The cosmetic improvements, in turn, lured new businesses.

► **ENCOURAGE ENTREPRENEURS.** Over 10 years ago in Emporia, Kan. (pop. 24,799), leaders of the city's nonprofit downtown-revitalization group began talking with the owners of both healthy and struggling local businesses and discovered three pressing needs: training, financing, and logistical support. In response, the organization partnered with two local colleges to create a "Start Your Own Business" class. Over the past eight years, that class has helped launch or expand 42 enterprises. In addition, the group devel-



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oped zero-interest small-business loans, in part using grants from a local foundation. And it created a program that allows new business owners to meet with several government agencies at once. "Instead of an entrepreneur getting frustrated as they're bouncing between [building and fire] code departments and engineering and health, we have all those individuals meet together," says executive director Casey Woods.

► **INVITE EVERYONE.** A town that facilitates everyone's participation—from energetic young adults to retirees looking to downsize—is more likely to thrive. Immigrants can be a key part of the mix, too. According to Michael Burayidi, a professor of urban planning at Ball State University in Indiana, immigrants tend to be "enterprising" business owners whose brick-and-mortar establishments attract customers downtown. Burayidi points to Middletown, Conn. (pop. 47,333), where immigrant entrepreneurs have proven resilient even during hard times. "We appreciate every opportunity that America offers," says Chu Ngo, a Vietnamese-born former research scientist who last year opened a restaurant called Lan Chi's. "Here the door is open to us—and we're going to make it work." ■