



Main Street Guymon District News

Promoting the history, culture, and commerce of the downtown district

VOLUME 1, ISSUE 1

SEPTEMBER 2007

Board of Directors

Mark Aubrey
Board Chairman

Kara Curtis
Vice Chairman

David Black
Treasurer

Warner McKinnon
Secretary

Alphonso Mata
Director

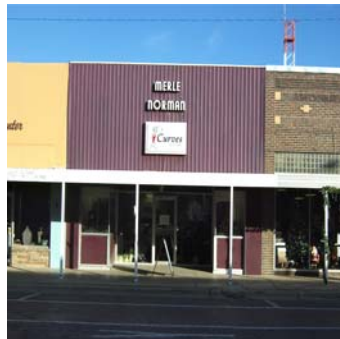
Kari Montgomery
Director

Brad Clark
Director

Dr. Brad Duren
Director

Mike Shannon
Director

Merle Norman Cosmetics Receives Facelift



Merle Norman Cosmetics and Curves is owned and operated by Ronda Purvines. Ronda opened her store in September of 1998 down the street from its current location and moved to its 419 N. Main in 1999.

Ronda sales not only cosmetics but also gifts, accessories, and yes, even shoes!

Ronda is very active in the Main Street Guymon program. Ronda was on the board of directors for the first 2 years and currently

serves as a Promotion Committee Chairman. Ronda participates in all promotions that Main Street Guymon has and she has a great time doing it!

the front of the store for the new awning. What a transformation!

Merle Norman/Curves is located at 419 N. Main so go by and see the new awning and check out the great merchandise.



Merle Norman is the third awning project that Main Street Guymon has helped with. Main Street Guymon assisted with the removal of the aluminum façade that was covering the top layer of bricks and transom windows. Main Street Guymon also assisted in painting and preparing



Merle Norman is open M—F from 9-6 pm and Sat. from 10-5 pm.

4th—Design Committee Meeting—MSG Office—6:30 pm

6th—Promotion Committee Meeting—MSG Office—12 noon (bring a sack lunch)

12th—Economic Restructuring Committee Meeting—MSG Office—4:00 pm

18th—Main Street Guymon Board Meeting—MSG Office—7:00 pm

19th—Progressive Lunch with Retail Poker in the Downtown District—11:30 am —1:45 pm

19th—Ribbon Cutting / Open House—Merle Norman Cosmetics—11:30 am

25th—Organization Committee Meeting with State Staff for Tech Visit—MSG Office—12 noon—lunch provided by MSG

26th—Organization Committee Meeting with State Staff for Tech Visit—MSG Office—12 noon—lunch provided by Epic Touch

September Calendar of Events

IT'S A BIRTHDAY PARTY!

Guymon Chamber of Commerce Annual Banquet on Oct. 11th at 6:30 pm at Pickle Creek



*“If you want word
of mouth
advertising, then
give them
something to talk
about.”*

Rick Segal

Oklahoma Main Street Center Quarterly Training

Main Street Guymon Program Director, Charles White, attended the Oklahoma Main Street Center Quarterly Training in Pauls Valley, OK on August 7-9.

Among the speakers at the meeting was Rick Segal, a seasoned retail owner, certified speaking professional, and author of nine books was there to talk about the importance of web presence and online solutions.

Also present was International speaker, author, and business strategist, Barbara Wold.

Ms. Wold spoke on how to produce traffic building promotions for your business on a shoestring budget and also on how to market your downtown district.

According to Rick Segal, there are 7 Reasons Why People Want to Do Business With Independent Businesses:

1. Perceived better service.
2. Contact with owner and someone who can make a decision.
3. Knowledgeable sales staff.

4. The uniqueness of the merchandise.
5. Less waiting time.
6. Familiar faces.
7. Community focused.

If you would like more information on these presenters please call the Main Street Guymon office at 338-6246. There are handouts also available from their presentations.



Tracey Cox, Oklahoma Main Street Center Interior Designer

Tracey Cox Hosts Window Display Workshop

On August 24th, everyone had the opportunity to hear a presentation by Oklahoma Main Street Center Interior Designer, Tracey Cox.

The Window Display Workshop consisted of a two day training. On Thursday night, Tracey did a 45 minute presentation on an

overview of good window display principles. It was then followed up by walking around downtown and seeing the windows in the evening.

The next morning Tracey met one on one with several business owners to answer specific questions and give them ideas for

their own business. Everyone had a great time and we enjoyed having Tracey here in Guymon. This presentation was free to the public and if you would like any more information about this please call the MSG office at 338-6246.



Main Street Guymon office at 116 NE 5th Street.

Buy a Brick for the Main Street Guymon/Dr. Hayes/Bridwell Building Project

Main Street Guymon is having a “Buy a Brick” Campaign in order to fill the front sidewalk area full of bricks and granites to both recognize the volunteers and donators to the building project as well as for others to recognize or remember loved ones.

The bricks are being sold for \$100.00 each and will be engraved before being laid as side-

walk for the front of the Main Street Guymon office on East Fifth Street. The granites (12X12) will be sold for \$350.00 each.

Anyone wishing to purchase a brick or granite may contact the Design Committee Chairman Kara Curtis at 580-338-0812 or project manager Terri Kalm at 580-338-2376.

Main Street Guymon would like to thank all those who helped get this project underway.



Promotions Committee

Guymon Chamber of Commerce and Main Street Guymon have teamed with the Centennial Committee to plan a celebration party for the Oklahoma Centennial event. The party will take place on October

Anyone that would like to help plan this party can contact Charles White at the MSG office at 338-6246 or Gerry Matthews at the Chamber of Commerce at 338-3376.

Organization Committee

The Power of Your Main Street Membership

Our 2007/2008 membership campaign will begin in October. We want to take a minute and remind you of what your membership dollars have allowed Main Street to do for Guymon. It's important to know the investment you have made in Main Street Guymon is reaping huge dividends!

Since June 2005, the local reinvestment in our downtown district is over \$500,000.00 and the total volunteer hours have been over 3,000!

Your investment has allowed us to grow festivals and events that bring hundreds of people downtown. The Sunflower Festival continues to be recognized as a premier event. The Nightmare on Main Street for kids and adults continues to grow each year. It provides a safe, fun, and

Nightmare on Main Street

The Promotions Committee is planning the 3rd annual Nightmare on Main Street event and is looking for volunteers to help. The event consists of a spook & pet parade, costume contests for adult and kid costumes, as well as safe trick-or-treating at participating downtown merchants.

Please contact Ronda Purvines, Promotions Committee member and Nightmare on Main Street Chairperson if you are interested in helping with the event.

exciting place for kids and adults alike to celebrate this annual fall holiday.

We have completed three façade renovations. Why is this so important? Because, it allows us to assist property owners in changing the face of downtown. These improvements not only make cosmetic changes, they make financial changes. Downtown property becomes more attractive to those that are looking to open a new business. Property values increase, which increases the tax roll. But most importantly, it is a visible monument to the pride we take in our heritage by preserving the heart of our community, the downtown district.

We have accomplished a lot in the last 26 months, but we have much more to do. We need your support to continue the progress. We have several business that have submitted façade grant requests and we can honor those requests only by being a certified Main Street program through the state. A successful

Economic Restructuring Committee

Jim Watters, Oklahoma Main Street Center, small business consultant visited Guymon to present to business owners "How not to Compete with the Big Box Retailers".

Jim Watters offers the following to the Main Street Guymon members:

- Business Marketing
- Market Analysis

Asset Management

This includes onsite consultations, group seminars, written business procedures and company training.

The Oklahoma Main Street Center offers confidential management consulting service (at no charge) to the local businesses that are members of Main Street Guymon, a market value of \$1,200.00 per day.



Jim Watters, Small Business Consultant, Oklahoma Main Street Center

membership drive is critical in our ability to do that. A newly renovated, economically healthy downtown is vital for the growth and prosperity of Guymon. Your involvement in Main Street Guymon will insure that the prosperity continues. When you are contacted about joining, please say "Yes." We need you now more than ever.

For more information on becoming a member of Main Street Guymon, please contact the MSG office at 338-6246 or visit us online at www.mainstreetguymon.com



Main Street Guymon committee volunteers busy planning



Main Street Guymon

To:

116 NE 5th
P.O. Box 1393
Guymon, OK 73942
Phone: 580-338-6246
Fax: 580-338-6246
E-mail: director@mainstreetguymon.com
www.mainstreetguymon.com

**Now is the time....we are the
people....this is the place....**

Join a committee— Have your voice heard

The success of Main Street Guymon would not be possible without the invaluable assistance of the volunteers. These volunteers are local business owners and individuals interested in helping our downtown district area become as vibrant and successful as possible.

If you, your group, organization, or business would be interested in becoming a part of one of our committees, please call the office at 338-6246.

Design Committee

Chair—Kara Curtis

Members: Steve Tuttle, David Black, Anna Marie Rhoads, Sam Fouquet, Terri Kalm, Ronda Purvines, Sharon Petty

Meets the first Tuesday of every month at Main Street Guymon office, 6:30 pm

Promotion Committee

Chair—Jennifer Lovell

Members: Amy Green, Ronda Purvines, Alphonso Mata, Steve Tuttle, Marsha Strong, Nancy Davis, Courtney White, Jeani Boaldin, Becky Robinson

Meets the second Thursday of every month at Main Street Guymon office, Noon—bring a sack lunch!



Economic Restructuring Committee

Chair—Mike Shannon

Members: Sam Fouquet, Mark Aubrey, Don Rice, Larry Stump, Betty Viljoen,

Meets the second Wednesday of every month at Main Street Guymon office, 4:00 pm

Organization Committee

Chair—Kari Montgomery

Members: Larry Stump, Tina Adams, Marilyn Stegman, Jeani Boaldin, John Reid, Jay Stanfield,

Meets the fourth Monday of every month at New Dragon Restaurant, 12 noon

www.mainstreetguymon.com