



# Main Street Guymon District News

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

VOLUME 1, ISSUE 2

OCTOBER 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

## Mitre Box increases business after façade renovation

With more than 30 years of industry experience and a steadfast commitment to personalized customer care, our locally owned and operated, custom frame shop has helped countless satisfied customers

make the most of their memories and décor. Conveniently located at 507 N. Main in the downtown district, the Mitre Box is the only name you need



their store in September of 1997. Butch and Marsha are members of Main Street Program and they were one of the first to put up their new awning in the downtown district.

to know for all your mat, molding, and custom framing needs.

The Mitre Box is owned and operated by Butch and Marsha Jarvis. Butch and Marsha opened

Mitre Box is open  
M—F from 9-12 pm and 1-5:30 pm  
Sat. from 9-12 pm.

### MEMBERSHIP DRIVE FROM OCT. 23-NOV. 15

1st—O-EPIC Ins. Program for members-MSG Office-10 am

2nd—Design Committee Meeting—MSG Office—6:30 pm

4th—Downtown Walking Tour—Hunny's—6 pm

6th—Centennial Celebration—Centennial Park—6 to 8 pm

10th—Economic Restructuring Committee Meeting—MSG Office—4:00

11th—Promotion Committee Meeting—MSG Office—Noon (bring lunch)

16th—Organization Committee Meeting —New Dragon —12 noon

16th—Main Street Guymon Board Meeting—MSG Office—7:00 pm

23rd— Free Luncheon and Information Session—MSG Office—12 noon

## October Calendar of Events

Chamber of  
Commerce

October 11 at 6:30  
pm at Pickle  
Creek—Guymon  
Chamber of Com-  
merce Annual  
Banquet

We're on the web!  
[www.mainstreetguymon.com](http://www.mainstreetguymon.com)

## Main Street Guymon Membership Drive is October 15 thru November 20

The 2007—08 Main Street Guymon Membership Drive is under way. Included with this newsletter is a membership form to fill out. Please seriously consider membership in the one organization that most directly improves the downtown district. It is imperative that we have membership funding to complete the vision.

### Vision Statement 2007

**Our diversity is our strength. We strive to promote, preserve, and revitalize the Main Street Guymon Downtown District. We work together to retain and expand area businesses, improve business facades and the streetscape, and promote the business district. Our goal is to ensure that Guymon will continue to be an enjoyable community in which to live, work, visit, dine, and shop.**

If you are presently a Main Street Guymon Member, then a statement to continue your membership will be sent to you soon. If you would like to change your membership level, then you will need to indicate this to us at that time. Over the last 2 years, MSG has made significant inroads in the downtown district that would not have occurred if the program had not been in existence. Please help us to continue this vital legacy for the benefit of the community.. We appreciate your participation in this great cause.

### FREE LUNCHEON AND INFORMATION SESSION OCTOBER 23, 12 NOON

During the Main Street Guymon Membership Drive, the program will host an information session, October 23rd at noon with a free lunch at the Main Street Guymon Office to answer questions, describe the new benefit of the free webpage for the members, and tell you what Main Street Guymon can do for you.

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



Anyone wishing to purchase a brick or granite may contact the Design Committee Chairman Kara Curtis at 580-338-0812 or the Main Street Guymon Office at 338-6246.

### *Guymon Chamber of Commerce*

You're invited to a birthday party. The Guymon Chamber of Commerce annual banquet is set for October 11th at Pickle Creek at 6:30. The theme is a birthday party for Oklahoma. The party will include dinner, cake and ice cream, clowns and even a magic show featuring Glen Gerson, master magician. We are having a table decorating contest and a silent auction. Tickets on sale now at the Chamber office for \$20.00.

**Business after hours October 18th at First National Bank of Texas**



Promotions Committee

**NIGHTMARE**  
ON MAIN STREET FROM 6 - 8pm

- Spook & Pet parade starts 5:45 p.m. Sharp Parade starts at 7th and travels to 4th street
- Merchants will be conjuring up sales so intense they're scary! Businesses serving up the witches brew and treats for you!
- EXTENDED SHOPPING HOURS: 6 to 8 pm Halloween Night Only
  - Safe, exciting trick or treating for kids AND adults!
  - Play "Hallowbingo" for Prizes! Lots of prizes including a grand prize. Electric portable indoor/ioutdoor grill and case of beef.
  - Apple Bobbing - Wild Horse Gallery
  - Hay Ride

It's not just Halloween, It's ...

**NIGHTMARE ON MAIN STREET!**

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

ARTIST INCUBATION

NOW is the Time!

Main Street Guymon

**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.

**Guymon's**  
**CENTENNIAL CELEBRATION**  
**OCTOBER 6, 2007**  
**6PM - 9PM**



The Guymon Chamber of Commerce and Main Street Guymon have partnered with the Centennial Committee to celebrate a

FREE Birthday Bash for:  
**State of Oklahoma's**  
**100 YEARS OF STATEHOOD**  
**1907-2007**

Local Entertainment    Food Booths    Live Music  
Unveiling of Park Additions

Special Presentation by State of Oklahoma  
Secretary of Agriculture:  
*Terry Peach*  
will honor state-recognized  
Centennial Farms and Ranches of  
Cimarron, Texas and Beaver County.

**CENTENNIAL PARK at Hwy 54 and Hwy 3**



For more information contact the Guymon Chamber of Commerce at 338-3376 or the Main Street Guymon office at 338-6246.

Economic Restructuring Committee

There is a great new benefit that the Economic Restructuring Committee will be offering to the Main Street Guymon Members.

**A free one-page web page included with your membership.**

The page will include photos of your business, a business and product description, and location/contact information. In order to apply for the page, the business member will need to fill out a simple one page form included in this issue before November 20 and turn it in with your

membership. If you desire more information on the web page and also the MSG program attend the lunch session October 23rd. The web page is yours free of charge for as long as your business membership is current and active.

**An RSP for the free lunch is required by October 19th. Please contact the MSG Office at 338-6246 or email [director@mainstreetguymon.com](mailto:director@mainstreetguymon.com)** We hope to see all those business members interested in Main Street membership and a new free web page there.

The **Main Street** Program is designed to improve all aspects of the downtown and central business district. Improving economic management, strengthening public participation, and making the community a fun place to visit are critical. So is recruiting new businesses and rehabilitating buildings. The four-point approach used is: Organization, Promotion, Design and Economic Restructuring.

Depth of community and downtown financial commitment is vital to the program. Are you willing to commit time and finances to this program?

Voting Members

Available to Main Street District Stakeholders: business owners, property owners, employees  
\$200/year, new business members only and 2 year limit  
\$350/year all others

Non-Voting members

Available to stakeholders from outside of the district

Special Segments

Seniors, Retirees, Teachers, Friends of Main Street, out of town Alumni  
\$50/year

Sponsors

Available to anyone in community  
Bronze - 1 event- \$600.00  
Silver - 2 events - \$1,500.00  
Gold – \$2,500.00  
Platinum - All events - \$5,000.00

Events:

Guymon Outback  
Nightmare on Main Street  
Progressive Lunches/Retail Poker Events  
Moonlight Madness  
Crazy Dayz  
Workshops/Seminars

Benefits:

Unlimited access to State Main Street Staff members' expertise and assistance including architects, designers, small business consultants, and planners  
Partnership in a National resource network  
Direct involvement in Downtown decision making process  
Invitation to annual meeting and awards banquet  
Quarterly training  
Use of Main Street Guymon logo in advertisements  
Opportunity to host networking events and trainings  
Opportunity to submit award nominations to State Main Street Annual Awards Committee for local projects  
Eligibility for Department of Energy funds available to Main Street Communities for qualified projects  
Pride of Accomplishment  
Access to Energy Efficiency Grants through the USDA  
Free webpage and use of website for advertising

If you have any questions, please contact Main Street Guymon office at 580-338-6246. Thank you, in advance, and one more time: *This is good for you because it's great for Guymon!!*

|                 |                  |
|-----------------|------------------|
| _____           | _____            |
| Name            | Position         |
| _____           | _____            |
| Business Name   | Street Address   |
| _____           | _____            |
| Mailing Address | Phone and E-mail |
| _____           | _____            |
| Signature       | Date             |

From the National Retail Federation and the Illinois Retail Merchant Association, eight challenges for small business owners:

1. **Personalization** - More than ever before, small merchants must use their relationships with customers to distinguish themselves from the larger stores. If you're not a people person, retail may not be your cup of tea. If you can't remember the special dates (birth, wedding anniversary, graduation, etc.), favorite colors, sizes, preferred materials, etc. of your customers, how do you merchandise your company to them and to the people who would shop for them? Personalization ... can be an essential driver of sales in a world of impersonal stores and automaton "greeters" ... Successful merchants in today's economy must do more than stock and attractively display product and then wait for customers to come through their doors.
2. **Value** - Customers are more demanding and expect more value for their time and money. How much value do customers perceive from your downtown merchants? Trust me, there's not a lot of value from the customer's perception in shops that are overstocked, dirty, smell bad and where indifferent employees hang out. With the many ways of buying merchandise, customers demand a higher level of quality and service from downtown merchants. Price is a secondary consideration for many customers.
3. **Increased Competition** - Competing on price alone is a business plan for disaster. The number of larger competitors and their financial & distributional strengths insures that customers always have a means for shopping somewhere that's less expensive than prices offered by small independents. It's that whole personalization process.
4. **Changing Demographics** - There are three giant demographic changes occurring that will offer opportunities to those stores that embrace change. (I) the aging of the baby boomers, (II) the growing Hispanic population and (III) Generation "Y" - customers born between 1981 & 1995 - the largest consumer group ever. If you're not serving these customer segments, better start or be willing to expect lower sales!
5. **Community Activism** - Organizations like Main Street are fighting against sprawl and the mega-marts. There is a growing trend to protect local community character and a sense of place. How much activism is in your community? Are your downtowns actually being sacrificed to support the out-of-state mega-marts' desires?
6. **Health Care Costs** - As health care costs continue to soar, a big profit squeeze is being placed upon your small independent merchants. Some of the larger retailers have shifted health care costs back on the public sector. If costs continue to rise, downtown shop owners will not be able to afford the extra burden, be placed at a competitive disadvantage and will lose good employees.
7. **Changing Consumer Behavior** - Customer loyalty is not what it once was. Shoppers have come to expect constant "mark downs early in the shopping season. The eroding affect of lower prices can be devastating especially to the businesses already operating on thin margins. Customers are demanding much more for less. It's time to become more special to your customers, How do you make it convenient for them to shop with you? How comfortable is it to be in your store? Do you have a chair for dad?
8. **Sprawl & Real Estate Development** - National chains are adjusting to fit within downtown geometries. Independent merchants need to keep up with creative merchandising methods. This is the place to have fun with your store and it doesn't have to cost mega-bucks. I've told the story before of a merchant who owned a small department store and a catering business. Every morning there was the aroma of freshly baked cookies, seasonal breads and other treats for shoppers to enjoy - at no cost. The merchant even developed a flow of downtown business owners, lawyers, bankers, etc. that would come in to "browse" and graze about 10:30 a.m. This gave the business owner plenty of time to know customer preferences.



## Main Street Guymon

To:

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P. O. Box 1393  
Guymon, OK 73942  
Phone: 580-338-6246  
Cell: 580-651-7500  
E-mail: [director@mainstreetguymon.com](mailto:director@mainstreetguymon.com)  
[www.mainstreetguymon.com](http://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](http://www.mainstreetguymon.com)