

DOWNTOWN UPDATE

November 2007



President's Message

Board of Directors President Larry Nelson, owner of Software Planning

The work of the DWWF is done in the committees. We already have in place good committees filled with good people. Their work plans are broad and meaningful. Each has particular areas of focus in the coming month that can especially contribute to the overall work of the DWWF.

The Design Committee has a work plan packed with efforts to make our Downtown a vital and attractive place. Of particular importance in the coming months will be laying the ground work for the upcoming City improvements to Rose Street. We all know how important the 1992 improvements were to the character of our Downtown. The Rose Street re-build, while different, must build on that work. We are laying the foundation of the appearance of our Downtown for decades to come.

The Economic Restructuring Committee has many new members in addition to the hardworking, long-standing members. They identified three areas of need in the community – affordable housing for the workforce, more parking for employees and visitors and improving the downtown retail mix.

We have developed a good set of events over that last few years. Our Promotion Committee has worked to tune those events and is planning a new event – Warm Up in Walla Walla, which is an expansion of activity during the holiday season. Our events serve to introduce many people to our efforts, yet we need to focus more energy towards bringing uniform brand identification to our work. We need to develop a consistent print, radio and TV image in our promotions.

Committee work is one of the key elements to the Foundation's success, the staff is another. We have an excellent staff, perhaps the best I have seen at any non-profit. Elio Agostini brings a wealth of experience in business, communications and volunteer organizations. Backing up Elio, we have Jennifer Northam. She has been supporting the work of the DWWF since her college days. She has experience, community knowledge and enthusiasm. Rossi Giard, our program assistant has energy, skills and a lets-get-it-done attitude. We are fortunate to have this team.



DOWNTOWN
WALLA WALLA
FOUNDATION

What's New with Elio?

Executive Director Elio Agostini

The Foundation has added three new Board members. As Vicki Hillhouse of the Union-Bulletin stated in a front page story, "...the three new members of the board of directors don't just represent some of the most influential companies in the community. They also embody a renewed enthusiasm in the direction of the nonprofit, membership organization that promotes downtown's history, culture and commerce." Thank you **Karie Brodhun-Rochester**, general manager of Macy's, **Dr. David Camp**, president and CEO of Key Technology and **Doug Bayne**, vice president of Banner Bank.

I would like to present to you two of our three new taskforces that are charged with making our downtown economy and streets the best they can be.

Retail/Merchants

Its scope includes helping to determine sales and promotion events and issues that involve the overall well-being of other retailers and business offices. It is expected to act as a sounding board for all the businesses and organizations in downtown Walla Walla. It will also be important to develop a good working relationship with the Promotion Committee as they also work on events in the downtown core.

Karie Brodhun, Macy's
Craig Richards, Walla Walla Clothing Company
Hal White, Pete's Ski Shop
Giancarlo Solimano, Cheval
Erin Eagon-Mason, Martin Jewelers
Michelle Montgomery, Waterbrook Winery
Tom Maccarone, T. Maccarone's
Stacey Moeller, Hidden Treasures
Paul Mobley, Aloha Sushi
Bill Schwerin, Sapolil Cellars
Joe Gurrierre, ClearPath Public Relations



Maintenance

The taskforce is entrusted with helping with the maintenance of the Downtown. The scope of maintenance can include electrical issues, tree maintenance, bollard replacement, signage, lighting, security, pigeon control, garbage removal, and any other pertinent matter that affects the character, cleanliness and security of the Downtown. The taskforce will work and communicate with the city's different departments.

It will also be important to develop a good working relationship with the Property Stakeholders, Retail/Merchants taskforce and Design committee.

Bryce Rugraff, The Plant Company
Bob Austin, Merchant's
Marty Guerke, Walla Walla Recycling
Matt Seeliger, Walla Walla Sew Vac & Spa
Hal Thomas, City of Walla Walla
Eric Stadelman, Aflac
Monte Willis, Willis & Toews
Bill Clemens, Pacific Power
Gary Bainter, Walla Walla Police Department

In next month's newsletter, I will report the makeup of the Property Owners taskforce and the progress of the Retail/Merchants and the Maintenance taskforces.

:: In the News ::

"We have a rare treasure in our Walla Walla downtown and surrounding area. This opportunity to serve on the board allows me to contribute in extending this treasure to our children and future generations." David Camp in the Union-Bulletin, November 18, 2007.

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Downtown Events

VETERAN'S DAY PARADE

Sunday, November 11th at 11AM on Main - beginning at 6th and ending at Palouse

ArtWalk

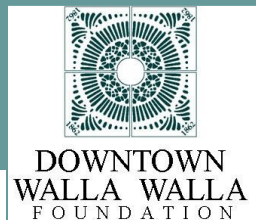
Friday, November 30th from 5-8PM
Final one of the season – don't miss it!
Pick up a map at the Information Kiosk in Heritage Square Park or from participating galleries & restaurants.

WARM UP IN WALLA WALLA

November 23 through December 23
Gingerbread House & Storefront Window decorating competitions kick off the festivities. See the full calendar of events on our web site.

MACY'S PARADE OF LIGHTS

Saturday, December 1st at 6PM in downtown Walla Walla
Register your float for the parade by November 23rd at 5PM. Visit our web site for the entry form and parade route.



:: In the News ::

"Downtown Walla Walla offers a plethora of quaint places to lay your head, as well as top-notch, market-fresh restaurants, historic architecture, and a rich arts community." Oregon Wine Board web site, www.oregonwine.org.

Map & Business Directory

Volunteers and staff have been canvassing the downtown core gathering updated information from businesses – including address, days open, web site, and phone number. So far efforts have located more than 300 businesses currently in operation. Business groupings include: hair & spa services, legal & accounting services, banks & financial planning services, real estate & title services, other services, retail, restaurants, galleries/art spaces, lodging, medical providers & retailers, non-profit agencies, churches and government agencies.

Maps are scheduled for print production the second week of November and then distributed during December. To meet this deadline, we need your help! **If you own, operate, manage, or work at a business located from the highway to Poplar and Fifth to Palouse, send us an e-mail at info@downtownwallawalla.com or give us a call at 529.8755 to verify your information.**

Volunteer Opportunities

Macy's Parade of Lights – December 1st
Help out at this event by posting signs, delivering awards, or judging floats. Early one-hour assignments are available, in addition to parade-long duties. This is a great opportunity for high school students to earn community service hours!

Building & Ornament Sale

Cheap downtown real estate is finally available. This is the perfect time to start or complete your collection of the Christmas Village buildings. For the remaining days of 2007, we are selling the buildings for \$25 each or \$20 for two or more. Ornaments are on sale for \$5 each.

Coming for 2008 – the County Courthouse.

Contact & Staff Information

2 South First Avenue #300, above Coffee Perk & Starbucks, next to The Beehive
509/529-8755

www.DowntownWallaWalla.com
info@downtownwallawalla.com

Elio Agostini, Executive Director

elio@downtownwallawalla.com

Jennifer Northam, Events & PR Manager

jennifer@downtownwallawalla.com

Rossi Giard, Program Assistant

rossi@downtownwallawalla.com

Community Partners



2 S First Ave, #300
Walla Walla, WA

t:529-8755
www.downtownwallawalla.com
info@downtownwallawalla.com

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