



Downtown Matters

Wake Forest Downtown Revitalization Corporation

August 2004

From the Downtown Manager:

The last month has been a busy one for the DRC. The DRC received a \$5,000 contribution for street-scape improvement on S. White Street from Wal-Mart at its grand opening July 21. We are grateful for Wal-Mart's support of downtown Wake Forest, and especially thank Wake Forest Wal-Mart Store Manager Mark Johnson and all who helped facilitate this donation.

The DRC board of directors gathered July 11 for a board retreat to evaluate last year's happenings and set goals for fiscal year 2004-2005. I was glad to see all those board members early on a Saturday morning!

Also, the first annual banquet July 27 was well attended and was a great start to the DRC's newest tradition. Thanks to all who attended. I appreciate your support of the DRC and hope to see your faces at future DRC events.

And, one of the DRC's new committees, the Downtown Merchants' Association, met for the first time in July. All the DRC's committees still need volunteers—the contact information for each committee is listed on the back side of this newsletter. Do you have good ideas for making downtown better? Join a committee!

I would also like to thank everyone for the warm welcome I've received and look forward to working with you.

First DRC Banquet Held July 27

The first annual DRC banquet was held July 27 at The Forks Cafeteria. Merchants, business people, property owners and representatives from the Town and Chamber of Commerce attended the first banquet of what will become an annual tradition.

Jonnie Anderson, DRC board chair, praised the hard work and dedication of two outgoing board members, Nancy Tebeau and Gray McKay. Their presence on the board will be missed!

Anderson also acknowledged the town and chamber staff and thanked them for their support of the DRC.

Put next year's banquet on your calendar. It is a good opportunity to network with other members of the downtown Wake Forest community, as well as town and Chamber of Commerce representatives.

Dumpster to be Moved

The dumpster in the gazebo town parking lot on South White Street will be removed to improve the appearance of the parking lot and add more parking spaces.

Contact Kara (441-9551) with questions or comments, or for more information.

DRC *Downtown Matters* Seminar Series

The DRC is gauging interest in a seminar series geared towards addressing the issues that face business owners/operators, as well as property owners.

If you haven't already, please fill out and return the survey included with this newsletter to Kara at the DRC office at 135 S. White Street or by email at kara@wakeforestdowntown.com.

Thanks!

Many, many thanks to Karen Winstead and the staff at The Forks Cafeteria & Catering for hosting the DRC meetings and the banquet. Their gracious hospitality is truly appreciated. Thank them next time you're by The Forks!

New DRC Office Hours

As of August 31, the DRC office at 135 S. White Street will be open Tuesday-Friday, 9 a.m.-2 p.m. Feel free to come by, call or email Kara!

Phone: 919-441-9551

Email: kara@wakeforestdowntown.com

Information Table at SEBTS New Student Orientation

The DRC will have an information table set up at the Southeastern Theological Baptist Seminary student orientation Thursday, August 19th. We are requesting 100-150 copies of publicity materials from businesses interested in participating. The seminary is home to nearly 2,000 students—counting spouses and families, your business could reach a lot of potential customers!

Please contact Kara at 441-9551 or at kara@wakeforestdowntown.com by **August 17** if you would like to participate.

Tip of the Month:

Solicit problems. A customer who has one unsatisfactory experience with your business may become a former customer. Do not wait for a customer to tell you they have a problem. Actively seek out customer problems and suggestions. Provide ways for your customers to let you know how you could have done a better job. Then, meet or exceed their expectations!

(Council of Better Business Bureaus, www.bbb.org/alerts/article.asp?ID=520)

Volunteers needed

Kara is looking for volunteers to help with distributing the newsletter each month. Duties range from copying to labeling, stamping and licking envelopes. Please contact her at 441-9551 if you, or someone you know, would be willing to volunteer for about an hour a month.

The Downtown Merchants' Association is also looking for volunteers to distribute Moonlight Madness/Art After Hours posters to the merchants each month. Contact Kara at 441-9551 or Ezzie or Karen at Ellie May's, 556-1171, if you would like to help out!

Need a Web site?

The Internet is an effective marketing tool that reaches thousands of people all over the world. To help downtown businesses harness this marketing power, the DRC is offering reduced-price Web pages to downtown businesses through a collaboration with Austin Consulting. The pages would be connected to the DRC's Web site at www.wakeforestdowntown.com and would be offered at a rate that is much less than the \$350/year that it would cost to host your own site.

Contact Kara Loftin at 441-9551 or kara@wakeforestdowntown.com for more information.

Volunteer for DRC Committees

The DRC still needs volunteers for all its committees. Please contact Kara Loftin at 441-9551 to volunteer or for more information. The committees are:

Design and Appearance

Tom Iversen, chair
tiversen@mindspring.com
556-2144

Downtown Merchants' Association

Ezzie Jones and Karen Lowman, co-chairs
556-1171

Economic Restructuring

Cam McCamy, chair
cam@mccamyassociates.com
554-2192

Government Affairs

Elise Whitley, chair
ewhitley@wpalaw.com
556-3134

Promotions & Events

Michelle Morgan, chair
michelle@wakeweekly.com
556-3182

Inaugural Autumn Arts Festival Sept. 25

Mark your calendars now for the inaugural Autumn Arts Festival in downtown Wake Forest Sept. 25. The DRC is partnering with the WF Cultural Arts Association to bring the first Autumn Arts Festival to Wake Forest. There will be child- and adult-friendly activities, as well as live music, art vendors and wine tastings.

Art vendors will be set up on E. Owen Avenue and throughout downtown. The live music will be set up in the parking lot beside The Cotton Company and will include E.G. Peters and others to be determined. Food vendors will overflow into the Chamber of Commerce parking lot.

The children's area will be set up in the gazebo parking lot on S. White Street and will feature art activities for kids, face painting and many other great activities geared towards kids.

Sponsorships are still available for this event. Contact Michelle Morgan at 919-570-1378 or michelle.72@earthlink.net before August 27 if interested.

Artists are invited to set up a booth to take advantage of the additional traffic and to promote themselves. The booth space is \$50.00 per artists. Contact Crystal Worzella at crystalc427@yahoo.com or 919-616-2255 if interested.