



# Main Street Moberly!

## What Makes a Place Great? It's as Easy as Counting to Ten

*Written by Erica Stewart*

What is that *Je ne sais quoi*, that certain something that makes a great place, a great place? Turns out it's not that hard to pin down. And no, it is not an equation that will transport you back to high school math class—it is much less painful, and in fact, it gives us kind of a fun lens through which to view our own surrounding and favorite destinations.

Thanks to a new partnership between the National Trust Historic Preservation and the Project for Public Spaces (PPS), I recently became acquainted with their “Power of 10” concept. This principle provides a recipe for creating a great public place— a place we all have experienced and can recognize—but whose exact ingredients we may not have ever considered.

The basic premise is this: any great public place needs to offer at least 10 things to do or 10 reasons to be there (10 being a round number and a catch phrase—the numbers can be fudged if the spirit is there). As described on their website, [www.pps.org](http://www.pps.org), these things could include a place to sit, playgrounds to enjoy, and to touch, music to hear, food to eat, history to experience, and people to meet. Ideally, some of these activities are unique to that particular spot and are interesting enough to keep people coming back.

Example: A park is good. A park with a fountain, playground, and popcorn vendor is better. A library across the street, there's a sidewalk café nearby, a bus stop, a bike trail, and an ice cream parlor, then you have what most people would consider a great place.

The key to achieving this glorious pyramid of 10 things? You and me.. PPS believes that the local folks who use the space most regularly are the best sources of ideas for what uses will work best.

So I sat down and thought about one of my favorite places: Damariscotta, Maine. This former shipbuilding town has a population of 2,000 and is located alongside a river that bears its name. It offers all the beauty, and neighborly charm a small town should, while its turn-of-the-century brick commercial buildings provide a neat collection of goods and services that is the envy of other towns its size— and bigger. Within a walkable National Register-listed historic district, one can find a post office, Community theatre, a library, a book store, a local coffee shop, an old-time soda fountain and sandwich shop, jewelry and art galleries, a burrito joint, a furniture store, and the best outdoor sporting goods store in the world (think TJMaxx crossed with Eddie Bauer but funkier—and more supportive of hunting). I treasure my afternoons spent exploring Main Street, browsing books, savoring a sub sandwich, or trying on the last year's slightly imperfect North Face jacket.

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**What Makes a Place Great? It's as Easy as Counting to Ten (continued)**

But what the Power of 10 helped me see is that Damariscotta, for all its charms, really lacked a comfortable outdoor space where one could sit and enjoy that newly purchased book, cup of coffee, or sub sandwich, while showing off last year's slightly imperfect North Face jacket. What it does have, tucked just behind Main Street is a surface parking lot with a view-an unfettered, totally spectacular river view, as the lot is entirely waterfront property. I would love to see the town's parking needs met elsewhere, freeing the "back parking lot" up for shady park benches, public art, paths for bikes and pedestrians, and some lively kiosks on the area's culture, history and natural significance. Town leaders are at work on this very idea, I've since learned (gotta love the internet), and I really hope they succeed in opening up access to the river, while giving locals and folks "from away" a place to congregate and enjoy all of downtown's attractions. In the process, Damariscotta, a great place any way you count it, will certainly become an even better one.

Erica Stewart is the outreach coordinator for the National Trust for Historic Preservation's community revitalization department. NOTE: The new partnership recently launched between PPS and the National Trust pairs PPS' "placemaking" principles with the Trust's Main Street Four-Point Approach® to the revitalization of older and historic commercial district revitalization. Stay tuned for stories of how their new joint pilot program will integrate placemaking and historic preservation to make historic Main Streets and downtown districts even more livable.

**Members Only**

Below you will find the new downtown pole banners. We have seventy (70) poles available for banners. The price of the banners are \$25.00 per banner. We have four banners available and these can be changed for the seasons. Wow, you can advertise year round for a fee of \$100.00 for all 4 banners!

The banner placement will be on a first come first serve basis. So contact the Main Street office to order and purchase your banners today!



**Community Calendar of Events – July 2010**

**July 1, 2010**

“History by the Book” window display at Coach Light’s American County, 514 W Reed, downtown Moberly. Books on American military history are displayed in conjunction with informational signing. The stories shed light on some of the greatest-and lesser known-events in U.S. history. A great educational-and emotional-experience leading up to the Fourth of July.

**July 3, 2010**

“Oakland Cemetery - At 2pm the Veterans Flags Committee will host the Community in recognizing Moberly’s Veterans in a ceremony in Oakland Cemetery. Col. Jeff Mikesell, U.D. Air Force (Retired) will present the Keynote address.

24 Raceway -Whitehead Memorial Firecracker Forty with 40 Feature Laps for Modifieds and with W.O.W. 360 Ci Sprints starting at 7pm at 24 Raceway.

**July 4, 2010**

Paddle Boat Races - 4th of July Paddle Boat Race at Rothwell Park. For more information contact Michael Bork at 660-269-8705 x 2013

**July 6, 2010**

Moberly Public Library Rev. Dr. Ken Schurb, pastor at Zion Lutheran Church, will be speaking at 6:30 p.m. about his latest published work “The Old Testament Collection: Preaching Christ in the Old Testament during the Church Year” and, following his talk, will have the CD-ROM on which his book is recorded available for sale and media signing at the Moberly public library until 8:00 p.m. Public is invited to come and listen to/speak with this very knowledgeable community leader. Refreshments will be served.

**July 7, 2010**

Moberly Public Library - 2nd Annual Teen Musical Talent Contest @ your Moberly public library from 1:30-4:30 p.m. in the programming room at the Moberly public library. Teens (12-19) MUST register for this event by calling Beverly at 263-4426 or by coming into the library and signing up with her. Fifteen acts is the maximum number for this event and music must be present in some form in each performance.

**July 19,20,21,22 ,23,24and 25 2010**

Randolph County Fair. For more information contact 269-9656, 263-2414, or 651-4850.

**July 24, 2010**

2nd Annual Summer Bash at the Airport. For more information contact Moberly Area Chamber of Commerce at 263-6070.

Moberly Correctional Center is hosting a “Special Events for Special Olympics.” We will have a 5K Run/Walk at Moberly High School Track with registration starting at 7 a.m. with the run/walk starting at 8 a.m. There will be a \$20 registration fee and all participants will receive a t-shirt. A night car show will take place at Gratz Brown Elementary with registration starting at 3:00 p.m., judging from 6:00 p.m. to 8:00 p.m. and trophies at 8:30 p.m. The car show registration fee is \$15. We will have four bands performing, including: Kcoalition, Counterfeit Heroz, The Follow and Fender Benders starting at 3:00 p.m. at the Moberly High School track. Law enforcement agencies and emergency personnel will have informational displays. The Randolph County Sheriff will be providing fingerprinting for kids. We will have booth space available with a booth fee of \$20. If your business would like to become a sponsor of this event for \$50 or if you have any other questions, please contact Rebecca Riley @ Rebecca.Riley@doc.mo.gov or (660) 263-3778 ext. 1216.

# July 2010

SUN	MON	TUE	WED	THU	FRI	SAT
				1 Promotions Meeting 8:00 am	2	3
4 Independence Day	5	6	7 Economic Restr Meeting 8:00 am Eat in Downtown	8	9	10
11	12	13 Design Meeting 8:00 am	14	15 Board Meeting 8:00 am	16	17
18	19	20	21	22	23	24 Fly- In Breakfast
25	26	27	28	29	30	31

<b>FUND RAISING</b>	<b>WEBSITE</b>
<p>July 7 – Our two member restaurants, Funny Pages and The Brick will help us raise funds for Main Street Moberly. Coupons will be flooded out to the community asking them to take the coupon to one of those two restaurants on July 7. The coupon will be stapled to your bill and we will receive 20% of each purchase. Please give these coupons to everyone who shops in your store over the next few days! Coupons good on July 7 ONLY!</p> <p>July 21 – Fly-in Breakfast at Omar Bradley Airport. We need volunteers from 6 a.m. to 11 a.m. Can you help any or all of that time? It's a great way to get to know your fellow members and its fun! Call Diane.</p>	<p>Our new website is 90% completed and our goal is to finalize it by July 7 (our next meeting). Members: be sure and check your profile to be sure it is accurate. If you change your hours, product lines, etc, be sure and let Diane know so the web can be updated. This is a great FREE service for our members.</p> <p style="text-align: center;"><a href="http://www.mainstreetmoberly.org">www.mainstreetmoberly.org</a></p>
<b>SLOGAN</b>	<b>MEMBERSHIP DRIVE</b>
<p>At the June board meeting another suggestion for our downtown slogan was submitted. It was decided to re-vote and the winner from last month was overturned. Our new downtown slogan is:</p> <p style="text-align: center;"><b>“Downtown: Where tradition meets today”</b></p>	<p>Board members will be contacting non-members over the next few weeks to invite them to join and become involved in our organization. If you own a business or real estate in downtown, it's in your best interest to work with your neighbors to keep our downtown strong! Remember that we are a TEAM, which means Together Everyone Accomplishes More!</p> <p>Please welcome the board member when he/she calls on your business!</p>

Promotions—Annual Sidewalk Bazaar -August 7th , 2010. We are looking for outside street vendors that would be interested in setting up in our downtown during the event. If you know of anyone that would be interested please contact Diane at the Main Street office at 263-5251 or email: [mainstreet@mcmsys.com](mailto:mainstreet@mcmsys.com)

Service businesses—Please get involved and host some type of activity for the Sidewalk Bazaar. If you need ideas for games or booths, give us a call we are happy to help! Lets make this a successful event for all.

**Main Street Moberly, Inc.  
invites you to eat at  
Funny Pages Café  
And  
The Brick**

**Wed. July 7th, 2010**

Make a purchase at one or both of the above-mentioned downtown restaurants and 20% of those sales will be donated to Main Street Moberly.

Present this flyer when you place your order.  
Valid on July 7th only

Your receipt will be stapled to this flyer and at the end of the night, 20% will be donated to Main Street Moberly!

Everything on the menu counts.  
The more you buy, the more that goes to support the  
Main Street Moberly organization!

**\* Dine In \* Carry Out \***

This offer CANNOT be combined with ANY other discounts!

## PEOPLE YOU SHOULD KNOW

**Name:** Bill Reid

**Business Affiliation:** Duval & Reid Men's Wear.

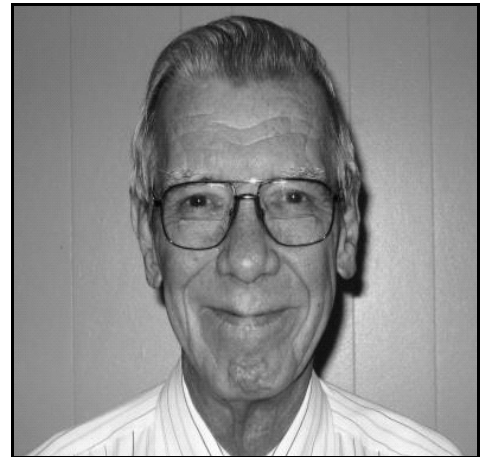
**Age:** 74

**Job Description:** Duval & Reid Men's Wear

**Years lived in Moberly:** All of my life!

**Original Hometown:** Moberly, MO

**Education:** I am a graduate from Moberly Sr. High School



**Community Involvement:** I serve on the board of Main Street Moberly and have been an active member of the organization since the beginning. I was very instrumental in the formation of the Main Street program and continue to serve on the board. I am a member of the Coates St. Presbyterian Church of Moberly and volunteer with lawn mowing and other services to the church.

**Professional Background:** Duval and Reid Men's Wear has been my profession all my life. In the beginning I worked with my father as a sales associate and today I work with my son Bill Jr.

**A local businessperson I admire and why:** Bill Riffel. Bill is a very intelligent man with good business sense.

**Why I'm passionate about my job:** After all of these years I still enjoy the people.

**If I weren't doing this for a living, I would be...** going crazy.

**Biggest career obstacle I've overcome and how....** How to make the sale and not to beat myself up when I didn't. When I was younger I would get so frustrated with myself and my father would always say, "Its ok calm yourself down and focus on the next sale and how you will win it". I did learn from my father and feel that over time it was the consistent reinforcement that brought me to my salesmanship I possess today.

**What people should know about this profession:** You need to know that there are long hours and you have to learn patience. It would be easy to close the doors and go home early, but I have seen it to many times, at 4:55 (just before closing) you have that one customer that comes in and it will be the biggest sale of the week. If you got discouraged and had left early you would have never made that sale and the customer would have gone somewhere else to get their merchandise.

**What I do for fun:** I really enjoy watching sports, working at the house and the church. I rarely go on vacation, but once in about every 4 or 5 years I will go to North Carolina and visit my son Kurt and his family.

**Family:** My wife Ruth Ann, two sons Bill Jr. and Kurt, one daughter Wendy and six grandchildren.

**Accomplishment I'm most proud of:** A successful business and a good family.

**Most people don't know that ....** Beneath this tough exterior, I truly care about the welfare and well being of other people.



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## **Merrill is “clipping” in to help with the Gulf Coast Oil Spill Efforts**

By: Jennifer Hovis

Merrell University has joined the thousands of salons and groomers worldwide in donating hair clippings, which are made into mats and booms that soak up oil spills. They have collaborated with Eco-Educational charity, Matter of Trust, who specialize in “green” uses for both manmade and natural surplus.

There has never been a better time to come into Merrell for a great and affordable, salon quality, eight dollar haircut! Help us help you look and feel better, and “clip” in, to help out with the enormous cleanup effort. If any local groomers or salons wish to help us collect hair clippings, please contact us at Merrell university, and we’ll be happy to handle the shipping.

For more information on Matter of Trust, please visit [www.matteroftrust.org](http://www.matteroftrust.org).

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