

# The Downowner

A P U B L I C A T I O N O F M A I N S T R E E T C H I L L I C O T H E

### It's Mural Season!

*Mural Map  
of  
Downtown  
Chillicothe*

walk,  
explore,  
reminisce.



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## STRUM & STROLL: DOWNTOWN COMES ALIVE

On Saturday, April 26th, the heart of Chillicothe will be filled with art and music. The 3rd Annual Strum & Stroll in Downtown Chillicothe has taken on a new format and has something for everyone.

If you like photography, we've got just the thing! Watercolors you say? We have some of that too! You name it... our area artists can meet your fancy.

Showcasing the art of over 30 local artists and the musical talents of 8 area soloists and groups, this event will echo the talents of our area residents. Our artists hail from all backgrounds and all ages including a local nine-year-old.

This year's event will be held in conjunction with the annual All Missouri Spin-In on the Courthouse Square which includes spinners and knitters from all across the state.



Pay a visit to the Livingston County Library and view the photography display in the historic Federal Courtroom on the second floor sponsored by the Chillicothe Area Arts Council. Also check out the Farmer's Market preview courtesy of our local farmers.

We didn't forget the kids! They will be amazed when they see our 50 foot mural that is just for them to color in! There will also be give-aways courtesy of Midwest Quality Glove for your child to take home and sidewalk chalk for the kids to decorate the downtown walkways.

You won't want to miss the larger-than-life *BizArt* on the south side of the Square. Local businesses will bring their products to life in a whole new light!

We've got it all... art, music, food, fun and so much more! We hope to see everyone on the Historic Courthouse Square on Saturday, April 26th from 10am to 2pm for the 3rd Annual Strum & Stroll.

## VOLUNTEERS: THE HEART OF THE ORGANIZATION

Volunteers are the backbone of a community revitalization program. They staff committees, serve on Boards, produce events, carry out projects, and shape the future of the organization. Main Street Chillicothe is no different. Our volunteer driven Board and

committees are the life force behind much of the good that

*"In every community there is work to be done. In every nation there are wounds to heal. In every heart there is the power to do it."  
~ Marianne Williamson ~*

you have seen accomplished in our downtown. Are you in-

terested in getting involved? Do you have a passion for giving back? Find out how you can be a part of Main Street Chillicothe by calling 660-646-4071 or by e-mail at [mschilli@greenhills.net](mailto:mschilli@greenhills.net). Be a part of the heart of our community!

## KEEP ON DREAMING

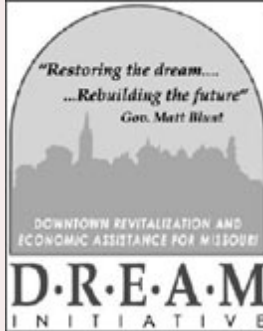
When the City of Chillicothe was awarded the DREAM designation only a few short months ago, many questions arose as to what it would exactly do for our community, specifically the downtown. With each passing month we have begun to see the progress of this vitally important program. It began with the agreement and support of the City of Chillicothe to fund the extensive program. Then it progressed to the review and official signing of the Scope of Services contract. This contract will be our guiding light over the three-year DREAM period. It outlines exactly what tasks (surveys, analyses, projects) are to be completed and when.

In April 2008, we are already beginning work on two of the outlined DREAM tasks. First, after great assistance of both the City and Livingston County and their GIS mapping system, we are in the initial stages of our Land Use, Building,

and Infrastructure Survey. This survey will enable us to better use all of our downtown space for purposes that suit each particular location, size, and space.

Second, we will be conducting four Community Focus Groups on April 28th as a part of the Community & Visitor Survey task. Fifty-six residents, officials, business owners and students will gather to express their ideas and opinions on Downtown Chillicothe. We are proud to say that we have teamed up with four local restaurants to sponsor and cater the groups: Golden Corral, Hy-Vee, The Boji Stone and Wal-Mart.

Great things are happening in Downtown Chillicothe and it is all because we have the chance to DREAM.



*"The only good business is one that 's always improving, because if you stop, you might as well go out of business; it's the same with Main Street."*

## PHILADELPHIA ... MORE THAN CHEESE STEAKS

Being a part of the National Trust Main Street Program entitles Main Street Chillicothe to attend the National Town Meeting held in the spring of each year. I just returned from the annual conference which was held in historic Philadelphia, Pennsylvania.

The conference was an intensive five-day experience that encompassed

the 4-points of Main Street through educational sessions as well as informative tours of the city and surrounding area.

I participated in sessions that spoke on promotions that sell your downtown and how to get bang for your buck in fundraising events. I also had the luxury of taking a tour of Historic Philadelphia that doted on the rich American

history including the Liberty Bell, the Betsy Ross home and Independence Hall. It serves as testimony that every city, including ours, has to build upon the history that we were given by our founders. I must report that this experience has only heightened my expectations for what Downtown Chillicothe will become.

*Crystal Narr*

## IT'S ABOUT BLOOMING TIME

We are now approaching our third year of having beautiful hanging and potted plants in our downtown area. This year, Beth Weidner of Weeds Greenhouse in Tina, MO will be providing our beautiful flowers. Beth reported that this year we will again have various colors of *super-tunias* and *superbells* from

*Proven Winners* with *iboza vine* dispersed throughout. Last year Main Street distributed 55 planters to downtown business owners with the additional 25 hanging pots. Paid sponsors of the Main Street Chillicothe Organization pay half of the cost for their planter(s). Additionally, daily watering and weekly

fertilization are provided by the City of Chillicothe.

This program receives many compliments each year and is a very inexpensive way to brighten and beautify your storefront. If you are interested in this growing program please call the Main Street office at 646-4071.



## READ ALL ABOUT IT: LIVINGSTON COUNTY LIBRARY

In 1910, the federal government awarded \$65,000 to Chillicothe for the construction of a "first class post office building" with federal court offices on the second floor. The building was completed in 1915 and the post office moved in during 1917. At the time it opened it was one of the most modern post offices in the state.

In 1964 it became known that the post office was going to move to a new facility. George W. Sommerville and others in the community worked to acquire the building for use as a Library. On March 24, 1965 the deed of the post office was turned over to the Livingston County Memorial Library for the price of \$1. Remodeling and moving of materials began shortly after that and on November 13, 1966 a dedication ceremony was held to officially open the community Library in this building. Initially the building was also occupied by

the Social Security office, the Selective Service and the University of Missouri Extension Office.

The building still includes many original items from when it was built and over the years the administration has tried to preserve the historical look as much as possible. There are two working safes and the woodwork and tapestry in the Courtroom are original. The judge's bench was removed to the Livingston County Courthouse for use in the Commissioners' room. It's been rumored that only one case was ever tried in the historic Courtroom. Research has neither been able to prove or disprove that claim.

The Livingston County Library is a cornerstone of downtown Chillicothe. While the services the Library provides to the public have evolved over the years, so has the use of this historic building.

*Robin Wesphal, Director*



**Livingston County Library  
as it stands today**



## INTERNAL CUSTOMER SERVICE MARGIE JOHNSON

Ask a group of retailers about their greatest daily challenges and, invariably, chief among them will be employee turnover and morale. The ripple effect of this "silent sabotage" impacts virtually every area of business, severely altering the sales and bottom-line results. Ironically, as retailers spend countless hours servicing external customers, they often lose sight of servicing the internal customer—the employee. Show me a business where the "internal customer service" is poor, and I can guarantee an underperforming store. Retail-

ers who understand the value of extraordinary external customer service generally share the same commitment to their employees. Look at that word "extraordinary." It's the word "ordinary" with just a little extra.

From out consulting and research with companies, we have zeroed in on some simple, yet highly effective strategies to create a high-morale environment. Contrary to popular belief, the number one motivator for most employees is not more money. Our research continues to support

the need for more praise, recognition, and reward within the company. The proverbial "pat on the back," simple phrases like "thank-you" and "you did a great job," and recognition in front of peers are basic, common-sense approaches that can yield uncommon results.

Commit to using two of the below initiatives to stimulate energy in your business:

- Buy a book of stamps and commit yourself to writing positive notes to employees.
- Give a surprise paid hour off or extended lunch
- Inform employee's family

of their job well done.

- Practice *Random Acts of Kindness*
- Ask one employee a month to serve as biz owner/manager for a day. Then listen to their enlightening feedback.
- Hold an "idea session" on specific biz topics. Reward employee ideas with \$1 - \$5. These no or low-cost ideas can go a long way toward fostering high morals. Start slowly, pace your initiatives, and be ready to receive the dividends that come to you as you issue these psychological paychecks.

## KNOW THY NEIGHBOR



One element of the Main Street 4-point Approach that Main Street Chillicothe has been missing out on is the proverbial *pounding the pavement*. Beginning this spring, you will be paid a visit by either a Main Street Chillicothe staff, Board or committee member. These informal meetings are meant to serve as an open line of communication between the

downtown business owners/employees and our downtown organization. These meetings will educate us on how we can better help our downtown economy. It will also allow us to gain valuable insight into the statistics surrounding our core area.

Main Street Chillicothe reports quarterly to both the State and National Levels of Main Street

and each downtown business entity is an integral part of that statistical information. Anytime you gain or lose employees, renovate, change locations, add or take-away from your business, we would like to know so that we can adequately report on the changes within our district. Do you have changes to report this quarter? Give us a call!

**T H E D O W N T O W N E R**  
A P U B L I C A T I O N O F  
M A I N S T R E E T  
C H I L L I C O T H E

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**“Using the Past as Pavement to the Future”**

Main Street Chillicothe is a 501(c)3 non-profit organization that promotes downtown as a place to work, shop, live and conduct business while also preserving its historical, architectural, commercial, and cultural heritage. Your contribution & continuing concern allows Main Street to thrive and our organization to continue to preserve the history of our downtown. Chillicothe was built off of the success of the downtown area and our goal is to bring life back to what once was the heart of our community... the downtown.



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*Using the Past as Pavement to the Future*

MAIN STREET  
CHILlicOTHE