

The Lake Line

Fall 2005

Volume 3, Issue 3

The Newsletter of the Lake Street Council

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Sheraton Hotel

Apreciamos sinceramente el deseo de Midtown Sheraton Hotel de participar en nuestra comunidad y conocer a nuestros vecinos.

Job Fair Held for New Hotel

The Sheraton job fair was held September 26 and 27 at the Workforce Center. There are some unique features to this hotel.

The Midtown Sheraton has partnered with Abbott Northwestern Hospital, so many of the hotel residents will be people waiting for surgeries and dealing with sickness and death. This means the employees will need to be compassionate and create an atmosphere of warmth and comfort. One creative solution has been the creation of a hotel mascot, Randy the Raccoon (see picture, right). We appreciate Sheraton's willingness to get involved in the community and meet their neighbors.



Annual Wine & Beer Tasting and Silent Auction Returns to Lake Street November 3

Everyone is invited to gather at the largest and best-attended event sponsored by the Lake Street Council. This November 3 event is the Lake Street Council's annual fundraiser and helps support all of the programs and other events held throughout the year. Guests are invited to taste the excellent selections of wine and beer that are offered. In addition, this may be one of the best silent auctions you'll attend. Gifts are donated by area businesses and others. The bidding is always fun and exuberant. Many a great bargain can be found.

Here's a fun idea offered for auction by Council Member Schiff. LRT Bar Tour! Tour the LRT corridor with a group of your friends and visit all your favorites: The Sun Rise Inn, The Schooner, and more! The first round is on Gary.

Everyone is urged to bring their checkbooks to bid and to join Lake Street Council members in a most enjoyable evening!

2005 Wine & Beer Tasting:

Thursday, November 3, 5:30 - 8:00 p.m.

El Nuevo Rodeo, 2709 E. Lake Street

Tickets will go on sale in October from either Lake Street Council members or call the office at 612-822-0232.

From the Desk of Interim Director Joyce Wisdom
**Build Cohesion, Insure Vitality - Working For
 Lake Street's Future Today**

It just makes sense: "The only way change can work is with consensus, and that takes time, talking to people, listening to people, respecting the differences. It's the longer route, the seemingly harder route, but, ultimately, the successful route."

The Lake Street Council's mission is *to build a cohesive strategy to insure the ongoing vitality of the Lake Street business community.* With you, we share the vision of Lake Street as a vibrant business environment where businesses thrive and excel.

The Lake Street Council can make a very positive difference in the Lake Street business community by providing value and achieving results. Lake Street Council already provides a variety of programs: informational meetings, Lake Line newsletter, Fix & Paint commercial property improvement grants, connections to employment skills training, *pro bono* business legal services,

and advertising and technology discounts. The Lake Line newsletter remains one of the best sources of Lake Street information.

As you know, we value our partnerships. We work with others to leverage our efforts, both leading and joining collaborative efforts to address Lake Street challenges. Strategic partners include community development centers: Latino Economic Development, African Development and Neighborhood Development. We are also building a strong relationship with the Minneapolis Regional Chamber of Commerce that will enhance our efforts to provide opportunities for Lake Street businesses.

We are an organization that is actively developing a more diverse membership base. We welcome everyone with honor, dignity and courtesy.



Interim Director Joyce Wisdom

Photo by Aaron Day

The Lake Street Council always puts business owners first. We use your membership dues wisely and efficiently.

Though the Lake Street Council has served this area nearly 40 years, immediate strategic planning has been vital to the sustainability of the Lake Street Council and its crucial role to the Lake Street businesses. Lake Street Council is in the process of providing definition to its role as the umbrella organization for the eight node associations that meet semi-regularly throughout the corridor. We want to develop a marketing plan that offers an opportunity for each of the eight major nodes to plug into. The marketing plan should also be reflective of the fourteen neighborhoods that make up the Lake Street corridor.

You have likely seen our Lake Street Business Follow-up Survey report. It indicates that with road construction in progress, a majority of our businesses are experiencing 10-50% losses of revenue. Lake Street is a convenient, unique urban shopping,

All Aboard! Meet LSC Treasurer Joe Stratig

Meet Joe Stratig - he's the man who minds the money! After six years on LSC's board, with two as treasurer, Joe believes that he is truly fulfilling his avowed mission of "giving back" as he works with Goodwill/Easter Seals to help people locate and hang on to jobs. Goodwill/Easter Seals serves 11,000 job seekers who have problems that include chemical dependency issues and language problems.

Joe lists networking opportunities and establishing professional relationships with other area business people as his favorite experiences in working with the LSC board, something he hopes to pursue for years to come!

- Valerie Powers

- Continued on Page 5 -

News of the Nodes

Longfellow Business Association

In the September issue of *Twin Cities Business Monthly*, Longfellow was named the "Best Up-and-Coming Neighborhood". The article called the many new restaurants and housing developments in Longfellow "a great coming-together of business development and residential sensibility - what a neighborhood should be."

The Longfellow Business Association is working on updating the successful Longfellow Business and Community Directory, last published in 2004. The Directory is published in cooperation with the *Longfellow/Nokomis Messenger* and the Longfellow Community Council. All Longfellow businesses are offered a free listing and the sale of ads pays the publication costs. The Directory will be distributed free to 12,000 homes and businesses in 2006.

LBA held a joint meeting with Seward Civic & Commerce Association in July to hear a legislative report from State Rep. Jim Davnie. August was our annual picnic, and in September, LBA members and guests learned about the redesigned parking lot and rain gardens at 7-Sigma, a local manufacturer. 7-Sigma is located at 2843 26th Avenue South and has been in the neighborhood since 1973. Their new rain gardens are not only beautiful, they also capture 95% of the stormwater that previously ran off the parking lot into the street, earning 7-Sigma a credit under the City's new stormwater credit program. This project received support from LBA and the Mississippi Watershed Management Organization. Barr Engineering and Phillips Garden designed and installed the project.

Hiawatha-Lake Business Association

The Hi-Lake area may be a small node on the entire Lake Street landscape, but the area continues to make the most of growth opportunities that provide positive results for businesses and residents. Local businesses have taken pride in the Midtown Greenway entry at 28th Street and 21st Avenue by assisting with tree planting and the installation of the rain gardens. Stop by and enjoy the changing landscape. The YWCA of Minneapolis-Midtown hosts the *Race Against Racism* on September 25, using the Greenway. Partners in the 5K race are the Midtown Greenway Coalition and the Uptown Running Room. If you are looking for the relocation of the Reuse Center, look around the corner at the Green Institute's Eco-

Crime & Safety Corner

COMING SOON: 311 Call Center

In an ongoing effort to make Minneapolis more accessible to people who live, work and enjoy the city and its resources, the City is streamlining its phone operations. Instead of having different phone numbers for services ranging from pothole repair to barking dogs, there will be one short number to call: 311.

Beginning in January 2006, people in Minneapolis can simply call 311 for information about the city and City services.

Some facts about 311:

- The number will work for callers within the Minneapolis boundary limits
- Cell phones will have access to 311, provided they're used within city limits
- The 311 Call Center will answer phones from Monday through Friday, 7 a.m. to 11 p.m.
- Remember, 911 will continue to be the number for emergency calls

-From the City of Minneapolis website

Enterprise Center. New Executive Director of the Green Institute, Corey Brinkema, is overseeing the move of the popular destination. Don't forget the Midtown Public Market this fall. Check out the seasonal market changes at www.midtownpublicmarket.org.

Bloom-Cedar-Lake Business Association

The Bloom-Cedar-Lake Business Association was unable to provide an update for this *Lake Line* issue.

Chicago-Lake Business Association

Busy, busy, busy! Lake Street - a lot has happened this summer. The south half of the Lake Street construction project is substantially complete with the auto traffic moved to the south. There has been hardship for business on Lake Street during construction. Businesses have seen revenue losses of over one-half. All merchants remain open during construction. Come and shop!

- News of the Nodes, continued on Page 7 -

Local Saddle Shop Rolls Successfully Into Second Century on Lake Street!

In 1907, when Emil Schatzlein opened Schatzlein Saddle Shop on Lake Street in Minneapolis, the street was not yet paved, and Emil sold gear like saddles and horse harness - commonly-used equipment in those days - on a dirt road. Two years from now, Emil's six grandchildren will celebrate Schatzlein Saddle Shop's 100th Anniversary on a street that for a short time will be going back to the past, transforming once again into a dirt road, with the Lake Street repaving job. "Look for horses and a stage coach," advises Jan Schatzlein. Schatzlein is now Minnesota's oldest Western store and one of the oldest businesses on Lake Street.

In the 21st century, Schatzlein Saddle Shop continues to sell boots, saddle and tack, jeans and hats at 413 W. Lake Street, along with other Western apparel, gifts and accessories. They also do leather repair. Their reputation for traditional high quality and fine craftsmanship has expanded to include English riding saddles and harness.

Schatzlein Saddle Shop's telephone number is 612-825-2459. They can be found on the web at www.ssaddle.com. Check out their history and come tour the shop!



- Valerie Powers

Lake Street Business & Career Center

a program of the Neighborhood Development Ctr.

Providing assistance to small business owners and start up entrepreneurs

- Business plan classes
- Counseling: Start Up, Growth and Turn Around
- Multilanguage counselors
- Computers and Internet Resources

Hours: M-F 9 a.m. to 5 p.m.
Plaza Verde, 1516 E. Lake Street, Suite 202

612-724-6363

Above, Schatzlein Saddle Shop sells Western wear, continuing the tradition of a century-old family-owned business on Lake Street.

Photos by Aaron Day

Minneapolis Consortium to Offer Cash-Flow Loans for Lake Street Businesses

The Minneapolis Consortium of Community Developers (MCCD) is offering delayed-repayment loans of up to \$20,000 to Lake Street businesses that are facing cash flow shortfalls as a result of the Lake Street reconstruction project.

Full monthly payments for the seven percent loans will not begin until February 2007, following the completion of the reconstruction project in Midtown. Prior to February 2007, borrowers will make a \$50 monthly payment to MCCD, which will pay down the principal amount of the loan.

For more information, contact Iric Nathanson at MCCD at 612-789-7337 ext. 14 or e-mail inathanson@mccd.org.

Lake Street Council Runs Fix and Paint Program for Corridor Businesses

Own commercial property on or near Lake Street? Now's the time to upgrade or reposition your building to take advantage of what's happening now and coming to Lake Street. Use the next 12-18 months to get your property ready! Make lemonade out of your sweet lemons.

The Fix and Paint Program

This program offers small businesses and commercial property owners a grant of up to \$3,000 to reimburse improvement costs. Improve your property and the overall image and appearance of the Lake Street

Corridor. This reimbursement grant offers 15% to 30% of the cost of those improvements up to the maximum allowed, based on the visibility of the work. Improvement must first be completed and paid for by the business or property owner. Since 1982, Lake Street Council has awarded more than \$1.4 million dollars in Paint and Fix grants.

Questions? Call Joyce Wisdom at 612-822-0232 or download details and an application form from the Lake Street Council website at www.lakestreetcouncil.org.

Nuestra Anual Degustación de Vinos y Subasta Silenciosa

Todos están invitados a acompañarnos en el mayor y más atendido evento patrocinado por Lake Street Council. Es el evento anual destinado a recaudar fondos que ayudan a financiar los programas de Lake Street Council y otros eventos mantenidos a lo largo del año. Los participantes tienen la oportunidad no solo de degustar una excelente selección de vinos y cervezas, sino también de asistir a una de la

mejores subastas silenciosas, con regalos donados por los negocios del área y otros. Las apuestas son siempre divertidas y exuberantes y se encuentran verdaderas gangas! Aquí está una ingeniosa idea para la subasta que ofreció Sr. Schiff, uno de los miembros del Concejo Municipal:

Tour de Bares de LRT! Súbase al tren LRT con un grupo de amigos y visite los bares favoritos: The Sun Rise Inn, The Schooner, etc! Gary invita a la primera ronda.

Wisdom, continued from Page 2 -

dining and entertainment experience. We need to further expose its potential. We believe a plan is needed that supports and unites node and individual businesses' marketing efforts for all of Lake Street. The Lake Street Council understands the duress Lake Street businesses are undergoing during the street construction that will continue through 2007.

Lake Street has a rich and valuable history. We need to take advantage of the many positive aspects of Lake Street to enhance local businesses' marketing efforts. We have a vibrant public market that is in its second year near Hiawatha & Lake. Ours is a commercial corridor that now has the advantage of light rail transit and the Midtown Greenway. But perhaps most importantly, we should remember that *the energy of new Americans has always driven the vitality of Lake Street.*

Degustación de Vinos de Lake Street Council 2005
3 de Noviembre en El Nuevo Rodeo
2709 E. Lake Street
5:30 p.m.-8:00 p.m.

Las entradas estarán a la venta en Octubre, a miembros de Lake Street Council o llamando a la oficina a 612-822-1912.

No se olvide de su chequera para hacer apuestas y venga a disfrutar de la velada con sus amigos y los miembros de Lake Street Council!

- Spanish translations, continued on Page 6 -

Lake Street Council ofrece Fix & Paint

Es Usted propietario/a de un local comercial cerca o sobre la calle Lake? Ahora es el momento de modernizar su edificio para poder aprovechar todos los cambios y mejoras que están teniendo lugar en la calle Lake. No espere más y prepare su inmueble en los próximos 12-18 meses!

Programa Fix & Paint

Este programa ofrece a los pequeños negocios y propiedades comerciales un reembolso de hasta \$3,000 para los costes de mejora de los inmuebles. El reembolso cubrirá entre 15% y 30% del coste total máximo permitido, en base a la visibilidad de las mejoras realizadas. Las mejoras deben ser finalizadas y pagadas por el propietario del negocio o del inmueble. Mejore su edificio y con él la imagen y la apariencia de toda la zona de la calle Lake. Desde 1982, Lake Street Council ha concedido más de \$1.4 millones en concepto de Reembolsos Fix & Paint. Si desea más información, póngase en contacto con Elma Johnson al 612-822-1912, u obtenga más detalles y la solicitud de la web de Lake Street Council: www.lakestreetcouncil.org.

Allina Offers Ad Opportunities to LSC Businesses

Lake Street Council is collaborating with Allina to provide opportunity and benefit both to Lake Street businesses and Allina staff. Lake Street Council is soliciting coupon layout from Midtown businesses (Hiawatha to 35W). Allina will then produce coupons that will be distributed to their staff. We expect to distribute 1500-1800 coupons during this first distribution which will begin in December. If you are interested in submitting a coupon, please call Joyce at 612-822-0232 or send an electronic copy of your coupon directly to jwisdom@lakestreetcouncil.org. All submissions should be received by October 28. Join us in welcoming new Allina staff to our community! (See repeat of this offer on Page 8!)

Allina

Lake Street Council está colaborando con Allina para crear oportunidades que beneficien tanto a los negocios de la calle Lake como a los empleados de Allina. Para ello, LSC está aceptando cupones de los negocios de Midtown (Hiawatha hasta 35W) y que Allina distribuirá entre sus empleados. Durante la primera ronda de distribución, que comenzará en Diciembre, se espera distribuir entre 1500 y 1800 cupones. Si Ud. Desea distribuir cupones de su negocio, póngase en

contacto con Elma Johnson al 612-822-1912 o envíe una copia electrónica del cupón a jwisdom@lakestreetcouncil.org. Los cupones deben ser recibidos antes del 28 de Octubre. Demos juntos la bienvenida a nuestra comunidad a los nuevos empleados de Allina!

Latino Communication Network

Latino Communication Network, publisher of *Gente* and *Vida y Sabor* is offering Lake Street Council Member Advertising Discounts.

In *Gente*: 50% off black & white, any size or frequency
In *Vida y Sabor*: 10% off black & white, any size or frequency.

If you aren't a member of the Lake Street Council, become one today and take advantage of this opportunity. Membership will be verified. Call LCN at 612-729-5900. *The Most Effective Way to Reach Minnesota's Latino Community.*

Latino Communication Network

Latino Communication Network, editor de *Gente de Minnesota* y *Vida y Sabor* ofrece ahora descuentos publicitarios a miembros de Lake Street Council.

En *Gente de Minnesota*: 50% de descuento an anuncios en blanco y negro, de cualquier tamaño y frecuencia
En *Vida y Sabor*: 10% de descuento en anuncios en blanco y negro, de cualquier tamaño y frecuencia

Si aún no lo es, hágase miembro de Lake Street Council hoy mismo y aproveche esta ventaja! Se verificará la membresía. Llame a LCN al teléfono 612-729-5900.

La Manera Más Efectiva de Comunicar con la Comunidad Hispana.

**The Lake Street Council and
its members wish to thank
the Hiawatha-Lake Business Association
for the tickets provided to
our Lake Street Ambassadors team
for In the Heart of the Beast's
production, "Lake Street Excavations."**

Lake Street Calendar of Events - Fall 2005

Thursday, October 13, 11:45 am - 1 pm
Longfellow Business Association
Holy Trinity Church, 2730 E. 31st St
Call Hillary Oppman, 612-722-4529

Thursday, October 13, 2:30-4:00 pm
4th & Lake Business Association
Urban Ventures - 3043 4th Ave. So.
Call Ralph Bruins, 612-822-1628

Friday, October 14, 8:45-10:30 am
Hiawatha-Lake Business Association
Location TBD
Call Sue Duoos, 612-215-4300

Tuesday, October 18, 8-10 am
Lake Street Reconstruction PAC
3rd Police Precinct, 3000 Minnehaha Av.
Call Tom Johnson, 612-344-1400

Tuesday, October 18, 12-1 pm
Chicago-Lake Business Association
Workforce Center, Chicago & Lake
Call David Johnson, 612-823-2080

Wednesday, October 19, 7:30-9:30 am
Good Morning, Minneapolis!
City of Lakes Chamber of Commerce
The speaker will discuss Lake Street transportation challenges and opportunities, street and landscaping construction, Midtown Greenway, LRT!
Breakfast will be served. Location to be announced.
Chamber members \$20.
Non-members \$30.
Registration required, available at www.minneapolischamber.org or by calling 612-370-9100.

Wednesday, October 19, 12-1 pm
Nicollet-Lake Business Association
Wells Fargo Bank, 3030 Nicollet Ave. So.
Call Valerie Powers, 612-874-7044

Thursday, October 20, 7:30-9 am
LSC Board of Directors Meeting
US Bank Building, 919 E. Lake Street
Open to all members and guests
Call Joyce Wisdom, 612-822-0232

Tuesday, October 25, 8:15-9:15 am
Bloom-Lake-Cedar Commercial Club
Wells Fargo, Bloomington & Lake
Call Ted Muller, 612-825-5100

Thursday, November 3, 5:30-8:00 p.m.
LSC Wine & Beer Tasting
El Nuevo Rodeo, 2709 E. Lake St.
Call Joyce Wisdom, 612-822-0232

News of the Nodes, continued

Midtown Exchange - Construction workers are starting to park in the ramp freeing up on street parking for the residential neighborhoods and merchants. Exterior parking areas continue to be paved. The hotel is also nearing completion. See the Minnesota Work Force Center for hotel employment opportunities.



Chicago Avenue Bridge - Concrete continues to be poured each week. The deck is in with backfilling and railings currently being constructed.

Chicago Avenue Streetscape - The City of Minneapolis would like to have the streetscape completed this year. The bridge needs to be substantially finished so the approaches can be constructed, therefore this will be a late season finale.

4th & Lake Business Association

Mexican Independence Day was celebrated September 11 with a parade traveling down Lake Street to 4th Avenue South. There were three music stages. We look forward to the opening of La Hacienda Plaza, the reconstruction of a grocery store that was at 4th and Lake. There will be more information in the next newsletter about Christo Rey, a new high school that has a potential for opening in this area.

Nicollet-Lake Business Association

Transit and development - development and transit! Both are big on the agenda of this vital city crossroads. Node leaders are keeping a close eye on how east segment plans for repaving go forward, learning from their experiences. Representatives of the west end groups are now meeting to discuss designs for streetscaping.

Lyn-Lake Business Association

New housing sprouts up wherever you look in Lyn-Lake, and new restaurants continue to open. The Art Car Parade was a big hit in July, and plans are already underway for a new summer celebration next year!

Uptown Business Association

The Uptown Business Association was unable to provide an update for this *Lake Line* issue.

The Lake Line

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*Join us in welcoming new Allina staff
to our community!*

*The Lake Street Council
Board of Directors
meets monthly.*

*For more information,
contact Interim Director
Joyce Wisdom at
612-822-0232 or
jwisdom@lakestreetcouncil.org.*

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*Questions?
Contact Valerie Powers
at 612-874-7044
or aldrichink@aol.com.*