

The Lake Line

Summer 2005
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The Newsletter of the Lake Street Council

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Lake Street reconstruction project begins at last with big bash on May 15

The Lake Street Reconstruction and Streetscaping Project finally started work on May 16, following a lively public festival on May 15 that featured music, dancers, politicians' speeches, vintage buses, and great food! Improvements to Lake Street will bring a polished new look to the six-mile urban corridor and lead to the strong economic revitalization of the Lake Street commercial corridor. These improvements include an efficient roadway design, stylish streetscaping, attractive pedestrian amenities, convenient parking and handy transit connections. Continuing public input included an Open House on June 8 at Brackett Park to review streetscaping designs for Lake Street's east segment, where work is scheduled to begin in the spring of 2006.

Questions? Call Joyce Wisdom or Elma Johnson at the Lake Street Council at 612-822-0232 or log onto www.lakestreet.info.



Photo by Elma Johnson
Lake Street Reconstruction Kick-off Bash!

The Fuego Latino dancers entertain festival-goers with a flourish at the May 15

color. flavor. rhythm. The new Midtown logo by Uno, below, was unveiled this spring by the Midtown Community Works Partnership.

color. sabor. ritmo. El nuevo logo de Midtown (abajo) fue diseñado por UNO y presentado esta primavera por la asociación de Midtown Community Works.



Los bailarines de Fuego Latino entretuvieron con desparpajo y ademán a los asistentes al evento de Inauguración de la Reconstrucción de la Calle Lake, el pasado 15 de Mayo!

From the Desk of Interim Director Joyce Wisdom

May 15 Bash just a taste of great things coming to Lake Street!

What an eventful quarter it has been! Since the Lake Street reconstruction project started on May 16, Elma and I have been busy helping you, as business owners, stay informed about the daily changes to schedule and other issues that effect your business. Each week, meetings are held here in the basement of the US Bank Building with the City and County project staff. Check our website for day and time.

Prior to the start of construction, we held a major Lake Street event. If you missed it, you missed another incredible day on Lake Street. It was a street party between 12th and 13th Avenues. Taleeh Foods and MeGUSTA served over 1,000 tasty treats to our guests! The music pleased everyone as we clapped and swayed to a wide variety of sounds: Drum Heart, Jack Brass Band, Mahad, Fuego Latino, Anashinabe Academy Drummers, Sabathanites, and the South High Jazz Combo. This is the music of our neighborhood, and we loved it. Other

attractions included a 1950's Lake Street bus that visitors could board and have their photos taken in - you'll see in this photo that I could not resist the opportunity. We really want to thank the partnerships that made this year's event possible: Chicago-Lake Liquors, Midtown Community Works, Powderhorn Park Neighborhood Association, Roof Depot, and many more neighbors and business owners who contributed their time and effort. Isn't this a great place to be doing business?

Also in May, the Lake Street Council partnered with the Minneapolis Consortium of Community Developers and pulled out the stops in putting Lake Street on the map with our local media, in print and on the radio and television. As the road construction ties up traffic in



Interim Director Joyce Wisdom waves from the window of a vintage bus at the Lake Street Repaving Bash on May 15!

Photo by Paula Gilbertson

front of our businesses, it is also providing us an opportunity to reach out to a larger market of potential customers.

Now in June, we kicked off our Lake Street Ambassadors program. Thanks to your area business associations, Allina, Target, and the City of Minneapolis, this will be the second year for this program which focuses on community clean-up. If you have specific work for our crew (M-F 9-3), let me know, and we will try to help you out. This has been a terrific program that really reflects the best of Lake Street.



Two new faces joined the Lake Street Council's board of directors in April when Andrew Lambert of Peace Coffee, left, and Dave Burrill of Ryan Construction Companies, right, began terms as members.

Photos by Aaron Day

I want to thank the McKnight Foundation for funding the Lake Street Council's strategic planning, building a strong, more sustainable organization. I also extend our thanks to Hennepin County for funding our outreach position that Elma Johnson has so capably filled and for providing a computer for her use. Finally, thank you to Allina for providing the desk on which we've put that computer!

Questions? Contact Interim Director Joyce Wisdom at 612-822-0232 or e-mail her at jwisdom@lakestreetcouncil.org.

News of the Nodes

Longfellow Business Association

The renovated Third Precinct was the site of LBA's Annual Meeting and Board elections. Over 40 business representatives gathered to hear about plans for Lake Street Reconstruction and Streetscaping. Aaron Day of the Pierce Co. continues as co-chair and is joined by Mark Kersey of Boker's Inc. Felicia Ravelomanantsoa of US Bank was elected treasurer, and Kathy Nelson of Nelson Electric was elected secretary.

For the second year, LBA members Soderberg's Florist, Mother Earth Gardens, and Minnehaha Falls Nursery donated flowers for the planters at 27th Avenue and Minnehaha. LBA members and residents of Longfellow will work together to plant and maintain the planters over the summer. LBA also sponsors a trash can next to the planters.

Saturday, July 2 will be LBA Day at the Midtown Public Market. Visit the market from 8 a.m. - 1 p.m. at 22nd Avenue and Lake Street to buy fresh produce, bread, meats and cheese from local farmers. Starting on July 10, the market will also be open on Tuesdays from 3:30 - 7:30 p.m. and Sundays from 9 a.m. - 1 p.m.

Hiawatha-Lake Business Association

Local business owners are excited to have hosted the opening of the Midtown Greenway Phase II on Saturday, June 25. HLBA helped sponsor the party and donated to the cost of creating a marker sign at the 28th Street and 21st Avenue entry. Future business owners continue to arrive at our monthly meetings to introduce themselves and get feedback on their projects.

Family-owned and culturally-diverse businesses are being developed on East Lake Street to add to the economic vitality of our area. The Hi-Lake shopping center also continues to renew itself with a "face-lift" that will be complete this summer. Come shop the renewed Hi-Lake area this summer.

Bloom-Lake-Cedar Business Association

We've been talking about the reconstruction of Lake Street for three years, and now it has arrived. Construction began on May 16 at 14th Avenue and Lake and extends beyond Chicago Avenue. Things have gone

Crime & Safety Corner

Dealing with armed robbery

If your business is targeted by armed robbers, here is what you or your staff should do:

Call 911 at once to report all criminal or suspicious activity. Give the robber(s) what they demand.

Get the robber out of your store as fast as possible! No money or merchandise is worth you, your employees or customers getting hurt.

Stay calm - don't panic. Get a good description of the robber(s) including approximate height and weight of suspects, race, gender and clothing description. Did they leave on foot, by car or bike?

If you have a security camera, be sure that it is in working order and taping properly. Be sure that your employees know if you have a panic alarm/button, its location(s) in your business, and how to use it.

Always have at least two employees open or close your business. Two is always better than one.

Get a free business security check by calling the MPD SAFE Unit at (612) 673-5585 or Officer Judy Perry at 612-673-3044. See Spanish translation of this feature on page 6! Refierase a la página 6 para su traducción en español.

relatively smoothly considering the scope of this project, but we are all holding our breath to see how a full summer of road work affects area retailers. Be sure to do what you can by shopping locally during this challenging time.

The Bloom-Cedar-Lake Commercial Association (BCLCA) is going to go to an every-other-month meeting schedule. We are hoping to increase participation by making the meetings less frequent. The next meeting will be Tuesday, June 28 at the WIC offices, 1600 East Lake Street. Please enter the building through the 16th Avenue door. The BCLCA and a couple of other node associations are in discussion about sharing a part-time staff person to help us stay on top of things organizationally. In other news, Kathee Foran of In the Heart of the Beast is stepping down as co-chair of the association and will be replaced by Ted Muller of MMS Properties. Julie Ingebretsen continues in her role of co-chair and Gary Ruhter of Wells Fargo continues as Treasurer.

Nico Products dedicated to remaining at Lake Street location!

¡Productos Nico decidida a quedarse en su local en la Calle Lake!

For nearly 30 years, Nico Products has been finishing other manufacturers' metal parts and providing one hundred jobs to the surrounding neighborhood at the corner of First Avenue South and Lake Street.



President Mark Hockley states proudly, "As one of the few manufacturers still in the area, we are committed to staying in the city. Our plating work can be performed by non-skilled workers who receive on-the-job training. Parts that have been anodized can be found in automobiles, computers, and medical devices or medical equipment. Nico's metal-finishing facility offers full-service to over 500 customers across the nation, emphasizing customer service and technical assistance with quick turn-around as top goals within a total quality management system." Hockley adds that Nico views repaving Lake Street with approval but has concerns about accessibility for customers from I-35W.



Above, Nico Products offers handy parking for customers and employees. Below, the warehouse holds pallets of anodized materials awaiting shipment to customers.

Photos by Aaron Day

Nico Products also has a plant located in New Hope, Minnesota, named Avtec, and another in Phoenix, Arizona, named Metco. Nico and Avtec's services complement one another, and Metco has received awards for environmental responsibility from the Phoenix city fathers.

To learn more, call Nico at 612-822-2185 or log onto www.nico.com.

Valerie Powers

Explore Lake Street with Special Theatre

Presentation by In the Heart of the Beast during July

The Lake Street Council and the Minneapolis South Rotary Club have joined together to present a special evening at "Lake Street Excavations," an original theatrical production by In the Heart of the Beast Puppet and Mask Theatre. On Friday, July 8, the evening begins with a business networking hour at the Avalon from 5:30-6:30 p.m., and continues with the performance, a short walking tour of the nearby East Lake area. The "tour" is puppet theater and performance art at locales such as Ingebretsen's and Mercado Centrale. The evening concludes at 10:30 p.m. after a "taste of Lake Street" celebration of food, music and dancing at the Plaza Verde ballroom. This is truly an evening not to be missed! Tickets are \$15. Call 612-822-0232 for reservations. All tickets must be purchased in advance.

Lake Street Calendar of Events - Summer 2005

Thursday, July 14, 11:45 am - 1 pm
Longfellow Business Association
Holy Trinity Church, 2730 E. 31st St
Guest speaker: Rep. Jim Davnie
Call Hillary Oppman, 612-722-4529

Thursday, July 14, 2:30-4:00 pm
4th & Lake Business Association
Urban Ventures - 3043 4th Ave. So.
Call Ralph Bruins, 612-822-1628

Tuesday, July 19, 8-10 am
Lake Street Reconstruction PAC
3rd Police Precinct, 3000 Minnehaha Av.
Call Tom Johnson, 612-344-1400

Tuesday, July 19, 12-1 pm
Chicago-Lake Business Association
Workforce Center, Chicago & Lake
Call David Johnson, 612-823-2080

Thursday, July 21, 7:30-9 am
LSC Board of Directors Meeting
US Bank Building, 919 E. Lake Street
Call Joyce Wisdom, 612-822-0232

Thursday, August 11, 12-1:30 pm
LBA Annual Potluck Picnic
Minnehaha Falls
Call Hillary Oppman, 612-722-4529

Thursday, August 11, 2:30-4:00 pm
4th & Lake Business Association
Urban Ventures - 3043 - 4th Ave. So.
Call Ralph Bruins, 612-822-1628

Friday, August 12, 8:45-10 am
Hiawatha-Lake Business Association
Location TBD
Call Sue Duoss, 215-4300

Tuesday, August 16, 8-10 am
Lake Street Reconstruction PAC
3rd Police Precinct, 3000 Minnehaha Av.
Call Tom Johnson, 612-344-1400

Tuesday, August 16, 12-1 pm
Chicago-Lake Business Association
Workforce Center, Chicago & Lake
Call David Johnson, 612-823-2080

Thursday, August 18, 7:30-9 am
LSC Board of Directors Meeting
US Bank Building, 919 E. Lake Street
Call Joyce Wisdom, 612-822-0232

Tuesday, August 30, 8:00-9:15 am
Bloom-Lake-Cedar Commercial Club
Location TBD
Call Ted Muller, 612-825-5100

News of the Nodes, continued

Chicago-Lake Business Association

Wow! A lot has been happening lately. Have you seen it? We have a few travel tips: *Aquí están un par de consejos a la hora de manejar dentro de la construcción: Take your time. Tómese su tiempo.* With changes in construction, travel time will vary every time you go out. *Pay attention. Preste atención.* To avoid accidents, watch for cars, trucks, bikes and pedestrians. Don't loose focus of your surroundings. *Don't loose your "cool." No pierda la calma.* As the summer temperatures rise, so do tempers. Be courteous to all. Everyone needs to get along. Remember to call ahead to your destination to get the latest access and parking information. Come visit us! WE ARE STILL OPEN FOR BUSINESS DURING CONSTRUCTION.

4th & Lake Business Association

The Cinco de Mayo festival on Saturday, May 7 drew a crowd of 10,000 people into the area. On Saturday, June 25, 4th & Lake saw the Grand Opening of Phase II of the Midtown Greenway, a celebration that started at 5th Avenue and the Greenway and moved east to Hiawatha-Lake. The day featured speeches by Hennepin County Commissioner Peter McLaughlin and Congressman Martin O. Sabo. The 4th & Lake Business Association distributed flyers at the event encouraging people to stroll just one block north and shop the businesses in the Lake Street node. On August 1, Plaza on Lake opens on the north-east

corner of 4th Avenue and Lake Street, complete with a Latino restaurant, three clothing stores offering womens', mens', and Western wear, and a Kinko's-style business. Come check it out!

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.

Lyn-Lake Business Association

New housing is popping up wherever you look in Lyn-Lake, and new restaurants continue to open. The famous Art Car Parade is scheduled for Saturday, July 23, and will draw throngs of people into the node.

Uptown Business Association

Why leave Lake Street when you can travel the world? Look for great new experiences in Uptown. New restaurants on Lake Street are plentiful. We have Stella's Fish Market on Girard and Lake (Oceanaire-like food with a come-as-you-are atmosphere), and Amore Victoria, classic Italian made from scratch daily. Located on Lake and Irving, And Tum Rup Thai, a new Thai restaurant with a full bar, is scheduled to open in the former Wild Noodles location at 1211 West Lake Street.

The Lake Line

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Crimen y Seguridad

Como reaccionar si su negocio es víctima de un atraco armado:

Llame al 911 inmediatamente para informar de cualquier actividad criminal o sospechosa. Déle al atracador lo que le pide para deshacerse de él lo antes posible.

¡Su propia seguridad y la de sus empleados valen mucho más que toda la mercancía y el dinero!

Mantenga la calma - no se deje llevar por el pánico.

Quédese con una buena descripción física del atracador, intentando recordar su estatura, peso, raza, género y ropa. Huyó a pie, en bicicleta o en un automóvil?

Si tiene cámaras de seguridad, compruebe que funcionan y gravan correctamente.

Si tiene un botón de pánico/alarma, asegúrese de mostrárselo a sus empleados y enseñarles como utilizarlo.

Tenga siempre al menos dos empleados a la hora de abrir o cerrar su negocio. Dos son siempre mejor que uno.

Obtenga un chequeo gratuito de la seguridad de su negocio llamando a la Unidad de MPD SAFE al 612-673-5585, o también, contactando Judy Perry al 612-673-3044.

Wells Fargo Thanks Lake Street Council

Amigos Minnesota of Wells Fargo, an employee resource group promoting professional growth and development, would like to thank Joyce Wisdom, Interim Director Lake Street Council and Monica Romero from the Latino Economic Development Center (LEDC). Ms. Romero and Ms. Wisdom met with team members at the Wells Fargo Home Mortgage Campus to talk about the community they serve. Wells Fargo employees from all over the greater metro area enjoyed the opportunity to learn about businesses in the community, what is on the horizon, and the needs according to demographics. Amigos hope to meet regularly and look forward to many more informational meetings in the future.

On behalf Amigos, Minnesota
Thank You,

Ryan Gasca -- Chair
Jessica Powers - Vice Chair
Candace Lewis-McComb - member
Katie Simon-Dastych - member