

The Lake Line



Lake Street Council

Volume 5, Issue 4
Winter 2008



A Taste of Holiday Shopping from East to West on Lake Street



Christmastime at Soderberg's

by ZoeAna Martinez

extensive gift line for every occasion.

www.soderbergsflorist.com

Cash-N-Pawn

2726 East Lake Street

New and used electronics, tools, jewelry, toys, computers or almost anything you are looking for.

www.cashnpawn.com

Manny's Tortas

Coliseum, Mercado

Central & Midtown

Global Market

Manny's has three locations on Lake Street and is ready to satisfy every craving. Don't forget a gift card from Manny's.

www.mannystortas.com

Northern Sun

2916 East Lake Street

T-shirts, bumper stickers,

- Shopping, cont. on page 5 -

Corazon

4646 East Lake Street

Unique gifts, painting, jewelry, home décor, stationery & beauty products that

are mostly made locally.

www.corazononline.com

Soderberg's Floral

3305 East Lake Street

Fresh floral arrangements, silk arrangements and an

Advertising and Marketing Tips From the Pros at Ingebretsen's

by Chris Oien

Marketing your business is a key part to ensuring its continued growth and success. Few Lake Street businesses have more experience at this than Ingebretsen's, now in its 86th year. I recently sat down with owner Julie

Ingebretsen to see what insight she had to share on the subject.

When it comes to advertising in newspapers, magazines, and other media, there are lots of choices out there. "You can't do it all," Julie says.

"You need to figure out what works for you within your budget." Ingebretsen's most important ad buy is in the Sons of Norway magazine. It perfectly hits their biggest target audience, and they know it works in driving sales.

- Ingebretsen's, cont. on page 6 -



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OUR THANKS

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Lake Street Joins the Twin Cities Food & Wine Experience 2008



February 21 - 24, 2008

by Joyce Wisdom

You aren't going to want to miss booths 412 & 414 at the 2008 Food & Wine Experience. That's where you'll find a taste of Lake Street. This is the 14th year for this event at the Minneapolis Convention Center and the first year Lake Street restaurateurs have an opportunity through Lake Street Council to strut our stuff.

The event is February 23 & 24 – the tickets are a little pricey by Lake Street standards, but still a bargain for this unmatched food & wine experience. As we go to press, our exhibitors within the Lake Street booth include (from west to east) **Barbette's**, **Bryant-Lake Bowl**, **It's Greek To**

Me, Pham's Deli, **Safari**, **Produce Exchange**, **Farm In The Market**, **Manny's Tortas**, **Midori's Floating World Café**, **Town Talk Diner**, and **The Craftsman**. Doesn't that make your mouth water? You'll find other fine Lake Street restaurants and businesses throughout the exhibit hall including Famous Dave's, Holy Land and Peace Coffee.

I'm not going to share with you the sweet to savory samples our restaurants have planned for this weekend. Trust me...it will leave you wanting more. You'll have to buy a ticket!

www.foodwineshow.com

News of the Nodes

Uptown

Calhoun Square recently held a fun-filled caffeinated day with the Annual Coffee Fest. See the calendar for Uptown Association's annual meeting in January.

Lyn-Lake

Repaving and streetscaping in Lyn-Lake has wrapped up for the season, with round two due to start in Spring 2008. Work is moving forward also at the Greco Development project at Aldrich Avenue and Lake Street and on the old Cook Construction site. Lyn-Lake has made its final choices regarding its new streetscaping banners; look for them soon.

Nicollet-Lake

Nicollet-Lake has had a lot going on with discussions of paving the "missing" segment of Lake Street, opening Nicollet Avenue at Lake Street, and connecting I-35W with the vital Lake Street corridor. Also, the Blaisdell YMCA's Capital Campaign for building renovations has raised \$4.5 million, and the Walldogs have brightened the scenery with their colorful murals.

Chicago-Lake

The No Coast Craft Fair was recently held at the Global Market for the second year running, and was another big hit. Stop by Monique's Boutique and Potter's House Coffee, newly arrived on Chicago between Roberts Shoes and Bling Bling Beauty Supply.

Bloom-Cedar-Lake

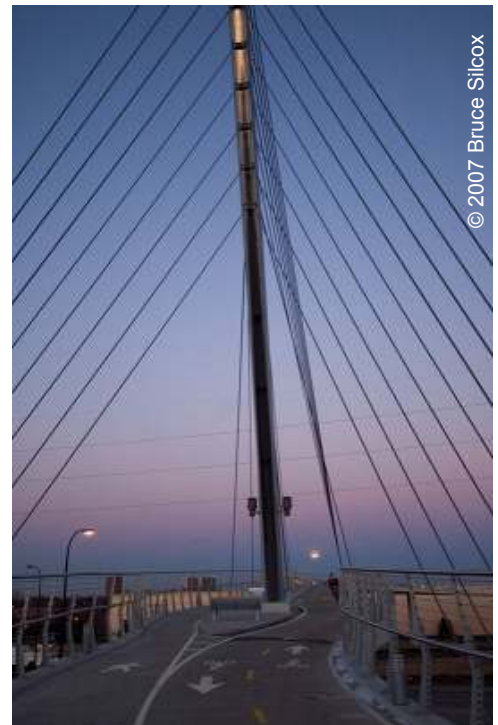
Once 2008 is underway, BCLCA will explore a possible merger with its neighboring nodes. They will also be looking to complement the design of a new rack card with a web page for the Midtown area. Keep an eye out!

Hiawatha-Lake

The Midtown Greenway bridge over Hiawatha opened in November to wide praise and enthusiasm. Take a walk or a bike ride over it when you get the chance, or take a step back and admire its contribution to the Lake Street skyline, especially at night.

Longfellow

The Longfellow Business Association recently awarded grants to four local organizations that promote a healthy business climate and encourage a sense of community between businesses and residents: Midtown Farm-



The new bridge over Hiawatha, at dusk

ers' Market, Anne Sullivan Communication Center, Sanford Middle School, and Patrick's Cabaret. See the calendar for LBA's annual holiday lunch!



Glass Endeavors Moves to the Lake Street Corridor

by ZoeAna Martinez

Zoi & John Sandy's business is new to the Lake Street corridor, but not to the Longfellow Neighborhood. They started with custom work from their house. With growing demand for their services, they decided to open Glass Endeavors in 1997. They have recently moved to 2716 East 31st Street, next to the Post Office on Minnehaha. The building is over 24,000 sq ft, which is about four times larger than when they first opened for business 10 years ago. This new location is perfect for the growth of their business. They now have a large area to increase retail sales. They also have a large floor space where they do designs, repairs and classes. John states that he would like a more creative higher end custom work, such as putting a portrait of your face in a window.

Did I mention they offer classes? Take a beginning stain glass class or learn how to make a Fused Dragon Fly Nightlight, which would make a great holiday gift. Maybe you can't make the time for a class, but make sure you stop by and take a look around. I am sure you will find something to bring home with you, whether it be a gift for you or someone else.

www.glassendeavors.com



Meet Our Newest Board Member: Kori Hennessy

by Joyce Wisdom



Kori Hennessy takes the place of Joe Stratig on our Board of Directors

We are pleased to announce that Kori Hennessy, Workforce/Community Developer for Goodwill Easter Seals, has been elected to an interim position on the Lake Street Council Board of Directors. Kori replaces Joe Stratig, Goodwill Easter Seals Program Director, who has served on the Lake Street Council board for many years.

Kori looks forward to bringing her passion for the vitality and diversity of Lake Street to her work with the Lake Street Council Board. She will rely on the strong relationships she has developed with Lake Street businesses through Goodwill Easter Seals. She is also an area resident and active in CANDO, her neighborhood association.

We will miss Joe Stratig's sense of humor and dedication. We thank him

for all he has contributed to the Lake Street Council. He, like all of the Lake Street Council Board, are true assets of this business community.

Joe says about Kori, "She is a great asset to our Goodwill/Easter Seals Team and has done outstanding work with the Midtown Global Market and its vendors developing customer service strategies and working directly with their employees. I am honored to have Kori Hennessy in my previous Board position."

Lake Street Council staff and board continue to expand the Lake Street Council's efforts on behalf of the Lake Street business community. With the leadership of our full board, including newest member Kori Hennessy, we anticipate continued membership growth and program expansion.

Safety Central — Building Police/Community Relations

by Chris Oien

With all the renewed interest Lake Street is now receiving, and all the new small business owners setting up shop here, it is as important now as it has ever been for the police department and the business community to work together with common understanding and common goals. If crime goes unreported because of communication problems or police mistrust, no one benefits. The police won't have a proper picture of crime statistics, and the community won't feel empowered to help the police to cut down on crime.

Recently, public meetings between the police department and local business

and property owners have brought grievances and areas of miscommunication to light. The good news is, all parties agree that efforts to address these issues, communicate better, and build relationships are a key to continuing to make the area safer and more prosperous. In that spirit, Lake Street Council recently passed a resolution "in support of progress and an integrated vision toward relationship building between the Minneapolis Police Department and the Lake Street area business community."

In this resolution, we urge: all of our partners to work together to advance an integrated safety and security vision for the Lake Street Corridor; the Minneapo-

lis Police Department to continue to engage with this community to build those common bonds and identify those common goals; all parties to identify opportunities for cooperation and improved communication that respects all and promotes Lake Street as a safe, welcoming place.

One of the products of the recent meetings has been a joint community taskforce, and we believe this is an important first step and should be given high priority in helping to address these issues. A January safety fair is now also in the work. Lake Street Council will continue to do its utmost to promote and encourage these efforts as we move forward.

History Center Exhibit is a Big Hit, and Ongoing!

by Joyce Wisdom

By the time our next issue comes out, this opportunity will be gone. Go now – take your grandparents, take the kids – memories for everyone.

Question: Did you enjoy the Lake Street exhibit at the History Center?
Answer: *An unqualified, enthusiastic VERY MUCH!*

Here are other comments as I roamed the exhibit and talked to guests at the History Center:

"The Patrick's Cabaret video introduced us to an artist venue we had no idea existed – now we've gone – what a wonderful and comfortable venue. Thanks to this exhibit we have added another performance venue to our schedule."

"I always go to Ingebretsen's for potato sausage for the holidays. This exhibit demonstrates again what important assets businesses like Ingebretsen's, Roberts Shoes and others are to our Twin Cities community."

"We've been hearing a lot about the new Town Talk Diner, but the exhibit has convinced us we shouldn't wait any longer to get in on the action."

"We came to the Opening in September and found out about the 100th year celebration planned for Schatzlein Saddle in October. We went and what a fun time that was."

I visited the exhibit again the Friday after Thanksgiving. With school out, the History Center was busy, but no area more busy than the Lake Street exhibit. It was really fun watching all the young people enjoying and learning from this exhibit. Right On Lake Street at the History Center is a treat and really fulfills the mission and vision of the History Center.



Don't delay, drive on over to the History Center today!

Just a few conversations like those above demonstrate how this exhibit is drawing people from Star Prairie and Hudson WI, Stillwater, Amery, Pine City, St. Paul, Plymouth and Eden Prairie (o.k. you get it: EVERYWHERE) to Lake Street.

Visit the History Center at 345 W. Kellogg Blvd. in St. Paul, and see the online component at their website, www.mnhs.org/lakestreet.

Lake Street Calendar of Events - Winter 2008

Thursday, Dec. 13, 12 - 1:30 PM

Longfellow Business Association's Annual Holiday Lunch
2713 East Lake Street (T's Place)
Featuring great company and Ethiopian-Asian cuisine. \$5 for members, \$10 for non-members. RSVP required to Ruth at 722-4529 or romano@longfellow.org.

Sunday, Dec. 30, 3:00 - 5:00 PM

Tea Party with the Head Scarf Society
920 East Lake Street (Midtown Global Market)
Tasty food from around the world prepared by Midtown Global Market vendors, tea and door prizes.

Monday, Dec. 31, 6:30 - 9:30 PM

Kwanzaa Celebration
2948 Chicago Ave. (Obsidian Arts)
Celebrate the principle of "kuumba" (creativity with food, spoken word, music, and visual art games).

Tuesday, Jan. 15, 8 - 10 AM

Uptown Association Annual Meeting
3450 Irving Ave. S. (St. Mary's Church)
Learn about the exciting events, programs, and marketing ideas coming up in Uptown for 2008. Everyone welcome.

Saturday, Feb. 2, 5:30 PM - Midnight

"Love Rox" Fundraiser for Intermedia Arts
2822 Lyndale Ave. S.
Silent auction, graffiti valentines, kissing booth, grab bags, hair styling, wine and chocolate, and a whole lot more. Call 612-871-4444 to save on advance tickets.

SAVE THE DATE!

**Saturday & Sunday, Feb. 23 & 24
10 AM - 6 PM & 11 AM - 5 PM**

Lake Street at the 14th Annual Food & Wine Experience
1301 2nd Ave. S. (Convention Center)
Enjoy a weekend of lip smacking, glass clinking, mouth watering events!

Shopping, from page 1

buttons, posters, flags, mugs, magnets, bags & literature that have a progressive social message.
www.northernsun.com

Rotisserie

1532 East Lake Street &
1409 West Lake Street
This place serves the tastiest chicken. Stop by and bring some home to the family. Be sure to ask for the green salsa. On both East & West Lake.

Mercado Central

1515 East Lake Street
An authentic Latin American Market-place where you can buy candies for the piñata, a variety of stylish clothing, music and tamales for everyone.
www.mercadocentral.net

Midtown Global Market

920 East Lake Street
You'll find a gift for almost anyone here. Save a trip to the grocery store and purchase all your groceries for the holidays here! Global Market bucks available that make great stocking stuffers.
www.midtownglobalmarket.org

Schatzlein Saddle Shop

413 West Lake Street
Cowboy boots are a must have for

every boy & girl and they can be worn for almost every occasion. Other leather products like belts, wallets and hats are also great gifts.
www.ssaddle.com

It's Greek to Me

626 West Lake Street
Stop by and pick up a gift certificate for someone who loves the taste and essence of Greece!

The Deco Boutique

3007 Lyndale Ave. S.
Specializing in women's clothing & accessories from all over the world!
www.thedecoboutique.com

Jungle Theater

2951 Lyndale Ave. S.
Season tickets to this year round theater will make a perfect gift!
www.jungletheater.com

World of Wireless

709 West Lake Street
Buy that special someone a new phone or choose from accessories like headsets, cases or face plates.
www.worldofwireless.com

Bryant Lake Bowl

810 West Lake Street
Take the family out or maybe get together an old group of friends and enjoy a game of bowling, food &



drinks, and a show.
www.bryantlakebowl.com

Calhoun Square

3001 Hennepin Ave.
Kitchen ware, dog sweaters, boots, manicures, hats, scarves and more!
www.calhounsquare.com

Magers & Quinn

3038 Hennepin Ave.
Find new & used books that make great gifts for all ages.
www.magersandquinn.com

Remember, this is just a taste; there are great gifts to be found on nearly every block of Lake Street. And don't forget the great Visit Lake Street merchandise for sale at our office! Check it out at www.lakestreetcouncil.org/pro-merch.htm

Ingebretsen's, from page 1

More locally, Ingebretsen's advertises in area papers, like The Alley and Longfellow Messenger, to call attention to a sale they are having, and as part of a gift guide that a paper may be doing. When customers walk through the door, it's impossible to tell if it was an ad that got them to come in. However, she does feel there is value in it, both in reaching new people and in building community.

She also likes to try new things from time to time. These include ads in City Pages, The Rake, and some local radio programs. When it comes to deciding where to spend the advertising money, Julie has a couple criteria in mind. "First," she says, "you should ask, does this publication fit with your market and your way of looking at things. Also, I think about whether it reaches an audience we don't already have." For Ingebretsen's, that might mean reaching younger people who aren't quite as well-versed in Scandinavian ways as their parents.

"Always market both yourself and the whole Lake Street area."

On the more direct-to-customers marketing front, Ingebretsen's puts to-

gether a beautiful mail order catalog that they send out to their mailing list. However, it is expensive to produce, so they are selective about who receives it. "For our more local customers, we send out a smaller flyer to bring them into the store," Julie says. For the locals, it's more cost effective to get them to come in and see all of Ingebretsen's wares for themselves. Ingebretsen's gets its mailing list from people who have expressed interest in signing up and those they have shipped merchandise to in the past.

And of course there is their website, at www.ingebretsens.com. These days, it's a big part of Ingebretsen's success. Mail order business, which includes orders through both the catalog and the website, has risen from 20% of their total business a few years ago to 30% today. Every few years, they overhaul the site, making new improvements and updates. Soon, Ingebretsen's will be tracking its entire inventory by computer,



A sampling of Ingebretsen's Christmas treats from their catalog

which Julie thinks will greatly help to streamline the process.

She has one more piece of advice for area businesses, and it's a good one: "When you do marketing, always market both yourself and the whole Lake Street area. Create an image in people's minds that this is a good place to come." In their advertising, the people at Ingebretsen's always do their best to get across that Lake Street is a fun and thriving place to shop. By doing that, they help strengthen themselves and everyone around them, and we all benefit.

Who Brought the Bike Bike Racks to Lake Street?



Look for these in silver up and down Lake

Lake Street Council, of course!

When we say that we are committed to building stronger connections to the Midtown Greenway and making Lake Street friendly to customers arriving by bike, we mean business. With a big assist from Dero Bike Rack Com-

pany, we got 17 of these racks put up along Lake Street from West River Parkway to Nicollet. We are planning another batch in 2008 that will put in quite a few further west as well.

So the next time you or a customer come to Lake Street by bike, remember to think Lake Street Council!

Construyendo Relaciones Entre la Policía y la Comunidad de Negocios

Con todo el renovado interés que ahora la calle Lake Street está recibiendo, y todos los nuevos dueños de la pequeña empresa se están estableciendo aquí, es tan importante ahora como ha sido siempre para que el departamento de policía y la comunidad de negocio trabajen junto a tener un entendimiento común y metas comunes. Si el crimen no es denunciado debido a problemas de comunicación o él desconfió a la policía, nadie se beneficia. La policía no tendrá un cuadro verdadero de la estadística del crimen, y la comunidad no se sentirá segura para ayudar a la policía a reducir el crimen.

Recientemente, reuniones públicas entre el departamento de policía y los dueños de negocio locales y propiedades han traído a la luz áreas de agravio y falta de

comunicación. Las buenas noticias son, todos los partidos están de acuerdo en los esfuerzos de trabajar en estos problemas mejorando la comunicación, construyendo relaciones que son la llave para seguir creando un área más segura y más próspera. Con este espíritu El Lake Street Council (Consejo de la calle Lake Street) recientemente paso una resolución "en ayudar al progreso y una visión integrada hacia la construcción de una relación entre MPD (Policía de Minneapolis) y la comunidad de negocio del área de la calle Lake Street."

En esta resolución, alentamos: A todos nuestros socios a trabajar junto para lograr una visión segura integrada y de la seguridad para el corredor de la calle Lake Street; El Departamento del Policía

de Minneapolis va a continuar enlazado con esta comunidad para construir e identificar esas metas comunes; todos los partidos identificaran oportunidades para la cooperación y mejorar la comunicación que respete a todos y promueva la calle Lake Street como un lugar seguro, y que da la bienvenida al lugar. Uno de los productos de las reuniones recientes ha sido un taskforce (fuerza de trabajo) unida de la comunidad, y creemos que esto es un primer paso importante y que se debe dar alta prioridad en ayudar a solucionar estos problemas. Ahora se esta trabajando una feria de la seguridad para Enero. El Lake Street Council continuará haciendo lo máximo para alentar estos esfuerzos, mientras seguimos moviendo hacia adelante.

Una Prueba de Compras del Este al Oeste en la Calle Lake Street

Corazon Boutique

4646 East Lake Street

Regalos únicos, pinturas, joyería, decoración casera, productos de escritorio y productos de la belleza que se hacen localmente.

Soderberg's Floral & Gifts

3305 East Lake Street

Arreglos florales frescos, arreglos de seda y una línea extensa de regalos para cada ocasión.

Cash-N-Pawn

2726 East Lake Street

Electrónica nueva y usada, herramientas, joyería, juguetes, computadoras o casi cualquier cosa que usted está buscando.

Manny's Tortas

Coliseum, Mercado Central & Midtown Global Market

Manny tiene tres localidades en la calle Lake Street y la comida esta lista para satisfacer cada persona y no se olvide una tarjeta de regalo de Manny's.

Northern Sun

2916 East Lake Street

Camisetas, botones, carteles, banderas, tazas, imanes, bolsos y literatura que tienen un mensaje social progresivo.

Rotisserie

1532 East Lake Street &

1409 West Lake Street

Sirviendo el pollo más sabroso. Usted debe llevar una pollo rositsarro para la familia con localidades en el este y oeste en la calle Lake Street y no se olvide de pedir la salsa verde.

Mercado Central

1515 East Lake Street

Un mercado auténtico en donde usted puede comprar dulces para la piñata, una variedad de estilos de ropa, música y recuerde de llevar tamales para todos.

Midtown Global Market

920 East Lake Street

Éste es un lugar que usted puede encontrar un regalo para casi cualquier persona. ¡Recuerde que aquí también usted puede conseguir todos sus comestibles para el día de fiesta!

It's Greek to Me

626 West Lake Street

¡Pare y tome una tarjeta de regalo para alguien que le gusta probar las esencias de Grecia!

The Deco Boutique

3007 Lyndale Ave. S.

¡Tienda especializada en ropa y accesorios de todo el mundo para todas las mujeres!

Jungle Theater

2951 Lyndale Ave. S.

Boletos de temporada para todo el año, son un regalo perfecto.

World of Wireless

709 West Lake Street

Compre a esa persona especial un nuevo teléfono y elija un surtido diverso de accesorios como los audífonos, y cubiertas de teléfono.

Bryant Lake Bowl

810 West Lake Street

Saque a la familia o reúnanse con un grupo de viejos amigos y diviértanse en un juego de boliche.

Calhoun Square

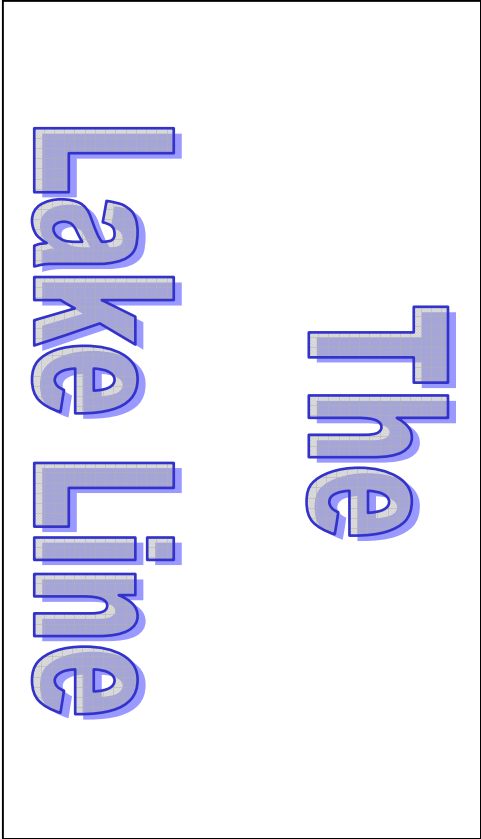
3001 Hennepin Ave.

¡Utensilios de cocina, ropa, botas, manicuras, sombreros, bufandas y más!

Magers & Quinn

3038 Hennepin Ave.

Encuentre libros nuevos y usados que hacen un regalo para todas las edades.



Translations by ZoeAna Martinez

Can't get enough Lake Street news? Sign up for our weekly e-news! E-mail coien@lakestreetcouncil.org

Our thanks to our new and renewing members from the past quarter:

- Jon English Salon
- Sunny's
- Chicago Lake Liquors
- Holy Land Midtown
- Northern Sun
- Longfellow Grill
- Yesterday's Auto
- Longfellow Community Council
- Smith Partners
- Meet Minneapolis
- Schubert Advertising
- KFC
- Master Collision Group
- Hispanic Chamber of Commerce of Minnesota
- Peace Coffee
- Town Talk Diner

To become a member today, visit our website at www.lakestreetcouncil.org to download an application, or give us a call at 612-822-0232. We are your business association, and your membership helps us greatly in continuing to serve you and the entire corridor!

The Lake Street Council Board of Directors meets monthly.

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Se Habla Español

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The Lake Line is published quarterly by the Lake Street Council.

Engaging, serving and representing the Lake Street business community to insure the vitality and prosperity of the commercial corridor.