

MONTHLY NEWSLETTER



# HISTORIC DOWNTOWN GRESHAM

*Stroll • Shop • Dine • Enjoy*

Historic Downtown  
Gresham Business Assoc.  
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## *New H.D.G.B.A. President for 2010 – Cari Floyd from All About Kids*

Hello, and welcome to 2010. I hope you all have had a wonderful and successful holiday season. I am introducing myself as the new president for the Historic Downtown Gresham Business Association. My name is Cari Floyd and I am the owner of All About Kids, Inc. located at the corner of 2<sup>nd</sup> and Main.

All About Kids, Inc. first opened in May of 1998 at our Portland location at 119<sup>th</sup> and Glisan. We still have that store and have been there for 12 1/2 years -- we wanted to expand into Gresham a couple of years ago and picked historic downtown for its sense of community and history. I grew up in Gresham and remember all of the times spent in the core of historic downtown. I am a single mom with three girls, Karina 21, Marissa 19, and Mirand 12. I am very committed to the success of all businesses and believe that if we all work together and support each other we will all succeed.

I am very excited about the upcoming years in Gresham -- I am on the Main Street Committee - and am aware of the changes that the City of Gresham has planned out for our distinct area. I am also aware of the challenges ahead and look forward to working on some strategies regarding those challenges.

As we move forward into 2010 I hope you will all take the time to attend our monthly meetings and get to know and contribute in some way to the growth and development of Historic Downtown Gresham. We are all working through this tough economic time; we will be welcoming any and all input regarding the growth and development of business in downtown Gresham. Meetings are held on the first Tuesday of every month and now taking place at the Gresham Museum located on 4<sup>th</sup> and Main.

I am very excited to get to know everyone and hope you will take the time to get to know me and my business. I can be reached at any time at the Gresham store 503.492.3400. I spend a lot of time at both stores so please feel free to stop by anytime.

## Calendar of Events

### Business Assoc. Meeting

Tue, Jan 5<sup>th</sup> @ 8 a.m.

*New Location!!!!*

Gresham History Museum  
410 N. Main Ave.

### Women in Business

#### Round Table

Wed, Jan 6<sup>th</sup> noon-1pm

Admission is Free

RSVP required

### Lunch & Learn: Mercy Corps.

Thu, Jan 7<sup>th</sup> noon-1pm

Admission is Free

### Gresham Pub Talk™

Thu, Jan 7<sup>th</sup> 5:15-7pm

4<sup>th</sup> Street Brewing

Admission: \$5.00

## *Spirit of Christmas Recap*

November 28<sup>th</sup> and 29<sup>th</sup> witnessed another successful Spirit of Christmas. Thanks to local feedback of the 2008 event and to Class Act, the new event planning company, GDDA was able to bring back old favorites, such as the Oregon City trolley, and create new events that will hopefully grow, such as Jingle Pups – the holiday dog costume contest, and of course the new gift boxes gracing the corners of Main Avenue. Radio Disney was another big hit, though not as big as the Big Guy himself...Santa! He lead us all up a beautiful candlelit walkway to the Center for the Arts Plaza where Mrs. Santa did a fabulous job leading the thousands of viewers in carols right before the big moment...the Mayor and Fred Bear lit the tree and fireworks commenced. The plaza has never had as many people on it at any one time and the community spirit was everywhere! It was a wonderful day for Downtown!

Day #2 was also a hit, with the second annual Jingle Jog – where Red Robin lead a crowd of eager kids with bells on their ankles and wrists around Gresham Station, waking up the stores and waving to the workers. The holiday hay ride was a huge hit with Black Weekend shoppers and the acts on the stage brought a good crowd. Overall it was a very successful event!

Please come to January 4<sup>th</sup>'s membership meeting or watch your email for an announcement of a date for the '09 Spirit of Christmas Follow-Up meeting, where once again GDDA is inviting feedback from local merchants, property owners and participants. If you haven't already filled out the questionnaire emailed the week after the event, please do so. Last year's feedback greatly influenced the 2009 event, and GDDA hopes for this trend to continue! (Side note – GDDA's camera died before Santa arrived and therefore didn't get any pictures at the plaza. If you took any, or know of anyone who did, please contact Megan Braunsten at [meganb@gdda.org](mailto:meganb@gdda.org) or 503-665-3827. Thank you.)



## *President's Message from Kerry Parmenter: Thank you*

Since my wife and I opened a business on Main Street over four years ago I have realized the importance of becoming involved with the Historic Downtown Gresham Business Association (HDGBA). So, three years ago when I was interested in becoming a board member of the HDGBA, the current President, David Jochen informed me that he would be pursuing other business endeavors and would be resigning after that year, thus the only position available was President Elect for the upcoming year. Sparking my interest, I decided to take the board position.

Being a member of HDGBA creates exposure for your business such as being included in the current walking map and the association's monthly newsletter, a page on the ExploreGresham.com website, group advertising specials, networking, community involvement, and an invitation to participate in Third Thursday.

This organization most importantly provides an opportunity for each business member to have a VOICE. For example, solving the over population of newspaper boxes, which were crowding our sidewalks in downtown Gresham, and were leaving an unsightly first impression. With much persistence HDGBA teamed up with GDDA, the Chamber and the city, and codes are now being created to regulate the placement and quantity of newspaper boxes.

Also Historic Downtown Gresham Business Association helped GDDA with the application process for becoming a member of The Oregon Main Street Program. This last summer Historic Downtown Gresham successfully became a part of The Oregon Main Street Program.

Being President of HDGBA for the last two years has been a fulfilling experience for me. It has made available many opportunities for new friendships with fellow business owners and has given me and the association the chance to create a better partnership with the city and GDDA. Thus helping each organization to keep abreast of one another's current activity. As President I have had the honor of being a part of an incredible team, we have experienced an increased membership with strengthened camaraderie. A President is only as good as his or her board. I would like to sincerely thank the HDGBA board, Kerry Ann O'Halloran for her tireless work in keeping us organized, Cody Clark for taking the reigns for Third Thursdays, Megan Braunsten for helping put Gresham on the Oregon Main Street Program, and Cari Floyd for her involvement with many HDGBA committees. Cari has recognized the importance of being involved as well and will be President of HDGBA for 2010. I believe that she has taken a vested interest in downtown and will continue leadership of this association with the same passion.

MHCC SMALL BUSINESS  
DEVELOPMENT CENTER

### Weekly Connections

#### Going into Business

Date: January 7<sup>th</sup>

Time: 6 – 9 p.m.

Admission is Free

#### QuickBooks Bootcamp 1

Date: January 19<sup>th</sup> & 21<sup>st</sup>

Time: 9 a.m. - Noon

Cost: \$129

#### QuickBooks Bootcamp 2

Date: January 26<sup>th</sup> & 28<sup>th</sup>

Time: 9 a.m. - Noon

Cost: \$129

\*Both camps are 2 day sessions

#### Upcoming Trainings

1/12 Business Plan  
Bootcamp™: Part 1

1/13 Introduction to  
Bookkeeping for  
Small Business

1/14 Contracting with the  
Government

1/14 Lunch & Learn: GREAT  
Business Program

1/15 Building a Successful  
Website for your Business

\*Pre-registration is required.

For additional classes, visit  
[www.mhcc.edu/pages/1097.asp](http://www.mhcc.edu/pages/1097.asp)

For more information or to register:  
Call (503)491-7658  
Email: bizcntr@mhcc.edu