

Carbondale Main Street
121 South Illinois Avenue
Carbondale, IL 62901

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The Word on the Street

www.carbondalemainstreet.com

121 South Illinois Avenue • Carbondale, IL 62901 • 618-529-8040

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CARBONDALE MAIN STREET MEMBERSHIP DRIVE

The 2012 Carbondale Main Street Membership Drive is here, and we need your support again this year. Your support is vital to Carbondale Main Street and downtown Carbondale. There are multiple membership levels starting at \$25.

With a \$25 donation, we are able to buy a can of exterior paint for various façade improvements in the downtown. With \$125, a large rose bush can be planted and maintained for an entire year in the Historic Town Square. A Brown Bag concert is paid for with a \$500 donation and a \$1000 can pay for one new trash can in downtown Carbondale!

Please call our office if you would like to set up a payment plan. We know that making large donations can be difficult when it is all in a lump sum. We would gladly break up your payments over the course of 3, 6, or 12 months. Any and all donations are appreciated no matter the amount, your contributions make a big difference in your community. Also your contribution is tax-deductible!

We would like to give a special thanks to this year's first members..

- For Kids Sake
- Fat Patties
- Carbondale Public Library
- Cabin on the Hill
- White-Borgognoni Architects
- Craig and Bert Reeves
- Harbaugh's Cafe
- Old Town Liquors
- 710 Bookstore
- Attitude Designs
- ABC Liquor
- FWS Countertops
- Global Gourmet

Call 529-8040 to
become a member
or volunteer
All Proceeds benefit Carbondale
Main Street Programs.

Volunteering at Carbondale Main Street is a great way to get involved in the community. At Carbondale Main Street, we host multiple events where there are many opportunities for anybody to volunteer. Events like Carbondale Classic, Downtown Art and Wine Fair, and Friday Night Fairs are some of our events where we need volunteers. Volunteering at these events can really be a fun experience. We have many volunteers asking us when they can volunteer with us again.



THE WORD ON THE STREET is a bi-monthly publication of the Carbondale Main Street Program
Carbondale Main Street's mission is to enhance and promote the economic and social vitality of Carbondale's Main Street District through the ongoing cultivation of a unique atmosphere that attracts businesses and shoppers to our downtown.

CARBONDALE FUN FACTS

PRESENTED BY: CARBONDLE MAIN STREET

#1 Did you know that there are over 40 restaurants in downtown Carbondale! Which one's have you tried?

HOW ABOUT

BLEND
TEA & CREPE

SHOP DOWNTOWN!

Main Street Board Members

MAINSTREET STAFF

Meghan Cole, Executive Director

Wendy Hughes, Administrative Assistant

Megan Ryan, Graphic Communications Coordinator

Rebecca Dull, Friday Nigh Fair Coordinator

Brandon Cantu, Database Coordinator

Leah Stover, Spring Events Intern

BOARD OF DIRECTORS

Jetaime Rachatanavin, Thai Taste, Board President

Courtney Smith, Attitude Designs, Vice President

Elizabeth Berumen, The Bank of Carbondale, Treasurer

Craig Anz, SIUC Architecture, Secretary

Tom Redmond, community member

Jane Adams, Ex-Officio, City of Carbondale

Randy Johnson, Seventen Bookstore

Craig Reeves, Barrett, Twomney, Broom, Hughes & Hoke

Chris Wallace, Department of Planning, City of Carbondale

Scott Thorne, Castle Perilous Games and Books

Ely Lane, Pizza King

Kevin Clark, community member



CARBONDALE CLASSIC
BAR 2 BAR PUTT PUTT GOLF

9 Holes of
Miniature Golf

Saturday March 24th

Check In 9:45am Tee Time 10am

Sign up at any participating bar by

March 19th:

Blue Martin, The Cellar, Elks Club,
Global Gourmet, Hangar 9, Italian
Village, Pinch Penny Pub, Sidetracks,
and Tres Hombres.

You may also register online at
www.carbondalmainstreet.com

This event is sponsored by:

Michelob Ultra

Attitude Designs

Midland Hills GC Historic and Fun

Carbondale Main Street

Nightlife

BIOLUTIONS

by Sorrel Kunith

Sorrel Kunath recently opened Biolutions, a sustainability consulting company located a few blocks north-east of the historic district of Carbondale, Illinois. Biolutions provides eco-friendly consulting and services to both commercial and residential clients in Southern IL. Business owners now have the opportunity to reduce their company's ecological footprint, cut costs and more effectively serve their communities by taking the steps to become a Certified Green Business. Realizing it will be a commitment that will take time, Biolutions offers both ongoing support and a rating system that will enable businesses to advertise their progress toward achieving full recognition.

Several assessments will be conducted on-site in order to develop a set of customized recommendations. Topics covered include energy and resource conservation, waste management, indoor air quality, green purchasing, lawn and garden, and more.

For more information about Biolutions, log onto www.biolutions.us (we are currently developing it – thank-you for your patience!) or call 618-303-0703.

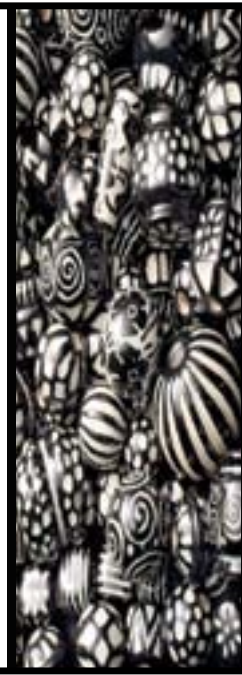


Rain water Collections System Circ. 2011

SAVE THE DATE
3 15 12

CARBONDALE MAIN STREET'S
ANNUAL NIGHT OUT
AT CLUB TRAZ IN CARBONDALE

FREE DRINK UPON ARRIVAL ,
CAJUN SOUL FOOD AND A FUN EVENING
DONE THE MAIN STREET WAY!



Common Greens

Common Greens, a new local nonprofit, is ready to enhance or expand greenspaces for communities in S. IL. This organization plans to optimize our uses of greenspaces by implementing projects that enhance the health of our communities and their surrounding environments, increase food security, and provide opportunities to learn about and connect to our natural environments. Worth mentioning, Common Greens just received 501(c)3 status!

Common Green's first community garden will soon be established within the historic district of Carbondale! Located at the corner of E. Oak and Marion, the community garden- to-be will provide neighboring residents the space to grow and opportunities to prepare their own organic cuisine and even sell their surplus at future Neighborhood Growers Markets. If you are interested in volunteering, establishing a garden near you, signing up for a plot, learning about

future programs, or joining our community garden committee, call 618-303-0703.

Optimizing greenspaces in communities across Southern IL



Change is Good

by Meghan Cole, Executive Director

Some people hate change, and it's always amazed me. Go with the flow, people! Don't like what's happening? You can change it! It's so empowering, that change. Even when change is considered to be a disadvantage, it creates, at the very least, an opportunity to improve upon what we had before.

My job duties change often by the hour: I can go from a professional meeting with a developer, to planting flowers in the Town Square, to picking up trash on a walk to a business, to setting up tables and chairs for an event, to worrying about our hot dog vendor not having power, and back to a professional meeting--all throughout the course of one day. I try on many hats, from website manager, to bookkeeper, to landscaper. They all look good on me.

This is because hats suit me, but more because I like learning new things and the constant challenge of doing more with less.

As a Main Street Director, I have to like change; it's part of my job description.

Like my job description, downtowns are always changing. And, at one time, even I have to admit, that change was bad. Like, really bad.

Starting in the 1970's, downtown districts throughout the country were affected by the growth of big box chains, urban sprawl and a serious change in shopping habits. Families wanted "one stop shopping" and developers wanted to build new buildings where land was cheaper, hence the birth of downtown decline. Whatever could municipalities, business and property owners, and community members do to prevent this? The answer was Main Street.

Main Street, a program developed by the National Trust for Historic Preservation, is a grassroots, volunteer-driven program geared toward improving economic development, design, and promotion of downtown districts. There are now Main Street programs in all fifty states, internationally, and of

course, in your community of Carbondale, IL. Through these Main Street programs, steps are being taken to fill empty space, develop land downtown, and promote shopping at locally owned establishments that tend to thrive in downtown areas.

Carbondale Main Street has been around since 1989, when Uptown Carbondale was incorporated. In 1996, Uptown Carbondale was renamed Carbondale Main Street. Throughout our history, we've seen many, many changes in downtown Carbondale. We see a once near-empty district now almost full, with only five vacancies on Illinois Avenue at this time. We've seen blighted buildings like the American Tap go away, but we've seen other properties get major improvements, and we've seen new builds, like City Hall, come into the downtown district. We've seen new business after new business fill in available rental property, new property owners step into the downtown, and lots of other real, good change. Carbondale Main Street, like other M.S. programs, creates good change, and they often are faced with the challenge of creating this change rapidly in order to show their value to the community, City Council, State and National programs--the list goes on and on.

Of late, we've seen more of that good change throughout the Carbondale Main Street district.

In the past six months, we've seen Mo Wallace BBQ & More, Blend Tea and Crepes, Kelly's Irish Boxy House, Cristaudo's, and Evelyn's all open up as new eateries in the downtown district. We've seen their storefronts getting spruced up, increasing property values for the whole downtown area, and we've seen new customers come to downtown as a result. Vintage Soul, a new retail shop featuring used furniture and coffee, will open January 17 next to Harbaugh's in the old Book World location. Even Mary Lou's, a long time Carbondale favorite, has moved just one storefront over into a brand new, beautiful space. More

change is on the way...and it's all good.

So, people who hate change, lighten up! Pay attention or you might miss the next great downtown hot-spot. And if you think about it, you can stick to your old favorites like Mary Lou's, but you get to do it in a whole new way. Come downtown, look around, and see all the great new stories that are unfolding in our district. If we see the good changes already happening around us, we can be optimistic about more exciting changes to come. There's more change in store...but we have to be ready for it.

Carbondale Community
FRIDAY NIGHT FAIR
FOOD - MUSIC - CRAFTS - COMMUNITY

A Back to Basics Event
Featuring Local, Home Grown
and Handmade Products and
Services Live Music!

On the Town Square
at the corner of 51n & 13w

May 2012 will kick off the
2nd year of Carbondale's
very own Friday Night Fair.

If you are interested in
becoming a vendor or learning
more about the local event
please contact Carbondale
Main Street at
www.carbondalemainstreet.com
or call
618.529.8040