



# Historic Salina Downtown

## SDI Monthly Newsletter

May 2009

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### Board of Directors

Clark Renfro  
UMB Bank  
SDI President

Steve Howe  
Office of  
Congressman Jerry Moran  
SDI Vice President

Beth Vinson  
Salina Regional Health Center  
SDI Secretary

Melissa Goetz  
KC&G Business Appraisal  
Associates  
SDI Treasurer

Lou Appleby  
Appleby & Marsh Architects

Robin Cates  
On The Pot

Tony Dong  
Martinelli's Little Italy

Mike Forristal  
Lee Development LLC

Welcome to the Lee District!

- Where retailers and restaurants are reporting increasing sales!
- Where personal service providers are growing their client lists and expanding their staff!
- Where entrepreneurs have access to infrastructure - that doesn't just mean buildings; it means: expertise (talent), education (knowledge), and economic resources (capital).
  - Where YOU can start OR GROW your existing business through Project Open!



details  
apply.

Contact [PROJECT OPEN](#) ([open@salinakansas.org](mailto:open@salinakansas.org)) for about the one time competitive grant of up to \$5,000. Existing businesses and new start ups are eligible to

### SDI BOARD ELECTIONS

#### Four Positions Available

SDI Board of Directors has four positions open for three year terms. Any interested Lee District member whose service fees are current is eligible to apply for a position on the board. If you are interested in putting your name on the ballot please contact the SDI office by noon Wednesday, June 24.

Salina Downtown Inc. will prepare and mail an official ballot to all eligible Lee District members (service fees must be current) no later than the second Tuesday of July.

According to the election policy, ballots must be postmarked no later than the Thursday prior to the second Tuesday of August (postmarked by August 6). No facsimiles or photocopies will be accepted.

Jerry Hinrikus  
Sign Pro

Ken Jennison  
Salina Media Group

Christy Lauer  
Simply Baby and More

Kenneth Rinke  
Salina Taco John's

Jim Sergeant  
Salina Surgical Center

You will mail your completed ballots directly to an independent third party for tabulation. The independent third party will announce the election results at the regular August Board of Directors meeting on the second Tuesday of August.

On behalf of the members and staff, thanks to the following retiring Board members for their service:

- Tony Dong, Martinelli's Little Italy (6 years)
- Steve Howe, Office of Congressman Jerry Moran (3 years)

Beth Vinson, Salina Regional Hospital, has filled for a second term.

## Holiday Lighting Plan Turns GREEN

### "A GREEN Lee D"

Let there be light and plenty of it. That was the thought of the Salina Downtown, Inc. Board of Directors at their regular meeting, May 12. The Board voted unanimously to adopt the recommendations of the SDI Holiday Lighting Task Force to make "A Green Lee D".

The Task Force recommended the following:

#### Building Lighting

1. Replace all existing building roof top lighting with LED white light rope lighting in three blocks of Santa Fe: 100 North, 100 South and 200 South. These buildings all have existing electrical grid and timers updated by the City in 2008.
2. **Establish** a matching fund program for business/property owners in these blocks to assist with the cost of replacement.
  - A. Suggest SDI commit up to \$30,000 to fund the initial installation matching fund. The matching fund would pay up to 50% of the installation cost per property
  - B. Recommend SDI assumes perpetual maintenance of the lights and continue to work with the City of Salina which provides the grid and pays for the electrical service.
  - C. Recommend setting aside 12.5% of each Santa Fe District building's service fees for the perpetual maintenance and replacement fund. (This should provide for a \$30,000 replacement fund accumulation within 5 years and \$60,000 within 10 years. Estimated life expectancy of LED rope lighting is 100,000 hours. Figuring 24 hour/365 days/year = 11.5 years)
3. **Establish** a Provisional Fund for Lee District Holiday Lighting at Greater Salina Community Foundation to enable donors to contribute and staff to solicit grant funds from foundation donors who typically only contribute to 501(c)3 organizations. (SDI is a 501(c)6.) Tax deductible charitable contributions may be sent directly to:

#### Quick Links

[More On Us](#)

#### [Join a Committee](#)

#### SDI Standing Committees

SDI has three standing committees. Any SDI member/partner is welcome to join a committee to help champion a healthy, vibrant downtown community!

#### Business Support and Recruitment

meets 4:00 PM the 3rd Thursday of each month.

#### Communications and Advocacy

meets as needed.

**Destination Marketing** meets at noon the 2nd Wednesday of each month.

Volunteers encouraged

785-825-0535

#### What's Ahead

- May 21 - Business Support & Recruitment Committee meeting - 4:00

- June 4 - First Thursday Art Rush
- June 9 - BID/SDI Board Meeting 3:30, 205 W. Ash
- June 10 - Destination Marketing Committee, Noon, 205 W. Ash

Join Our List

Join Our Mailing List!

Greater Salina Community Foundation  
 PO Box 2876  
 Salina, KS 67402-2876

### Decorative Light Poles

1. Re-use existing garland and have volunteers wrap all 340+ poles
2. Purchase new red LED light strings for Santa Fe and Iron
3. Re-use the white LED lights purchased in 2008 on the rest of the poles
4. Do not add bows this year.

According Beth Vinson, SDI Board member and Holiday Lighting Task Force Co-Chair, "The SDI Holiday Lighting Task Force is excited to light the Lee District for the holidays and at the same time create 'A Green Lee D'. The warm white LED lights will use one twelfth the electricity of the current system." Suppliers also estimate the life of the LED lights to be at least 5-10 years.

Lee District members whose buildings face Santa Fe in the 100 block North, 100 block South and 200 block South are encouraged to participate. These are the blocks that have existing electrical service for holiday lighting. Through "A Green Lee D," SDI will match every dollar of private investment to install the roof-top LED rope lighting.

Salina Downtown, Inc. is soliciting bids for the purchase and installation of the warm white LED rope lighting. SDI plans to work through a single contract for purchase and installation. SDI also plans to work with property owners to provide for the perpetual maintenance and repair of the LED lights. The a percentage of the Santa Fe District members' **current service fees** in a restricted fund for the perpetual maintenance of the Lee District holiday lights. This will not require additional service fees.

Task Force research estimated the roof top lighting and installation to cost about five dollar per linear foot. Robin Cates, SDI Board member and Task Force co-chair says, "For a twenty five foot roof line that is about \$125 total cost. SDI's matching funds will pay half of the cost leaving only \$62.50 for the business or property owner."

Clark Renfro, SDI President, says "The 2002 PUMA Market Based Downtown Plan called for the upgrade of the lighting and our Board targeted Holiday Lighting as one of our top 2009 priorities during our October 2008 Board Retreat. The SDI Board is very excited about the plans for this holiday season. The Board thanks The Holiday Lighting Task Force members that included SDI Board members, Lee District members, at-large community volunteers, Westar Energy representatives, and City of Salina staff."

Business and Property Owners in the Santa Fe Service Fee District will receive complete information on the project by mail this month.

**COZY INN NEEDS YOUR VOTE!**



## Congratulations!

Cozy Inn is one of the 24 finalists for 8 Wonders of Kansas Cuisine! Finalists for this Kansas Sampler Foundation competition were announced in April.

Let's make sure that Cozy Inn makes the top eight. You can vote on-line three times for each e-mail address.

[Click here to vote!](#)

## HELP Plant Salina

### YOUR Salina Memorabilia NEEDED!

Plant Salina, is a public art project of your SDI Business Support and Recruitment Committee. The project will install mosaics on some large concrete planters located on public sidewalks near pedestrian crosswalks in three blocks of Santa Fe Avenue: 100 north, 100 south and 200 south.

Nationally recognized "outsider" artist, Gregory Warmack, aka Mr. Imagination, will design, create and install the mosaics emphasizing Salina's 150 year history. That's where we need your HELP!

According to Katy England, project coordinator, "Mr. I has asked us to gather

materials that will help downtown shoppers and visitors see Salina's past, present and future." The donated materials will be mounted outside. So please be sure that they will withstand all types of weather conditions.

If you would

- like to donate a piece of Salina history
- like to participate in the creation of these installations
- like to make a financial contribution to this project

please [contact SDI](#).

*The project is partially funded by your SDI Business Support and Recruitment Committee, the Horizons Grants Program of the Salina Arts and Humanities Commission, The Salina Regional Health Foundation and the Greater Salina Community Foundation.*

*Funding for Horizon's is provided by a private donor group and the City of Salina.*

## UNIVERSAL DOWNTOWN PARKING CHALLENGES

### A Shared Downtown Opportunity

*Editors Note: The following article appeared in a Downtown Newsletter from another Kansas Community. It is reprinted with the editor's permission.*

"Downtown Merchants - **Street parking is for retail and business customers, period.** Customers pay your salary and that of your employees. All employees, upper story tenants and merchants, plus those attending events at the ... should be parking in one of the many municipal parking lots throughout downtown. Many retailers are open late and it should be a courtesy to them to having parking for their customers at their storefront. Yes, it could be a short walk but you'd walk if you were going to ... or a strip mall wouldn't you? Business owners, please ensure that you and your employees are parking in a municipal lot. **Why would you take up a potential customers space and risk losing their business?** There are a variety of municipal lots in the downtown, all within easy walking distance. Enough said on my part - take it upon yourself to be responsible and always customer friendly. Thanks, ..."

*Most downtown Kansas communities were built well before Henry Ford's Model A revolutionized our travel habits. Salina planned well in the 1980's by establishing many of our longer term parking lots and preserving much of our historic architectural heritage.*

*The advice from the other Kansas downtown fits the Lee District as well. If you like*

*your business or job and your paycheck, let's work together to make sure your customer knows that part of your EXCELLENT SERVICE includes leaving the most convenient parking open for them!*

## Fast Facts

### **THE TOY PARADE** - has added FUN classes!

June 2 - Paint & Craft Plaster Pets  
June 9th-Calico Critters Playday  
June 16th-Build & paint a birdfeeder  
June 23rd-Sock Puppets  
June 30th-Pirate Party

**The Volunteer Connection** - Alysun Lauck, Volunteer Coordinator, has been appointed by Governor Mark Parkinson to serve a one-year term on the Kansas Volunteer Commission. KVC serves to promote and develop volunteerism throughout Kansas in order to effectively address community needs, respond to disasters, and inspire a commitment to community service among Kansans. Congratulations Alysun!

### **At the Stiefel**

Thursday's classic movies @ 7:00 pm \$5  
May 21 - Stiefel's Got Talent - 7:30  
June 30 - Elvis Tribute Show - 7:30

### **Salina Art Center**

#### Exhibitions

Mar 5-May 17 Robert Bulp:

Vision/Voice/Plan: Salina. Work  
from community workshops  
exploring Salina's next 25 years.

May-July 17 Artist-in-Residence at Warehouse

Jason Peters, open studio: Tues

Noon-3:00 and most Thurs. 5-7 pm.

Films Showing at the Art Center Cinema:

May 8-20 Two Lovers

May 22-28 Waltz With Bashir

May 29-June 4 The Great Buck Howard

June 5-18 Everlasting Moments

### **Salina Community Theatre**

June 12-28 42nd Street

**Art a la Carte**

May 15 - Central High Jazz  
Ensemble - Campbell Plaza

**Available Properties**

**Retail (Flexibility)**

109-111 N. 7th, Rick Weber, 825-2177\*  
116 E Iron, Steven Kim  
123 E Iron, Jim Ravenkamp, 493-6065  
210 E. Iron, Wayne & Peg DeBey, 827-0351  
122 S. Santa Fe, Jim or Jeff Maes, 493-8500  
134 S. Santa Fe, Brian Richardson, 452-1130 [Click here for floor plans](#)  
201 S. 5th, Jim or Jeff Maes, 493-8500

**Office**

100 N. 7th, Norm Yenkey, 825-8996  
209 W. Ash, Jim Ravenkamp, 493-6065  
112 W. Iron, Norm Yenkey, 825-8996  
119 W. Iron, 1st Floor, Diane Hoyt, 827-7251  
119 W. Iron, 8th floor Farid Afani-Ruzid, 1-785-392-2130  
131 N. Santa Fe, 1st & 2nd floors, John Vanier, 404-2111  
155 A N. 7th, Randy Graham, 825-8100  
156 S. Santa Fe, second floor, Chuck Carroll, 826-0767  
227 N. Santa Fe, 3rd flr, ste 302 & 303, Ken Bieberly,  
823-9221  
200 S. Santa Fe, Chuck Carroll, 826-0767  
204 S. Santa Fe, Chuck Carroll, 826-0767  
215 S. Santa Fe, Suite 203 & 206 Laura Skidmore,  
643-7221 [Click here for details](#)  
210 E. Walnut, Doug Snyder, 493-0530

**Restaurant/Office/Flex**

100 N. 5th, Ben Frick, 820-9002

**Storage**

138 S. 4th, Bill Medina, 825-4561

**Loft or Office**

134 S. Santa Fe, Brian Richardson, 452-1130

## Parking Lot

117 N 7th, Rick Weber, 825-2177\*

## Business for Sale

Carol Lee Donuts, 825-5926

\*Property for sale only

If you own available property in the Lee District that is not listed please contact Salina Downtown Inc. at [gosalina@salinadowntown.com](mailto:gosalina@salinadowntown.com) or call 785-825-0535.

Thanks for being a

champion of a healthy, vibrant  
downtown community!

Sincerely,

Phyll Klima  
Executive Director  
Salina Downtown, Inc.

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