

Hi, just a reminder that you're receiving this email because you have expressed an interest in the Main Street Program. Don't forget to add [djensen@city-woodlandpark.org](mailto:djensen@city-woodlandpark.org) to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.



## Woodland Park Main Street Winter Newsletter 2017

Greetings!



**Greetings from Darlene Jensen**  
Main Street Coordinator

Hello Woodland Park!

Woodland Park Main Street is a nonprofit organization and a program under the City of Woodland Park, and endeavors to work with and complement the work of all its partners in improving downtown Woodland Park. **WOULD YOU LIKE TO MAKE A DIFFERENCE AS A VOLUNTEER TO PROVIDE INPUT ON YOUR DOWNTOWN?** Main Street has been complimented by the Colorado Department of Local Affairs for its outstanding group of volunteers. 30 plus hands-on volunteers provide their time and expertise to the Main Street organization to assist in further revitalizing downtown Woodland Park. If you are interested in serving on a Main Street Committee and have any questions on the function of the committees, please feel free to give us a call at 719-687-5231. Main Street is served by four committees and one Board of Directors. The committees include, Promotions, Organization, Historic Preservation and Design, and Economic Vitality. A schedule of the Board and Committee meetings is posted on the Woodland Park Main Street website at: [www.wpmainstreet.org](http://www.wpmainstreet.org)



### What is Main Street?

**"Main Street is an historically based national program which allows us to tell our story and enhance our downtown. Main Street brings resources and additional opportunities to bolster our local economy, preserve our history, and build community."**

**Woodland Park Main Street is one of 2,000 Main Street programs nationwide.**

Volunteering is  
a work of heart



Recently, Woodland Park was in the running for the Deluxe Corporation Small Business Revolution \$500,000 grant to help out small businesses and to further market Woodland Park. Although Woodland Park was selected as one of the top eight finalists, out of 14,000 nominations nationwide, the community of Bristol Borough, Pennsylvania was the winner of the grant. Deluxe Corporation, however, will be producing a video from its interviews of Woodland Park small businesses and community representatives, during its visit last November. The video will be used to promote Woodland Park and Deluxe will feature Woodland Park in its promotions this summer.



Main Street continues to focus on walkability and safety in our downtown. Please join in a March 9th or March 10th Woodland Park downtown vision input session at the Ute Pass Cultural Center, and also March 22nd for the Downtown Streets Workshop also at UPCC. Details are below and also on the Main Street website.

## *Save the Dates*

Thursday, March 9th, 6:00 - 8:00 pm  
Friday, March 10th, 9:00 - 11:00 am

*Community Summit  
Main Street Vision & Strategies*

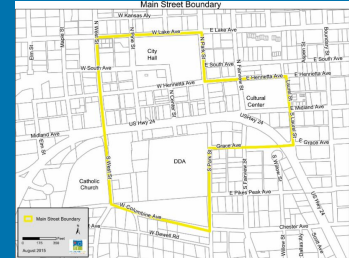
Main Street office at 719-687-5231.  
Darlene Jensen  
Main Street Coordinator

**Colorado Downtown Streets FREE Workshop is being held in Woodland Park on March 22nd. You**

[Colorado Department of Local Affairs Main Street Program website](#)

[Downtown Colorado Inc. National Main Street Center](#)

## Main Street Boundary Map



**Is your business located in the Main Street district or is your organization having a event within Main Street?**

If so, please email Darlene Jensen, Main Street Coordinator, at [djensen@city-woodlandpark.org](mailto:djensen@city-woodlandpark.org) with your event details and we will assist in your event promotions by publicizing it on our WP Main Street Facebook page.

## Colorado Main Street Communities

### Colorado Main Street Communities:

Brush, Buena Vista, Grandby, Lake City, Lamar, Lyons, Montrose, Ridgeway, Rifle, Steamboat Springs, Trinidad, Westcliffe, Silver Cliff, Victor, and Woodland Park, Central City, Elizabeth, Leadville, Wellington, Meeker and Windsor.

will not want to miss this!

[Click here for more info](#)

## A new Pedestrian Beacon is being installed in our downtown.

### HAWK System Pedestrian Beacon

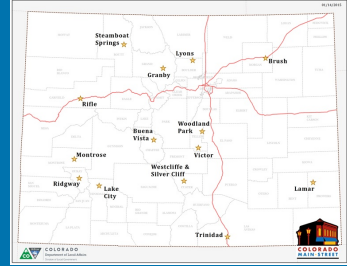
The HAWK beacon (High-intensity Activated crossWalk beacon) is used to stop road traffic and allow pedestrians to cross safely.



CDOT will be installing a HAWK beacon in Woodland Park at Hwy 24 & Center Street in early 2017. This new signal will dramatically improve pedestrian safety in our downtown.

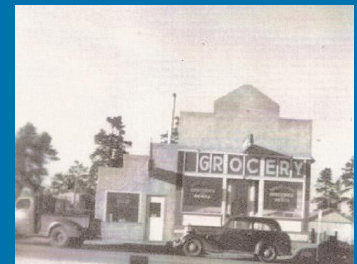


Studies have shown a better compliance rate by motorists with a HAWK beacon than other devices at pedestrian crossings.



### Fun Historical Facts!

Little is known about this building's history. Believed to be owned by Ira Hollingsworth and later Bert Bergstrom. It has been used as a mercantile, real estate office and currently Studio West Salon.



216 W. Midland  
1890

### Board Meeting Schedule

Every first and third  
Tuesday of each month.  
3:00 pm-4:00 pm  
City Council Chambers

*We invite  
participation!*

### Business Spotlight

The Salon Hair Studio of Woodland Park

### Board Members





221 S. West Street, Woodland Park.

The Salon Hair Studio of Woodland Park has been part of the downtown business community since 2013. Their stylists are passionate about serving their clients to help them achieve their Perfect Look! We had the opportunity to ask Heide Kessler, the owner of The Salon, a few questions about the business and learn more about her background.

**1. What's led you to your current position? Why did you want to own your own business?**

Since I was 10 years old, I have always wanted to be a hairstylist and own my own salon.

**2. Do you have a role model or mentor in your career?**

I have a handful of people that I look up to as mentors. Some of them don't even know it.

**3. The best thing about your job?**

I love watching our customers leave with a BIG smile on their face and a new kick in their step!

**4. The worst thing about your job?**

Losing a good customer and not knowing why or what happened.

**5. What qualities do you look for when hiring a good employee?**

We value relationships, integrity, kindness, and quality of service. I look for people who are like minded and have similar values. They also need to prove their quality of services and skills.

**6. What is the one trait a strong business leader cannot afford to be without?**

I think a strong leader needs to have a firm plan and strong vision as to what they want to happen and what they want their outcome to be. They also need to be flexible with changing consumer needs and business ideas, and being open minded for employees to talk to you.

**7. What are the biggest changes you have seen in your specific line of business over the past few years?**

The technology in our products is always changing. The line we carry, Reken, as well as others are getting away from harsher chemicals and moving into strengthening, sulfate free, paraffin free, and no ammonia. This is awesome for people with allergies. Also, these companies are getting more involved with helping salons grow and improve their businesses.

Vera Egbert, Chairperson  
Laurie Glauth, V - Chairperson  
Jill White - Treasurer  
Renee Bunting - Secretary  
Val Carr  
Jan Cummer Wilson  
Anita Riggle  
Laurie Glauth  
Steve Jeroslow  
Debbie Miller

## Main Street Committee Members

### ORGANIZATION COMMITTEE

Renee Bunting  
Peggy Fields  
Steve Jeroslow  
Linda Garret  
Sandy Bridgewater  
Holly Morrell

### PROMOTIONS COMMITTEE

Anita Riggle  
Gail Wingerd  
Kim Smith  
Ellen Carrick  
Nicol Randolph

### DESIGN COMMITTEE

Laurie Glauth  
Bob Carlsen  
Jeff Cahill  
Tanner Coy  
Donna Finicle  
Pat Hyslop  
Dee Dejong

### ECONOMIC VITALITY

Jan Wilson  
Vera Egbert  
Debbie Miller  
Mary Jo Larsen  
Todd Grube  
Val Carr  
Jim Jones  
Tim Winders  
Marty Mckenna  
Jane Mannon

### MAIN STREET COORDINATOR

Darlene Jensen

**8. What is the best marketing decision you have made while in business?**

We are focusing more internally. We have found that our customers are our best advertising... Word of mouth. We have also built a website and have a facebook page which is becoming more active as well.

**9. Name one thing you would like to improve within your business in the upcoming year?**

I would like to solidify programs that we have started and make our customers more aware of them, as well as creating a better awareness of services we offer.

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**The Greater Woodland Park Chamber of Commerce is celebrating 50 years!**



**CELEBRATE Success!**

**50th Annual Dinner**

**Friday, March 17, 2017**

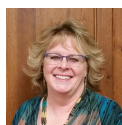
*5:30 pm Social Hour & Silent Auction  
7:00 pm Dinner & Program*

**Cheyenne Mountain Resort**

*3225 Broadmoor Valley Road • Colorado Springs*

*\$60 Per Person • \$600 Per table of ten  
RSVP by March 15th • Reservations Required  
719.687.9885  
OR online at [www.woodlandparkchamber.com](http://www.woodlandparkchamber.com)*

The Greater **WOODLAND PARK** Chamber of Commerce



**Jane Mannon**  
**Director of Special Projects**

Recently I was asked "what the City of Woodland Park does for small business." Naturally, the City wants small businesses, all businesses, to thrive. There are many ways the City supports businesses.

Of course we think of the traditional services provided by local government, but might not consider the positive impacts for local businesses. The City maintains parking areas, sidewalks, directional signage, City center rest area, and roadways just to name a few traditional services benefiting citizens and businesses. The Planning Department can help you maximize business signage to attract customers. Probably the most important, but least visible service, is the provision of water and waste water services.


The City's financial support of Main Street and the position of the part-time coordinator promotes a vibrant downtown as a major support for small business. While the Main Street program is focused on specific boundaries downtown, it is clear that a thriving downtown supports all businesses in the community.

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Sign up now!

Up to the minute news!  
Like us on Facebook.

 Like us on Facebook

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**For more information contact:**

Darlene Jensen

Main Street Coordinator

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Mailing address:

220 W. South Avenue

P.O. Box 9007

Woodland Park, CO 80866

<http://www.city-woodlandpark.org/home/main-street/>

[See More](#)

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## Main Street Board Member Spotlight



**Steve Jeroslow**

### Board Member and Organization Committee

Steve Jeroslow spent a career in the defense industry as both a contract attorney and a contracting specialist. He served in the US Air Force on active duty and as a Reservist for a total of 24 years and also worked in a succession of positions in private industry. He spent the last half of his nearly four-decade career as a Division and program attorney for Lockheed Martin Corporation in Austin and Fort Worth, Texas. In the latter location, the majority of his efforts were in the capacity as principal attorney on the F-35 Joint Strike Fighter Program. Steve retired in July of 2008 and moved the following month with Debby, his wife of 45 years, to Woodland Park.

[See More](#)

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## Woodland Park Main Street Mission Statement

Enhance the quality of life in Woodland Park by engaging the community in historic preservation, downtown revitalization, and economic development by promoting a strong business climate.



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**WOODLAND PARK**  
**MAIN STREET**