



Winter 2019

OTSEGO MAIN STREET HAPPENINGS



Upcoming Events



- February 14 - March 31**
Love Your Hometown Voting
- May** - Spring Cleanup
- June 22** - Steins & Vines, Beer and Wine Tasting
- July** - Mud Volleyball
- August 24 & 25** - Gus Macker Basketball Tournament
- Movies at the Museum
- September** - Pet Mayor Election
- October** - Riverfront Family Festival
- November** - Small Business Saturday
- December 7** - Hometown Christmas



Business Updates in Otsego

It's a busy time of year for new businesses in Otsego! We've had the new brewpub Liquid Note Brewing open as of February 1st! What was the Conversion Salon building will now be a new flower and gift shop called The Petal Company, owned by Sarah Knash. Sarah has been the manager of the Mezzo Marketplace Floral & Gift business for years. She purchased the business from the Cramers and will be reopening it as The Petal Company in the building next door. In the meantime, Mezzo will expand its coffee shop into what has been the Marketplace area to allow for more seating and an expanded kitchen. Still to come is the new business Stout's Gear, which will be opening soon! We are very happy to see these business and property owners investing into the downtown. Try some of the new drinks at Liquid Note Brewing, and stay tuned for more details on the official openings of the other new businesses.



Committees

..... DESIGN

Design--The Otsego Design Committee has been working on several projects during these winter months including the closure of a back alley to create a safer pedestrian crossing, the ice rink to bring people downtown, an addition to the Art Garden, and the planning of a Riverfront Pavilion. The back alley closure project is scheduled to be completed by May this year, while the Riverfront Pavilion will begin its fundraising phase later this year. If you want to learn more and participate with what the volunteers of the Design Committee do, consider coming to the next meeting! Contact Joel Saukas at jsaukas@cityofotsego or 269-692-2336 for details.

..... ECONOMIC VITALITY

The Economic Vitality Committee finished the final phase of MEDC sponsored business recruitment training in December. The committee will be taking the strategies learned and feedback provided to improve our promotional materials and presentations to new business prospects. If you want to assist the Economic Vitality Committee, their next meeting will be March 11, 6:30pm, at the Otsego Museum.

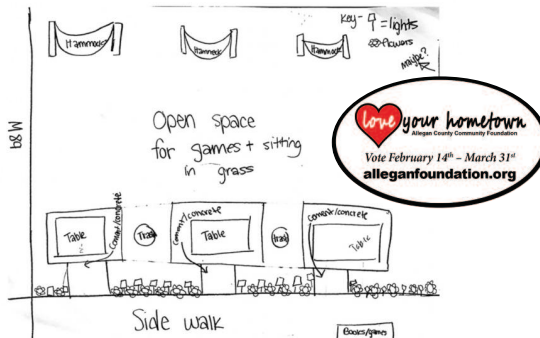
..... ORGANIZATION & PROMOTION

The Organization/Promotion Committee has been busy planning out special events for 2019 and planning how to better communicate the mission of Otsego Main Street to the public. Our goal at Otsego Main Street is to create a welcoming downtown and support our local businesses. We also want volunteers from the community to take pride in the downtown and have an active role supporting it! To see how you can get involved, contact Joel Saukas at jsaukas@cityofotsego or 269-692-2336.



Vote to Enhance Downtown Otsego

We want to enhance a green space in downtown Otsego into a "Pocket Park," or mini-park. To that end our program has been working with a small group of Otsego Middle School student volunteers to help plan and implement this project. They've come up with some great ideas for the space including picnic tables, flowers, hammock poles, and more. Our Main Street program has budgeted \$1000 to make improvements like that, but we've also applied to the Allegan County Community Foundation for an additional grant of \$1000, for \$2000 total. To get this grant, our project needs to be voted on by community members as the best project in Otsego. To vote, go to www.allegranfoundation.org and look for our project listed under OTSEGO. Our project name is #DOWNTOWNGREENSPACE. People can vote once per day, every day, from February 14 to March 31. Help us get another \$1000 for our project so we can implement all the features we want to see!



Main Street Director
Joel Saukas
Main Street Office Inside the Museum
218 N. Farmer St., Otsego, MI 49078
269-692-2336
email: jsaukas@cityofotsego.org

SUPPORT STAFF
Angela Cronen - City Clerk
Matthew Storbeck
Finance Dir./Treasurer

BOARD MEMBERS

- Marty Bennett
- Scot Reitenour
- Bruce Meles
- Ben Pobocik
- Sue Cramer
- Cyndi Trobeck
- Stacey Withee
- Toby Esterline
- Kim Rayburn

**BOARD MEETS 2ND MONDAY
OF EVERY MONTH - 7:30AM
Otsego City Hall**

