



# Downtown Mt. Vernon Development Corporation Newsletter

A Main Street Community

July, August, September 2007

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## New DMDC Logo

DMDC has a new logo. A design you will soon be seeing on all DMDC publications and promotions. The DMDC Board of Directors hired Arthur Agency, an advertising and marketing firm in Carbondale, to create a new logo that best reflects Downtown Mt. Vernon and the organization's mission, which is to revitalize and maintain Downtown Mt. Vernon as a commercial and cultural center of the local and regional community. In recent years Downtown Mt. Vernon has experienced dramatic growth both in building restoration and new businesses. With **DMDC's plans for continued revitalization efforts**, the logo represents its campaign for current and future development.

## DMDC Promotions Committee Plans Cruise Night August 11<sup>th</sup>

**Plans are well underway for this year's Sixth Annual DMDC/SCWF Cruise Night** to be held during the Sweet Corn and Watermelon Festival on Saturday, August 11, from 4:30 to 9:30 p.m. The Cruise will once again be led by the police D.A.R.E. car and will begin at 7 p.m. Trophies for the best Dodge, Chevy, GM, Ford, truck, motorcycle and import plus a people's choice



will be awarded at 8:30 p.m. Registration will be held from 4:30-6:30 p.m. The entry fee for each vehicle is \$5, and dash plaques and goodie bags will be given to the first one hundred registrations. The King City Kustom Cruisers car club will be helping with and participating in this event.

Everyone is invited to come out and enjoy the interesting and unique variety of cars, trucks and motorcycles that will be on display. In addition to the vehicles, food, music, door prizes, K-9 and other demonstrations will add to the festivities, and a drawing to support Save the Granada will be held. The Harley Davidson Hog Chapter will also sponsor a tent to display show bikes and sell raffles tickets. This is a great way to spend a warm summer night in downtown Mt. Vernon on 9<sup>th</sup> Street, between Harrison and Jordan Streets.

**Last year's Cruise Night was the biggest and best ever.** Volunteers and sponsors are still needed to help make 2007 even better. Volunteers are needed for set up and to help with registration as well as help with door prizes and clean up detail. Sponsors are needed for door prizes and to donate promotional items for goodie bag stuffers.

Contact Cyndy Mitchell at 242-6866 or Bonnie Jerdon at 242-3151 if you are interested in helping with this event.

## New Downtown Business – Brickhouse

Looking for a great cup of coffee, delicious food and an atmosphere that is friendly and relaxed? Then, check out the unique Brickhouse Coffee and Café located at 118 North 9<sup>th</sup> in **“Beautiful Downtown Mt. Vernon.”** The café offers freshly made salads, sandwiches, desserts, pastries and specialty coffees.

For the morning crowd, they serve your choice of luscious pastries, palate pleasing fresh egg and cheese sandwiches and delectable coffee.

**That’s not all. They also cater parties and events,** have a private room for daytime gatherings in a smoke-free environment and offer wireless Internet access.

The café is open Monday through Friday from 7 a.m. until 3 p.m. For after hours catering, contact Angie DeMaggio for an appointment at 618.241.9070 or 618.599.0433.

## Welcome New Downtown Business

### Affton’s Dance Academy

Address: 811 Broadway

Owner: Affton Walden

Phone #: TBA

## Spreading the Word!

Mike Beard, Brooke Insurance, sent DMDC this email he received from a Johnston City couple with whom he met one day at his office.

**“We wanted to thank you for recommending** the 9th Street Grill. It was wonderful. We usually always find some ways a restaurant could improve itself, and we found absolutely none. Our waitress was very nice, personable, professional, and timely. The food was delicious! Next time we are in Mt. Vernon and can spend some time having dinner, that’s where we’ll go.

Hope the restoration of Mt. Vernon is as beautiful as the building around the corner from you -- the rex -- **it was amazing!”**

Thank you, Mike, for promoting downtown businesses!

## THANK YOU.....THANK YOU.....THANK YOU.....THANK YOU!!

The District After 5 Residential Tour –

A Place to Hang Your Hat. April 26.

DMDC wants to thank the following people and businesses **who helped make “The District After 5 Residential Tour – A Place to Hang Your Hat” a great success!**

Sponsors: Edmison and Associates, Hassakis and Hassakis, PC, US Bank and The Rex

Donors: Dish on the Square and Jackson Marking Products

Music: Dave Walters and Friends.

Volunteers: Chuck and Tomi Baldrige, Cindy Bevis,

Cheryl Brown, Sarah Capps, Molly

Federici, Joan Goldman, Barb Hengle, Susan

Hughey, Bonnie Jerdon, Mark

Hassakis, JoAnn Joy, Lacey Kuberski, Jill

Nordin, Addie Pett, Susan Smith,

Susan White, Carol Wilkerson, Mary Denham and Carl Dyel.

Tickets Sales: B & B News, 9<sup>th</sup> Street Grill, Easton Flowers, City of Mt. Vernon, Mt. Vernon CVB and the DMDC Board of Directors.

Historic

Buildings: Mary Burgan, Michael Federici, Laura Thacker,

Rob Lupa, Robin Hensley

Brian Edmison, Kelley Tinsley of Swanson

Property Mgmt and Jay and Chanda

Koch.

Jefferson County Master Gardeners donates time and effort planting flowers downtown.

The JCMG, part of the University of Illinois Extension Service, volunteered their expertise when we received an order of 713 daylilies and liriopes that needed to be planted

immediately. With spades and hoes in hand, the knowledgeable and experienced gardeners planted all of the perennials in thirty-four new flowerbeds during three morning sessions. The Master Gardeners, who take special courses and volunteer their time to maintain their classification, offer a variety of services to the community regarding horticulture. JCMG, who also offers gardening advisory to assist local gardeners, may be contacted at the U of I Extension Service at 242-0780.



Thanks to the generosity of John Lee who loaned DMDC a gas powered auger to dig the 713 holes, the planting moved along smoothly.

**We would also like to thank DMDC's own** groundskeeper and maintenance man, Tom Bain, who, among other things, prepared the flowerbeds by moving 27 tons of topsoil during the two weeks prior to planting. **In addition, we would like to recognize the city's Public Works and Public Utilities Departments** for removing dead trees and cutting out the sidewalks for the flowerbeds.

### Tree Replacement Program

This is the first year for **DMDC's tree replacement program.**

Nine new Skyline Honey Locusts were recently planted to replace those that have died, with more to be added next year. The inclusion of trees into downtown adds to the visual enhancement of the area as well as making it more pedestrian friendly by offering shade and green space to the streetscape.



### Best of the Best

Congratulations to the Downtown Mt. Vernon businesses who received a Place in the Register News **"Best of the Best" Competition**

#	CATEGORY	NAME OF BUSINESS
#1	Artwork	Mitered Corner
#1	Bookkeeping/Tax	Krehbiel & Associates
#1	Commercial Printing	Peacock Printing
#1	Community Involvement	David Lister/WDML
#1	Funeral Home	Hughey Funeral Home
#1	Funeral Home Attendant	Don Collier/Hughey Funeral Home
#1	Health Club	YMCA
#1	Italian	9th Street Grill

#1	Music Store	Main Street Records
#1	Pet Groomer	Lee Ann West/Tailored Pets
#1	Shoe Repair	Parkway
#1	Tire Store	Stan the Tire Man
#1	Tool Supplies	Holz Tools
#1	Tune-ups	Purcell Tire
#1	Used Automobiles	Butch's Used Cars
#2	Accountant	Krehbiel & Associates
#2	Bank Teller	Amy Branch /US Bank
#2	Banks	US Bank
#2	Barber Shop	The Barber Shop
#2	Car Salesman	Butch/Butch's Used Cars
#2	Dining Atmosphere	9th Street Grill
#2	Finance Company	Banner Finance
#2	Florist	Easton's
#2	Funeral Home Attendant	Carmen Hughey-Deichman/Hughey
#2	Gift Store	Dish on the Square
#2	Hearing Aids	Audio Hearing
#2	Pharmacy	Byrd Watson Drugstore
#2	Place for Business	9th Street Grill
#2	Plumbing	Wielts
#2	Restaurant Service	9th Street Grill
#2	Roast Beef Sandwich	9th Street Grill
#2	Tax Services	Krehbiel & Associates
#3	Appliances	J & R Appliances
#3	Attorney	Kent Renshaw
#3	ATV	Butch's Used Cars
#3	Auto Parts	Car Quest
#3	Barber	Dante/Dante's Barber Shop
#3	Barber Shop	Dante's Barber Shop
#3	Best ATM	US Bank
#3	Car Salesman	Dale/Butch's Used Cars
#3	Community Involved	Mike Beard
#3	Fish/Seafood	9th Street Grill
#3	Health Club	Mt. Vernon Fitness
#3	Home Health Care	Byrd Watson Drugstore
#3	Music Store	Melody Shop
#3	Real Estate Agent	Cindy Bevis/Bevis Real Estate
#3	Restaurant	9th Street Grill
#3	To Hold A Banquet	The Rex
#3	Waitress/Waiter	Chris/ 9th Street Grill

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Main Street Day at the Capital  
DMDC Executive Director Cyndy Mitchell and  
Lt. Governor Pat Quinn in Springfield on February 19.

**“If Your business is Downtown, then Downtown is Your Business.”**

Thank you for supporting your Downtown Businesses!

### Calendar of Events

- Cruise Night– Saturday, August 11 4:30 p.m.-9:30
- DuQuoin State Fair, DMDC/Main Street Booth, August 24
- Partnership Drive, September !