



STREET TALK NEWS

Live Oak Partnership Revitalization Board

POST OFFICE BOX 1023 * LIVE OAK, FLORIDA 32064

www.liveoakpartnership.wordpress.com

www.downtownliveoak.com - Website Coming Soon!

AUGUST, 2010

BOARD MEETING REPORT:

LIVE OAK PARTNERSHIP INC.

During the May meeting of the Board of Directors of the Live Oak Partnership, it was agreed to move forward with the incorporation process. Therefore, Articles of Incorporation, Organizational By-Laws and Board Members and Officers were approved.

A monthly schedule of meetings has also been established. **The Board of Directors of the Live Oak Partnership will meet on the fourth Tuesday of each month at 5:30pm, with our next meeting being on Tuesday, August 24.**

These meetings are scheduled to be held at Magnetic Marketing, 124 East Howard Street, on the corner of Highway 90 and Dowling Avenue (*West of the Dixie Grill Restaurant*). Special thanks are extended to Sid Allen and Jeanne d'Eaude' of Magnetic Marketing for allowing us to use their facilities.

During these meetings plans are made and issues discussed regarding future needs and projects to better improve the downtown and surrounding corridors of the Live Oak community. The public is invited and encouraged to attend.

Committee chairs have also been appointed. These individuals and their areas of assignments are listed at the right. For details about the functions and duties of these committees and programs, see page four of this issue

REVITALIZATION PLAN PRESENTATION

“A VISION FOR OUR DOWNTOWN”

Our Downtown Revitalization consultant is preparing final notes for a formal presentation to the Live Oak community.

He will present a proposal to the Community Redevelopment Agency (CRA) of the City of Live Oak in a workshop session on Tuesday August 10 at 6:15 pm. This meeting will be open to the public and will be held in the City Council Chambers of City Hall. During this meeting, Mr. Beeler will present specific recommendations that directly relate to the CRA and officials of the City of Live Oak.

The Live Oak Partnership will host an open house to allow Mr. Beeler an opportunity to present the full presentation to the general public, including the business community. This presentation will be complete with PowerPoint slide show, pictures of potential design and streetscapes as well as a plan of action for the completion of desired steps. This presentation will be on Thursday, August 19 at 6:00 pm, at the City Hall Annex complex. Light refreshments will be served.

Please make every effort possible to be in attendance for this presentation. Mr. Beeler will not be telling us what we **MUST** do, but instead he will be presenting some options and opportunities that we **CAN** do to improve the physical and economic conditions of our downtown community. See implementation principles on page 4 of this issue of Street Talk.

PLEASE POST ENCLOSED FLIER IN YOUR PLACE OF BUSINESS

Live Oak Partnership Revitalization Board Leadership

Randy Torrance
Board Chairman
Organization Committee Chair

Coy Howell
Board Vice Chairman
Promotion Committee Chair

Jeanne d'Eaude'
Secretary/Treasurer
Publicity Chair

Katherine Allen
Board Member
Organization Committee Appointee

Christina Curtis
Board Member
Meet the Merchants Chair
Light up Live Oak Chair

George Curtis
Design Committee Chair

Pat Dempsey
Board Member
Block Captain Chair

Barney Everett
Board Member
June Bug Chair
Design Committee Liaison

Seana Gentry
Board Member
Ambassador / Volunteer Chair

Ellie Howell
First Friday Team Member

Gayle Kensington
First Friday Team Member

Cher Mahan
Board Member
Downtown Pride Co-Chair
Arts/Heritage Committee Liaison

JoAnn Martz
Board Member
Downtown Pride Co-Chair

Carolyn Spilatore
Board Member
Economic Restructuring Chair
Chamber of Commerce Liaison

Hardy Tillman
Board Member
Membership Chair

Marlene Mitchell
Arts/Heritage Committee Co-Chair

Eric Musgrove
Arts/Heritage Committee Co-Chair

Richard Wright
Promotion Committee Member: Program Chair

MEET THE MERCHANT

**-Suwannee Antiques-
August 27**

The Live Oak Partnership is pleased to announce a new program for our business community. Known as **'Meet the Merchant'** this program is an opportunity for the business community to spotlight their services and products. Formerly known as our Open House program, this change in name and format will also reflect a new purpose. We want the community to meet the face behind the business. This program will also offer opportunities for networking among local businesses. *Meet the Merchant* opportunities are available to all local businesses, not just new faces, not just those that are partnering with us through membership, but we welcome those that have been around for many years as well as those that have been around for only a few weeks.

Our first *Meet The Merchant* gathering will be on **Friday, August 27 at Suwannee Antiques**, located at 223 West Howard Street. Suwannee Antiques is owned by Nancy McCullers, and has been in operation since October of last year. This gathering will feature light refreshments from 5:00—6:30 pm.

The Meet the Merchant program of The Live Oak Partnership is chaired by Board Member Christina Curtis.

BLOCK CAPTAIN MEETING

-August 31-

The Block Captains of the downtown business community are invited and encouraged to attend an informational meeting on **Tuesday, August 31 at 5:30 pm**. The meeting will be held at the offices of Magnetic Marketing, 124 East Howard Street.

This meeting will feature the introduction of program chairperson Pat Dempsey and Partnership Ambassador chairperson Seana Gentry. This meeting will also provide an opportunity to present any suggestions and establish structure for this program.

This meeting is specifically designed for all current block captains and those business owners that wish to assist in this program. Light refreshments will be served.

Live Oak Partnership Board Member Pat Dempsey serves as the chairperson for the Block Captain program.

FIRST FRIDAYS

- Starting on September 3 -

If you check your calendar, you will realize that Millennium Nights 2010 season is coming to a close. This was a successful series with the addition of scheduled performances making it a weekly entertainment venue. Thanks to everyone that helped with this event series.

We would like to announce that The Partnership will host a monthly venue known as *First Fridays*. Beginning on September 3, and running through to March 4, the Live Oak Partnership will sponsor monthly street parties in and around the downtown community.

The goal of First Fridays is to provide the community an opportunity to come together for a relaxing evening of entertainment and enjoyment. Not all the events will take place at Millennium Park, nor will all of these events take the form of traditional musical entertainment venues.

Business owners will be notified of plans and are encouraged to participate and to become involved in the planning of these events.

Don't Forget...**First Fridays begin on September 3**...Watch for details.

First Fridays is currently chaired by Partnership Chairman, Randy Torrance, and team members include Ellie Howell and Gayle Kensington.



JUNE BUG IS COMING!!

Saturday, June 18, 2011

Our second June Bug Festival was held on June 19. I think we had a very successful event with approximately 1200-1500 people attending.

As you know, it was very **HOT**, but we had several tents and mist tent to help cool things down. The car show had 30 cars, the entertainment was very good and continuous throughout the day until 4:00 that afternoon.

Seana Gentry did an outstanding job soliciting prizes for drawings, with 27 local merchants donating gifts and certificates.

On a personal note, we had a very good crowd and sales at Big Wheel. Several other merchants said they also had a very good day, That's what it's all about!

Next year will be bigger and better. Anyone interested in serving on the June Bug committee for 2011, please contact me NOW.

I personally want to thank all downtown merchants, Partnership board members and volunteers for everything they did to help make June Bug II successful.

Thanks,

Barney Everett

-June Bug Chairman

Barney and wife, Sherry own and operate Big Wheel Marketplace. Big Wheel Marketplace is located on West Howard street, across from Millennium Park.

ORGANIZATION COMMITTEE MEETING

Now that the structure of our organization is in place, a prominent question has been, "Where is the funding going to come from?" The answer to this question depends on the reference in which it is asked.

There are multiple sources available. Sources such as Corporate partners, business memberships, Community Redevelopment Agency funding, County Tourist Development grants, private contributions, events, raffles and giveaways and product sales just to name a few.

The Organization committee of the Live Oak Partnership is made up of its officers and one appointed individual. One of the primary responsibilities of this group is to investigate and consider potential fundraising opportunities.

A meeting of the Organization Committee is called for Monday, August 30 at 3:30 at the offices of Magnetic Marketing to discuss potential fundraising opportunities. All local citizens and businesses are encouraged to attend and offer suggestions. If you have any suggestions and are not able to attend, you may email them to us at liveoakpartnership@yahoo.com, or by placing a comment on our Facebook page.



For Updates and Discussion check us out on Facebook. We will do our best to provide updates and discussion forums about the downtown efforts of downtown Live Oak. This site will be monitored, and any comments or discussion found to be offensive or in poor taste will be deleted. This site is for public use, therefore comments should be encouraging in an effort to portray a positive image of our community.

LIVE OAK CHOCOLATE FESTIVAL

Did someone say Chocolate? We have a unique event opportunity coming to us in March of 2011. At our last board meeting, Richard Wright of Colonial Photography brought a recommendation regarding the Partnership sponsoring a Chocolate Festival. The board agreed- *after all who can say no to Chocolate?* Richard Wright will be the event chairman for this delicious event. Watch for more details.

UPCOMING EVENT SCHEDULE



7th ANNUAL LIVE OAK SCARECROW & FALL FESTIVAL

The Live Oak Partnership will be partnering with the Live Oak Artists Guild and the Live Oak Garden Club in the presentation of this community event. Scheduled for **Saturday, October 23**, this event will take on non-traditional venues of activity. The day will begin at 7:30am with pancake breakfast hosted and sponsored by the Live Oak Garden Club at their facilities adjacent to the coliseum. In addition to breakfast, they will offer a plant sale, activities for the children and much more fun for the family. Then the fun starts in downtown at 10am. The Live Oak Artists' Guild will continue to do the wonderful job that they have done in past years in providing artists and crafters, entertainment, food and other activities.

The Live Oak Partnership will be focusing our efforts on the Scarecrow. With everything from the traditional Scarecrow contest to make your own scarecrow. The Partnership also hopes to host a Scarecrow Market street yard sale on Warren Street. Current plans also include a Family Fun Scarecrow 5k Walk/Run, and a Scarecrow ride motorcycle parade and show. The festivities in Millennium Park will continue into the evening hours, ending around 8pm.

The Scarecrow & Fall Festival Planning Team for the Live Oak Partnership includes board members; Carolyn Spilatore, Jeanne d'Eaude', Seana Gentry & Randy Torrance.



DOWNTOWN TRICK OR TREAT / COSTUME CONTEST

Saturday, October 30 marks the date for the annual Halloween Festival hosted by the City of Live Oak Police and Fire Departments. This year's event will feature many of the proven favorites including games and candy to take place at the Police Station on White Avenue. As in years past this event will begin around 6pm.

This year, the Live Oak Partnership is encouraging the downtown community to join in on the fun. Local children will be invited to visit the downtown community for trick or treating fun (Treats, please—no tricks) on Saturday, October 30 beginning at 4:00. A special photo spot will be set up at Veteran's Park, where parents can purchase a photo of their little goblin' and to register them for the downtown Halloween costume contest and some hauntingly good prizes.

Also, the Police Department is always looking for volunteers to help with the event held at the station. If you are available, please contact the police station to volunteer.

The Downtown Trick or Treat and Costume Contest is chaired by downtown business owners Gretchen Goolsby & Brandie Hinton of Stitchin' Sisters.



2ND ANNUAL LIGHT UP LIVE OAK HOLIDAY EVENT

Yes, it's almost that time of the year again. The Live Oak Partnership invites the downtown business community to join in welcoming the holiday season. On **Saturday, November 27** the downtown community will gather together for the Second Annual Light Up Live Oak Holiday Event. Event plans will be presented as plans are finalized. Plan ahead, we are again asking that the businesses participate in making this a White Christmas. ...don't forget the lights. Plans are underway for a best decorated storefront contest. ...are you up to the challenge?

The Annual Light Up Live Oak Holiday Event is chaired by Live Oak Partnership Board Member, Christina Curtis.



26th ANNUAL CHRISTMAS ON THE SQUARE

CHRISTMAS DOWN ON THE FARM, this is the theme for this year's Christmas Parade and Christmas on the Square Festivities. This event, in its 26 year run continues to be a hallmark event for the Suwannee County Chamber of Commerce.

Scheduled for **Saturday, December 4**, this event makes for a full day of family fun. Many changes are in the works for this years event. As you are aware, Pine Street (Hwy 90) is closed during this event. This year, artists and crafters will be placed along this route in an effort to spread the foot traffic through the business community. Santa-Land will be relocated to Veteran's Park and the main entertainment stage will be at Millennium Park. These changes will create additional opportunities for business owners to create revenue from this massive event. Be prepared. Be ready. Be open.

The Live Oak Partnership will participate in this event. It is hopeful that the Partnership will be able to distribute information regarding revitalization plans and promotional information about downtown and its many business offerings. Who knows, Frosty the Snowman might even stop by to see his good friend Santa.

The 26th Annual Christmas on the Square is sponsored by the Suwannee County Chamber of Commerce. (386) 362.3071



FROM THE CHAIR..... **"WHY SO MANY COMMITTEES ??"**

The objective of The Live Oak Partnership is to enhance the physical, economical and social revitalization of historic Live Oak by utilizing Main Street's four point approach. The 4-Point Approach of downtown revitalization is a cumulative and incremental strategy that focuses on four key areas of revitalization: Design, Promotion, Economic Restructuring, and Organization. According to downtown revitalization experts, a successful program must focus equally in each of these program areas - working in just one or two is not enough. This 4-Point approach is being followed in over 1700 communities across the country and the results have been tremendous.

Therefore, the structure for the standing committees of The Live Oak Partnership follow this basic formula as well. The **Organization Committee** is the coordinating framework through which the other committees function. It is the liaison between the various committees, and it is the group concerned with Board and volunteer recruitment; fundraising; with promoting the partnership and its programs, coordinating announcements, press releases, the web site and newsletter. The **Design Committee** works to shape the physical image of downtown to include; facade improvements, sidewalk and storefront design and pedestrian safety. This committee is concerned with everything that makes the downtown an appealing, attractive place for residents, merchants and visitors. The **Promotions Committee** promotes the downtown as a center for commerce, culture and community. It is responsible for the special events, festivals and contests which have become such a positive defining aspect of downtown. The **Economic Restructuring Committee** recruits, retains and strengthens businesses in the downtown. Its projects include market analysis, seminars, consulting, developing grants and investment, and promoting innovation to help small business grow. The **Arts, and Heritage Committee** provides leadership, advice and assistance on the development and implementation of municipal arts and culture and heritage policies, heritage designations, strategies and programs to support heritage events and programming, the preservation and interpretation of monuments, memorials, murals, public art displays, structures and natural and archaeological sites.

In addition to standing committees, The Live Oak Partnership also has in place a structure of sub-committees and project chairpersons. The **Publicity Chair** leads the organization committee in oversight of promoting the Partnership and its activities. This differs from the responsibilities of the Promotions Committee in that they promote the downtown business district and the commerce of Live Oak. The publicity chair serves as a part of the Promotions team to maintain continuity in all publicity efforts. The **Meet the Merchant Program** provides the downtown business community the opportunity to have an open house event for the general public and to network with fellow businessmen and women. In an effort to improve communications with business owners, a **Block Captain Program** has been initiated. This program provides each business owner with a contact person to express concerns and ideas related to the downtown revitalization effort. The block captain program will work hand in hand with the creation of an **Ambassador/Volunteer Program**. Through this program, Ambassadors will welcome visitors to downtown at times of events and special gatherings, offer details about our downtown community and its businesses. This program will also lead in the enlistment of volunteers to help with the many projects and programs of the Partnership. As with any other organization, its voice is in the numbers and the numbers reflect its members. The **Membership Chairman** has the responsibility of presenting a membership program and leading in the enlistment of potential members of the Live Oak Partnership. While the Partnership will not be member-driven, it must be member-lead, that is to say that as a member of the business community, your voice is heard and recognized. From our very early discussions with the business community came a resounding sentiment, 'How can we get our downtown business owners to show some pride in their community?' We have established the making of such a process. The **Downtown Pride Program** will work to establish such incentives. Some of which might include a cleanup day for downtown, formal recognition of efforts, and the promotion of the new city facade grant program. Each of our events have an **Event Chairperson**, who is responsible for maintaining communication and event planning details with the board and the community. These chairpersons also have the duties to follow through with event plans to ensure its success and continuance.

While it seems there is a lot of committees and programs, the reality of it is relatively simple. There are five basic committees with subcommittees organized under each of them. Specific programs and projects have chairpersons and everyone works with the same end result in mind — *to enhance the physical, economical and social revitalization of historic Live Oak*.

If you would like to become involved in these efforts, your first step is to begin attending our monthly meetings. I hope to see you there.

-Randy Torrance
Live Oak Partnership Chairman

Plan Implementation Principles

"Downtown is a process as much as a place."

To help better explain the magnitude of the process involved in implementing the aspects of a downtown revitalization plan consider these nine basic principles.

1 Make a Great Plan

A great plan is one that combines market based potential with a community vision for the downtown area. A great plan is one that excites, motivates and enlivens the community and private investment to take action. A great plan demonstrates commitment to community.

2 Many, Many Projects

A great plan establishes the framework for many, many projects to move forward. "Projects" are broadly defined and can mean a variety of actions including public and private development programs, marketing, beautification improvements, and community events.

3 Many, Many Stakeholders

Stakeholders form the basis of political support for implementation of the plan. The broadest possible base of stakeholder involvement will promote the plan's implementation. Stakeholders represent a cross section of business, community, civic, non-profit, educational, and government organizations.

4 Committed, Ongoing Leadership

If something is to happen, it has to be someone's job. Leadership to move the plan forward, with support and respect from the community. Leadership to organize and motivate stakeholders and in bringing about partnerships. Leadership in assuming accountability for the plan's implementation.

5 A Good Organization

Support for the plan implementation through an organization that provides communication and coordination. A good organization provides the long-term continuity to see the plan implemented, unifies divergent interests, supports private and public investment activities, monitors progress, and celebrates success.

6 Development Standards

Clear and concise guidelines that communicate the vision. Encourage what is desired and strongly prohibit that which is not wanted. Development standards that are performance based encourage creativity and innovation; and set high quality, achievable objectives.

7 Communications and Marketing

Both the organization and leadership continually market and communicate the success of the implementation. Communicating means acting as a liaison between stakeholders, projects and the community.

8 Supportive Government

Support through policy development, regulations, and code enforcement. Support through technical staff expertise and assistance. Support through championing the plan.

9 Ongoing Review

Dynamic plans require review and adjustments to respond to changing conditions. Monitoring and accountability to measure success.

These nine principles are interactive, rather than sequential. These principles will become priorities of the Live Oak Partnership and its leadership team as a bold strategy is developed during the coming months.

All of these principles relate to responsibilities. The implantation process cannot and should not be completely up to the Partnership board members. We need your help! We all have an investment in our community.