



Port Angeles Downtown Association

What's News Downtown



The Port Angeles Downtown Association is a Main Street Community, a part of the [National Trust for Historic Preservation](#), an approach to commercial district revitalization, an innovative methodology that combines historic preservation with economic development to restore prosperity and vitality to downtowns and neighborhood business districts.



www.portangelesdowntown.com

VOL 7.4 April 2007



FROM THE PRESIDENT

WELCOME BACK!

My column this month brings GOOD NEWS for Downtown. I have the privilege of extending a warm 'Welcome Back' to the Port Angeles "Downtown" Farmers Market. Yes! I said, "Downtown"!!! A big thank you goes to Mike Van Ausdle for all his efforts in making this happen.

The Farmers Market will bring back its fresh produce, brilliant bouquets of fresh flowers, smiling faces and friendly atmosphere to the core of our Downtown.

Their first appearance will be on Saturday, April 21. (The Saturday market will continue at the Court House after that).

They will return on Wednesday afternoons beginning in early June. The caravan of vendors will fill the "Vincent" lot on the northeast corner of First and Laurel Streets every Wednesday afternoon throughout the summer and into the fall.

I hope you will all join me in welcoming the vendors and their customers back to the "Heart of our City"—Downtown. Together we can all work proudly side by side to complete our Mission as an association **To Develop and Promote a Healthy and Prosperous Downtown.**

Kevin Thompson,
President

GATEWAY PROJECT IS MOVING FORWARD

At a special meeting of the City Council on Friday afternoon, March 16, the Council voted 6-1 to recommend to Clallam Transit that the Gateway Project be awarded to Primo Construction. The recommendation was to award the entire project including the clock tower, the covered pavilion and the parking



garage. There was a lengthy discussion regarding the inclusion of the parking garage in the initial project construction. Council members, Headrick, Munro, and Wharton were opposed to inclusion of the parking garage due to an approximate \$3 million shortfall that will need to be pulled from other areas of the City budget in anticipation of future grants and Tse-whit-zen funds. On Monday, March 19, Clallam Transit awarded the bid to Primo Construction for the completion of the Gateway project. At this point the date for the beginning of construction on the project has not been determined per Glenn Cutler, Public Works Director for the City of Port Angeles.

If you would like to see all the proposed projects for Downtown, visit the City's website at <http://www.ci.port-angeles.wa.us/PDFs/Gateway/GatewayProject.pdf>

We'll keep you posted with any updates.

CLEAN SWEEP—MAY 5

By: Charles Smith, Design Committee Chair

Mark your calendar! **May 5th from 9:00 a.m. to 1:00 p.m. (or any part thereof!)** The Downtown Association is having its 17th annual 'Clean Sweep'.



The Design Committee has planned this year's **Clean Sweep** and is asking everyone to come and help clean the public areas of your Downtown and get ready for spring and summer. We need volunteers to help clean along the waterfront, at the fountain, the sidewalks and in the alleys.

Business owners are being asked to clean up around their businesses by sweeping sidewalks, picking-up trash, and pulling weeds that have accumulated over the fall and winter months. Freshening up façade paint and window washing are always things to considered when sprucing up for the summer.

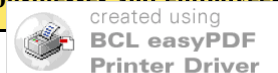
This is a great way to explore and see what is new in the Downtown, from business to artwork, experience the uniqueness of Downtown. Bring your brooms, gloves and tools. Join us at the fountain, and enjoy the camaraderie of working with other volunteers helping to make you're Downtown a place for the Community to be.

PROMOTION EVENTS

Evan's a little busy right now with HIS new event! Caden Evan Brown arrived on March 29, weighing in at 9 lbs.! Congratulations to Evan, Holly and sister Hannah!

Watch for details on what we have planned for upcoming events. — Evan Brown, Chair Brown's Outdoor

10% off Dine In/Take Out for Downtown businesses and employees



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YEAH!!

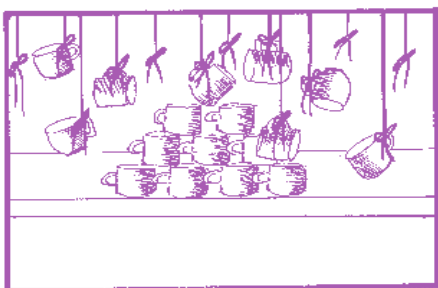
Color is Back!!! Thanks to our newest Community Angel Member, **PenPrint, Inc.**

230A E. First Street, we once again have colorful news! Please let them know that you appreciate their support of the Downtown Association and our members.

TIPS FOR MERCHANDISING

From: <http://www.glmshows.com>

Merchandising similar products together can create a dramatic impact, while quickly educating a customer to the depth of product you carry within a given category. This type of merchandising presents a visually clean image and



makes the best use of the customers' time in your store by making it easy to identify where the product is located.

Displaying similar products together in a window is called **creating an impact window**. This type of presentation is dramatic and creates an awareness of the variety of a particular selection inside the store. For example:

- If you carry an extensive line of mugs, you could create a dramatic presentation by simply stacking your product in the window.
- A store like Williams Sonoma might construct a display incorporating every variety of flavored vinegar they carry.

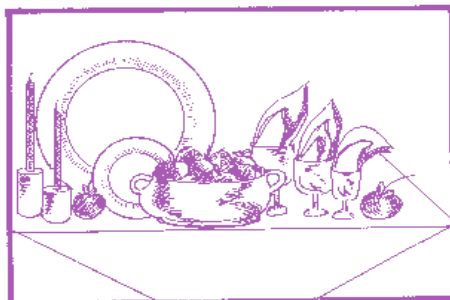
Placing similar products together inside the store is called **creating a shop interior**, anchor area or niche. This is sometimes called creating a store within a store. These areas are the basic building blocks of your store and this type of interior organization is most commonly used by retailers. When you create an anchor area, merchandise is usually placed together with similar product, brand, color or texture. For instance, all

of your lamps will be in one section, perhaps organized by brand, while all of your stationery will be in another. This product grouping works especially well for demand items. It allows your customers to quickly find what they are looking for and to see the breadth of product you offer within any given category. You may want to create a focal point which incorporates cross-mix merchandising within each area (See "Cross-Mix Merchandising").

Tips for Similar Product Merchandising:

- If you receive a large shipment of a product you plan to promote, creating an impact display by stacking that product can not only promote the item but can also solve storage problems.

Cross-Mix Merchandising is displaying a **variety** of seemingly unrelated products together to create a comprehensive visual story. This type of merchandising



communicates breadth of product and educates your customer about merchandise they may be unaware that you carry.

Cross-mixing merchandise within a Window can increase the visibility of your store image and promote the look of a certain lifestyle for customers to buy into. It illustrates the variety of selection or breadth of product you carry.

To cross-mix, you can use larger items within your product lines as props for smaller items. Pottery Barn has created vignettes that cross merchandise items like adirondack chairs, lanterns, outdoor dinnerware and throws. They carry the theme into the store by creating smaller versions of the vignette throughout various departments of their store. Williams Sonoma created a window display including a large graphic of cherries in bushels behind a selection of product including a Cuisinart, ceramic pie plate, measuring spoons, pastry board and checkered towels. Their theme "pie mak-

ing" was stenciled on the window. Tiffany created a cross-mix window representing a "fantasy" lifestyle. A small picnic table, chairs and mosquito net served as prop back-drops for a selection of high-end dinnerware, crystal, candle holders, pitchers and serving pieces. A wide-brimmed sun hat was draped over a chair on gravel flooring and a floral arrangement completed the picture.

Cross-mix merchandising within your store's Interior

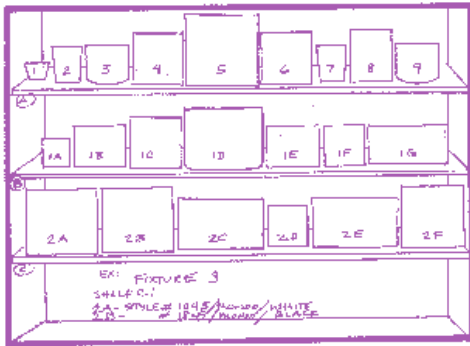
can increase UPTs (units per transaction). It makes the customer visualize how they would use an impulse item after the sale is made and helps to confirm the decision to purchase an item. This can be done by highlighting an impulse product with demand items. Some retailers create entire anchor areas within their stores by cross merchandising product by a particular theme. For instance, they might display all of the product they carry for the bathroom in one area including soaps, scents, bath towels, soap racks and toothbrushes and all of the product they carry for the home office in another. The Nature Company recently offered a Shark theme display within their store that included stuffed, inflatable and animated floating sharks, video tapes, books and even novelty items, including floating Shark tooth key chains, shark lights and tee-shirts.

Tips for Cross-mix merchandising:

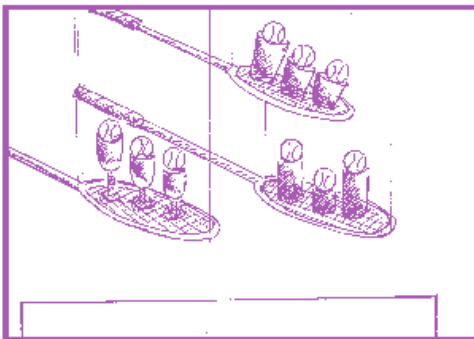
- Retailers today often sell merchandise by portraying a dream lifestyle for the customers to buy and take home. Sell your products by selling dreams.
- Remember to keep your cross-mixed visual merchandising displays clean and to the point. The average customer views a focal display of merchandise for about one second.
- Be sure to place displays featuring cross-mixed products in high traffic areas and as focal points within a department. Don't be afraid to use both demand and impulse items in your display.

NEW FACES
Community Angel
Pen-Print, Inc.
 230

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The placement of merchandise that is arriving for the store can be planned out on paper by using a **Planogram** before the products actually arrive. A planogram is a retailer's drawing (blueprint) which visually communicates how merchandise and props physically fit onto a store fixture or window to allow for proper visibility and price point options. The retailer can plan to mix the new products with current items or initiate entirely new displays. If you have more than one store, this is an excellent way to communicate to your staff how you would like displays executed.



Props (properties) are special elements which help to sell the concept of a company image as well as add an accent to the environment you are creating. Many Hollywood films depend on the use of props to project a feeling of reality on the screen. As Rick in *Casablanca*, who would Bogey be without that famous martini glass in hand?

As in motion pictures, the retailer has the option to fill display sets with props, which help to maximize sales along with merchandise flavor. You can promote a fall theme by bringing in a rake, dried leaves and a wheelbarrow as props for store merchandise. Ralph Lauren uses saddles and stirrups to merchandise belts. Waterworks used an old bathtub filled with clear Christmas ornaments (to look like bubbles) as a backdrop to promote bath products. You could use flexi-flyer sleds as a prop for a winter theme

promotion or promote "your ideal summer break with the family" by using towels, lotion, sunglasses and a beach umbrella as a backdrop for product.

Be aware of local events that are taking place in your area. For example, if there is a music festival in your town, but your products have no relation to the music field, your props can still reflect the event with music stands as pedestals and instruments as background accents.

The best recommendation for **gathering props** is to look no further than a friend or relatives storage area. First, start with people who have an established reputation for bargain hunting and collecting and recruit them as your prop suppliers. Unusual items like wire baskets, old-fashioned fruit scales, funny hats, picture frames and artificial flowers often serve as great props. A quick dash of spray paint on some of the items may give new life to the once weathered products. Since props usually enhance the products look, it is best to display the merchandise in front of the props.

Some prop houses provide the service of renting unusual items. However, most prop houses are geared toward the commercial and advertising industries and rent their products on a daily or weekly basis. Consider purchasing props and special items since most props are expensive to continually rent. Garage sales are excellent resources for used items where traditional as well as modern items can be found to fill the need to further a visual look. Consider a prop barter system and borrow a neighboring company's item in exchange for full credit in your window. If your store sells home textiles and you would like to create a table linen display, consider asking a local retailer of tabletop products to loan you place settings to enhance the presentation of your product. The obliging retailer could be credited on place cards at each table.

Here is a list of visual merchandising and display supplies every store should have on hand:

- Calendar listing of all holidays and special occasions
- Duct tape
- Fishing line
- Glass cleaner
- Hammer

- Hot glue gun
- Hot glue sticks
- Iron with board or steamer
- Ladder
- Light bulbs (extras)
- Nails and screws (assorted)
- Pencils and sharpener
- Rubber bands
- Scissors
- Screwdrivers, flat tip and phillips
- Straight dress pins
- Tape measure
- Tool box
- Two-faced tape
- Utility/razor knife
- Velcro strips
- Wire
- Yellow Pages

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Catherine Harper—417-5222
Associate Member

Bob Lumens—457-7949
Raven's World

Terry Roth—452-8556
NW Duty Free

Customized Greeting Cards

Can't find that special greeting card you are looking for? Drop into the **Vale, 129 W. First St.**, where we now offer customized greeting cards to our customers. It takes just a few minutes and you can pick out the graphics **you** want with a special greeting.



ON THE STREET REPORT

WHO'S ON FIRST

By: Barb Weekes
Romantic Notions

MMM, IS THAT FUDGE I SMELL??

Northwest Fudge & Confections, previously Seaside Sweets, opened recently to the delight of kids of all ages, especially those of us with a sweet tooth! Bob and Lindi Lumens, owners of Raven's World, have taken on the challenge of filling the candy jars with every flavor of Jelly Bean known to man, and since our block is ruled by middle-aged, mid-cycling, hormonally charged, chocolate seeking women, having the candy shop open 7 days a week is a LifeSaver (no pun intended!) (**Drop by 110 W. First St.**)

OH, BABY!! **Romantic Notions** announces the new arrival of irresistible gifts for baby. In addition to the whimsical Bunnies By The Bay for Babies, the shop has bunnies, bears, and blankies from Bearington, goatsmilk bath products, nursery artwork, and vintage inspired storybooks. Stop in and see what's new for you, your home, and baby! (**121 1/2 W. First is the place where babies love to shop!**)

NEW KID ON THE BLOCK. Someone is busy as a Queen Bee painting and preparing her new location in the old Peninsula Bible Bookstore . . . **at 119 W. First**



NEWS FROM THE FRONT

By: Jeanne Jones, le porte parole
Fiber Arts

Wesley's Art Gallery is proud to announce our newest additions to the gallery. Two nude, female torso sculptors by Lara Tiniwhare (pronounced Tini-farey). Lara is of Maori (native of New Zealand) decent. The Eastern Polynesian culture has many similar traditions and symbols used by the Pacific Northwest native cultures.

Two framed, limited edition Giclee' photo prints by p.schoonover-russell. The titles says it all; "A Rose For Nellie" and "Sunflower". If you love flowers, you must see these!

Last but not least is a larger framed, limited edition copy of Eric Neurath's most popular photo of Port Angeles and the Olympic Mountains from the air.

Wesley's Art Gallery (**118 E. Front St.**) for exclusive art.

Spring has arrived at **Fiber Arts**. One of a kind silk banners and scarves created

by Karen Sistek are available for the discriminating customers together with great pieces from Dona Cloud. A new collection of purses, jackets and other accessories designed by Julie should be in at anytime. Come and see for yourself at **124 E. Front St.**

I visited the new stores in PA on First Street and marvel at the quality and simple elegance of **Baby Grand (106 E. First)**, the beautiful fabrics and notions found at **Interior Threads (103 W. First)** and the great taste of **Northwest Fudge (110 W. First)**! Wonderful additions to Downtown.

Olympic Stationers and Gift Shoppe has new spring/summer dishware and picnic baskets. Fabulous occasional furniture, artwork, clocks and lamps that will enhance any room in your home. They are also teaming up with Odd Arts Gallery for window displays this month. Art supplies are one of their specialties at **122 E. Front St.**



THE VIEW FROM EAST FIRST

By Bunny Cornwall at Zenzizi

Port Book and News (104 E. First) in cooperation with Peninsula College is hosting Dan O'Brien, writer in residence. Dan is an award winning writer, wildlife biologist, falconer and owner of a South Dakota ranch, where he specializes in raising American Bison. Considered by many to be one of the most powerful literary voices of the plains. Reading is Wed. April 25th at the Port Angeles Library in the Raymond Carver room at 7 p.m. refreshments will be provided. www.portbooknews.com bnturner@olympus.net or 360-452-6367

Branded (106 N. Lincoln) received a shipment of formal and dance dresses in all sizes. NailSpa located in branded is taking \$10.00 off full set of gel nails regularly priced at \$60.00 Chelsea can be reached at 360-460-2533.

Zenzizi received shipment from Thailand, monkey wood tables, terra-cotta pots and decorative household items. Spring collections from Eileen Fisher, Citron and Tienda Ho. We are also carrying Chaos leather bags in fabulous spring colors. Stop in for a glass of wine, Friday, April 13th between 5-6pm at **127 E. First**. Vintner Sara Gagnon will be on hand to pour from her Harbinger winery.

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Heather Eims

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CANADIAN CURRENCY UPDATE

By: Terry Roth, Odyssey Currency Exchange

Effective immediately. A Canadian resident, who has been out of Canada for more than 48 Hrs., but less than 7 days, may now bring home up to \$400 (Canadian dollar value) of purchased products/goods.

Effective 1 April, the GST (Goods & Services Tax) rebate program is no longer in effect. You used to be able to get 7% of the hotel tax and 7% of tax on purchases refunded. That program is GONE. **The Canadian dollar value is currently \$0.83.**

ORGANIZATION COMMITEE

By: Michael Lenox, Chair

Are you missing out?

If you do not have a valid email registered with the PADA, you are missing a vital communications link. We currently have over 75 members that have not provided a valid email. Unfortunately, it costs approximately \$1.11 each per mailing with the higher costs of postage, materials and labor. This cost directly affects the budget and our pocketbooks. How can you help? It's easy. If you are not currently receiving emails, please email director@portangelesdowntown.com to get in the database. If you need an email address, there are several free sources available. We would be happy to help you out.

AUNT BIRDIE'S CORNER

An Invitation for PADA members to **Studio Bob's** first gallery Open House, Friday, April 13 at 6:00 p.m. at 118 1/2 E. Front. Appetizers and No-Host Bar from **Michael's Divine Dining** and a piece of cake created by **Sam**.

The ART is in the Dressing UP

created using **BCL easyPDF Printer Driver**

Come join the Fun!

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PAPD STREET BEAT

By Ed Schilke, Admin. Sgt.
Port Angeles Police Dept.

SHOPLIFTING RESOLUTION

So, you believe you have witnessed a shoplift crime in your business. What should you do next?

Contact the offender...but only after you have:

- Observed suspicious behavior.
- Seen item(s) concealed.
- Kept the suspect in sight, from time of concealment to time of contact
- Allowed the suspect to pass the last opportunity to make payment.

Consider whether:

- You or a reliable witness saw the offense.
- You or that witness is willing to testify in court.
- You are certain the merchandise was not returned to a store shelf or paid for previously.

Washington State law does allow you (the store employee) to detain a suspected shoplifter in a necessary and reasonable manner, for a reasonable amount of time (to allow for timely law enforcement response). The law does not allow a frisk of the subject or a random search of their bags unless the suspect has been placed under arrest.

Contacting the shoplift suspect:

- Avoid doing this alone.
- Keep it low-key, verbal, nonphysical.
- Call police immediately. Another employee could make the call while suspect contact is occurring (if possible.)
- Identify yourself and ask the "customer" to come back into the store or office.
- Use non-accusatory language. Perhaps suggest that you believe they have forgotten to pay for an item.
- Follow the suspect back in, do not lead them

If the suspect refuses to cooperate, keep them in sight and gather descriptive information, if possible. Once in the office with the suspect:

- Be certain to have an employee present who is the same sex as the suspect.
- Describe what you or the witness saw and ask for the item(s).
- Make no threats or promises while completing your report process and awaiting police arrival.
- Your report process should include documenting the suspects and your own, statements and actions.
- Upon police arrival, follow their guidance.

If police do not take items of evidence, you should keep them pending court of civil action. Mark evidence with date, time, and the police case number.

That's it! For more information, including information about civil penalties that you may impose, see the Washington State Crime Prevention Association website, www.wscpaonline.org and R.C.W. 4.24.230, or seek counsel on Washington State Civil Shoplift Restitution Law.

OPPORTUNITIES & DEVELOPMENT COMMITTEE

We're almost ready to unveil the new Business Directory, just in time for the summer tourist season!

I just returned from the National Main Street Conference in Seattle and I have lots of great new ideas to share. I'll be talking to many of you as I go about my "Block Captain" duties, and will look forward to chatting with you about all the enthusiasm and idea-sharing that went on over the 4 days.

Hope everyone is enjoying this Spring-like weather, and getting ready for Easter. Happy days, everyone!

— Catherine Harper, Chair
Opportunities &
Development Committee

COMMITTEE MEETINGS

Regularly scheduled at the office at 208 N. Laurel:

PADA Board Meeting
2nd & 4th Mon. — 6:15 p.m.

**Design Committee/
Art on the Town**
2nd & 4th Tues. — 5:45 p.m.
Charlie Smith, Design Chair 452-6116
Bob Harbick, Art on the Town Chair
452-8248

Opportunities & Development Comm.
3rd Tues. — 1:00 p.m.
Catherine Harper, Chair 417-5222

Parking Committee
3rd Tues. — 8:00 a.m.
Terry Roth/Kevin Thompson, Co-Chair

Promotion Committee
2nd & 4th Tues. — 8:00 a.m.
Evan Brown, Chair 457-4150

Organization Committee
1st Thurs.—6:00 p.m.
Michael Lenox, Chair 452-7087

Meeting and event schedule is also posted at www.portangelesdowntown.com on the website calendar.

Come anytime and see what's happening. Committees are always looking for people who want to get involved in working together with a focus on the PADA Mission Statement "To develop and promote a healthy and prosperous Downtown".

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**MORNING
MINGLE**

(General Meeting)



April 25, 8:00 a.m.
at the Landing's
Restaurant (upstairs)



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