

## ESTACADA MAIN STREET NEWSLETTER



Mid-May 2013

## CASH MOBS = SHOPPING LOCAL AT IT'S BEST.....

## DRUM ROLL PLEASE....

The next Estacada Ca\$h MOB will be **THIS Saturday** at 11 a.m. at:

Estacada Food Bank,  
272 S. Broadway ST.

This month's Ca\$h MOB is a bit different from previous months. This time we **TAKE** from \$1 to \$20 worth of **TOILETRIES** and or **DOG AND CAT FOOD** to the Ca\$h MOB at 11 a.m. Or you may write a check, and they will do the shopping.

Focusing on toiletries will be a **BIG** help for the Food Bank, since toiletries and such items have to be purchased by the Food Bank.

Below is a suggested list of items to bring **OR** again just bring in

a check to donate.

Oh, and don't be late -- this MOB will be over in half an hour this month.....

Please join us in helping our friends and neighbors.....



Jen, from Wong's King Chinese Restaurant picked the Estacada Food Bank as our next Estacada Ca\$h MOB THIS Saturday, May 18th at 11a.m.

- \* Diapers
- \* Tooth Brush
- \* Tooth Paste
- \* Floss
- \* Deodorant
- \* Soap & Container
- \* Comb
- \* Brush
- \* Shaver / Razor
- \* Nail Clippers

- \* Toilet Paper, Baby Wipes
- \* Bandages
- \* Sun Block, Chap Stick
- \* Lotion
- \* Feminine Hygiene Products
- \* Soap
- \* Shampoo, Conditioner
- \* Mirror

- \* Dog Food
- \* Cat Food

## Inside this issue:

Next Ca\$h MOB	1
McRae block changes	1
Clean up THANKS	2
State Farm Beautification	2
Better FACEBOOK mgt	3-4
Contacts/Sponsors	5
AVAILABLE Spaces	6

## A PLAN FOR A NEW LOOK FOR THE MCRAE BLOCK OF MAIN STREET

I'm HAPPY to announce that the McRae Motel Block of N. Main Street, between NE 3rd and 4th streets, has been chosen for a 3D architectural rendering. This property is owned by Mike Misley.

This opportunity is offered by Clackamas County Business and

Economic Development 3D Downtowns Grant Program .It was a competitive application process. The application was submitted by the Estacada Main Street Program.

Clackamas County Business & Economic Development has contracted with LRS Architects and Marketek Inc. to implement

our 3D Downtowns Project with goals to spur private investment, increase property values, retain and recruit business, and enhance the appearance of downtowns through the use of visual imaging in Main Street downtown commercial districts.

Estacada is grateful!



## May Flowers

## DOWNTOWN SPARKLES AND WE ARE GRATEFUL FOR ALL THE HELP...

Have you noticed how beautiful downtown SPARKLED at the end of April, after a GREAT group of volunteers showed up to show their PRIDE in our community?

We'd like to THANK all of our volunteers, plus the following businesses for making a difference:

- Figaro's Pizza—15 pizzas and 6 cases of water
- Barbara's Flowers and Coffee for a mid-day snack of fruit and granola bars
- Timber Lake Jobs Corps for bringing a hard-working group of



volunteers, who chose to help us clean Estacada rather than head with most of the Job Corps students to Oaks Park for a day of FUN

- Estacada Farmers Market for 2 flats of flowers to plant
- Estacada Fire Dept. for spraying off the sidewalks
- City of Estacada for cleaning the streets the Tuesday morning following our clean up day.
- Sheila Logan our recycling expert.
- Morgan Parks from Eagle Creek and SOLVe for being our official



photographer

This is a FABULOUS event and Estacada is GRATEFUL for ALL who participated.

Please plan to join us next year on the third Saturday of April, Earth Day. Mark your calendars NOW.

## NEW LOOK FOR OUR STATE FARM OFFICE...

The Estacada Main Street's recent clean up and façade improvement in downtown Estacada inspired Paul Strobel and his team at State Farm Insurance to make changes and beautify the entrance to the business on Main Street.

Stacia, who works in the State Farm office, and her partner Douglas helped remove the old deep rooted Junipers.

The Estacada Tea Ladies, whose current goal is "Estacada Beautification," provided the colorful fiberglass containers with enamel coating. The Tea Ladies also contributed toward the trees; and the business picked up the remaining expenses.

When the soil and rock settle, they plan to add more plants.

Stop in the office and let them know what you think of the changes!!!



# 12 Tips and Tools for Better Facebook Management

By [Shawn Hessinger](#) April 25, 201

A recent small business survey suggests [businesses are increasing their use of social media](#). They are also seeing increasing return on investment. The survey also shows small businesses continue to struggle with maintaining their Facebook management. This is despite the fact that, at 1 billion members, the Facebook audience remains the largest in social media.

Below, we've collected 12 Facebook management tips and tools. We hope they help you make the most of your Facebook efforts.

**Embrace Basic Techniques for Creating Customer Engagement** ~ *Capture Commerce*

SEO professional Tim Shivers interviews Meghan Nichols of the online seasonal store, The Jolly Christmas Shop. Nichols explains some of the basic techniques small businesses should use to get engagement on Facebook, and recommends sharing information about your products or services to get fans excited about them. She also suggests giving customers fun ways to interact by posting contests and games, encouraging your audience to give you feedback. Making sure your Facebook page remains active is important.

**Give Your Facebook Page a Few Extra Frills** ~ *CorpNet*

Blogger and social media marketer Sian Phillips shares some

additional features you can add to your Facebook management. Adding a vanity url, more photos and apps makes for a more attractive page. Learn how to set your page apart from others where owners have clearly taken a lot less time. Also use simple techniques like scheduling posts ahead and promoting and sharing "link only" updates. These steps improve your productivity and get your page better visibility.

**Use Even Negative Comments to Build Your Brand** ~ *Social Brothers*

Social media consultants Nicholas and Trevor Kohlhepp share how one of their clients, a dog groomer, responded to a negative comment circulated on Facebook. She published her side of the story, sharing it with the community, eventually successfully addressing the complaint. The client's efforts got the offending comment removed from social channels. Meanwhile, the good will she generated through her thoughtful response won her a 200 percent increase in traffic and two new clients, the Kohlhepp brothers said.

**Put a True Dollar Value on Your Facebook Fan** ~ *You're the Boss*

Michael Scissons, chief executive of social media marketing firm Syncapse, says his company has

put a true dollar value on the average Facebook fan. It's about \$174.17, says Scissons. He tells blogger Gene Marks any small business can do the same.

Scissons advises business owners

start by considering the amount of spending a fan has done on a product or service over the past twelve months. Consider loyalty and purchasing intent into the future. Also evaluate

the likelihood of their recommending the brand to others. Scissons also makes some other suggestions to help you assess the value of your Facebook fans.

**Make Decisions About Your Goals and Target Audience** ~ *The Social Media Hat*

Web developer and small business owner Mike Allton says it's time to rethink Facebook for your business. He points out that changes in Facebook's business model and EdgeRank algorithm make it more useful to some businesses than others. This doesn't mean you should abandon your Facebook efforts, of course. But you should be realistic about how you use the site for your business. Allton says emphasis has shifted away from profiles used in networking. He says focus is now on promoted posts and the increased reach possible through a paid marketing campaign. This may make Facebook more ideal for B2C rather than B2B marketers, he speculates.





# 12 Tips and Tools for Better Facebook Management CONTINUED...

## **Use the New Facebook Reply Button for Brand Management** ~ V3

Erica McClenny, senior vice president of client services at social media management firm Expion, says Facebook's new Reply Button is important for managing your brand. It also helps create deeper engagement with fans and customers. McClenny says the Reply Button allows you to respond directly to a specific comment. It creates an individual thread and arranges comments based on relevance. McClenny says use of the Reply Button will create a new layer of insight for marketers to see what kind of comments generate the most responses.

## **Use Mobile Layout to Monitor and Manage on the Go** ~ Facebook Studio

It's certainly possible to program updates ahead of time in an effort to be more efficient at Facebook management. But the social media world does operate 24/7. In order to engage with fans and customers or even update your page while traveling, mobile tools are helpful. Facebook's latest mobile layout has been designed with the consumer in mind. But Facebook page owners also use it for their own Facebook management from mobile devices, the company says.

## **Don't Forget About Facebook Home** ~ The Huffington Post

Some have dismissed the new

Facebook app for Android. But Andrew Cherwenka, CEO and co-founder of Authentic, says marketers should be asking what's in it for them. Cherwenka's firm provides personalization data for retailers. He says Home will provide brands with larger audiences in the short run as the app increases the amount of content Facebook users consume. Long-run, Cherwenka says Home will provide another way to reach Facebook users with targeted advertising.

## **Include Facebook Local Search in Your Marketing Strategy** ~ AdWeek

Facebook's new mobile and desktop business pages let you boost your visibility in local search. Tim Peterson says small businesses are already using local online marketing on Yelp and Google. Facebook's updated pages include more prominent check-in and click-to-call buttons. They also feature an enlarged map and starred rating box for local businesses. Peterson writes brands should focus on increasing local social interaction to improve visibility in local search on Facebook, too.

## **Take Advantage of Cost-Per-Action Bidding** ~ Marketing Land

Facebook recently introduced another marketing opportunity for businesses seeking to boost their social marketing campaigns. Greg Sterling gives an overview of

bidding on ads and actions connected with page likes, offer claims and link clicks to product profile pages. Eventually, Sterling reports, all Facebook advertising will be available as cost-per-action, giving all businesses a better way to measure success.

## **Sign Up for Circl to Measure Conversion From Social to Foot Traffic** ~ TechCrunch

Founders of new tech startup Circl say they can track a customer from the minute they engage socially to the minute they walk in your front door. That means better Facebook management. Here's how it works. Circl lets you make offers on your Facebook or other social networks. It lets customers get that message forwarded to their smartphone via email or text. They then click on the text at point-of-sale, allowing you to measure conversion.

## **Use new Salesforce software to run your Facebook campaign.** ~ Bloomberg

Salesforce calls the software Social.com. It allows marketers to create campaigns for the Web and mobile devices using Facebook, Twitter and other analytics data. This allows marketers to track ad performance over many platforms, adding new value to Facebook and other social media advertising.

**Read more here:**  
<http://bit.ly/YTY21n>

## BUSINESS NAME

Primary Business Address  
Your Address Line 2  
Your Address Line 3  
Your Address Line 4

Phone: 503.974.4043

Fax: 503.630.8280

[gloria.mainstreet@gmail.com](mailto:gloria.mainstreet@gmail.com)

<http://www.eda1.org>



Find us and LIKE US on FACEBOOK

Estacada Development Association

Estacada Ca\$h MOB

### Looking for a new business space?

Check out what Estacada has to offer right now at:

<http://bit.ly/YxOfGr>



Estacada Development Association

## Board of Directors

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Sean Drinkwine, 503.630.5119

Betty Veveiros 503.630.2334

### MAIN STREET MANAGER:

Gloria Feider Polzin, 503.974.4043

## The Main Street Program "Four-Point Approach®"

*The four points of the Main Street approach work together to build a sustainable and complete community revitalization effort.*

### The four-points are:

1. **Organization**
2. **Promotion**
3. **Design**
4. **and Economic Restructuring and Business Development.**

As a unique economic development tool, the Main Street Four-Point Approach® is the foundation for local initiatives to revitalize their districts by leveraging local assets—from cultural or architectural heritage to local enterprises and community pride.

We're on the Web at:  
[www.EDA1.org](http://www.EDA1.org)

To include your coupons, promotions, or for sponsorship information contact us today!

503.974.4043

## EDA FRIENDS & SUPPORTERS



### The Spiral Gallery

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[www.thespiralgallery.com](http://www.thespiralgallery.com)

Join us for 1<sup>st</sup> Fridays, 5-8 pm



## Estacada News

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*We Come To You 7 Days A Week*



## WAYS for BUSINESSES to Keep Downtown Estacada SPARKLING throughout the year...

- ⇒ SWEEP, SWEEP, SWEEP the sidewalk outside your business daily — that will make a BIG difference...
- ⇒ Pick up cigarette butts and litter daily; and remove cigarette cans...
- ⇒ Pressure wash sidewalk as often as needed...
- ⇒ Replace old advertising / posters that are outdated from your front windows...
- ⇒ Plant flowers — flowers are welcoming...
- ⇒ Replant trees boxes with an appropriate tree species — customers like trees....
- ⇒ Remove cobwebs whenever you see them...
- ⇒ Pull Weeds out of sidewalk cracks and anywhere you see them within 20 feet of your front door....
- ⇒ Business owners please park on side streets, or in back of your business — leave the PRIME parking spots for your customers — that's good business...
- ⇒ Wash exterior windows often...
- ⇒ Make it look like you're OPEN by putting out flower pots; merchandise; and signs near the front door on the sidewalk — make it WELCOMING....



## Available Real Estate

7 vacant spaces available.



262 S. Broadway



386 S Broadway ST — 2 spaces upstairs



325 S Broadway

Looking for a new business space?

Check out what Estacada has to offer right now at:

<http://bit.ly/YxQfGr>