



"Heart of Our Home Town"

Board of Directors:

Marv Moore
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AJ Ashenbrenner
Vice President

Roger Russove
Treasurer

Jolene Kopetsky
Secretary

Greg Buckley
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Monica Johnson
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Carol Schwantes
Bonnie Shimulunas
Jim VanLanen, Jr.
Rusty Welsh

Office Staff:

Matt Hohner
Executive Director

Angel Johaneck
Office Assistant

Mission:

The mission of the Two Rivers Main Street program is to improve the community's quality of life by strengthening the Downtown as the center of the community through concentrated efforts in Organization, Promotion, Design and Economic Restructuring.

Main Street Message

Spring 2014

Cool City Car Show

Enjoy cool, classic cars? Cruise on in to downtown Two Rivers for the 14th Annual Cool City Classic Car Cruise and Show.

The Car Cruise will take place Friday, June 27th. Cruisers can meet in the parking lot of UW Manitowoc Campus and may begin gathering at 4:30 pm. The cruise will begin at 6:00 pm and ends in Central

Park, downtown Two Rivers.

Saturday, June 28th is the Cool City Classic Car Show. Starting at 9:00 am.

If you have a classic car, or a vehicle you wish to showcase, cruise on down and register.

Even if you don't have a classic car of your own, stop on down. Washing-

ton Street will be packed with a variety of cars for every car enthusiast.

Food, beverages, and entertainment will be available for your enjoyment



Historic Photo Challenge

Two Rivers Main Street is hosting its first photo challenge. Participants need to match the correct building to the represented photo. If you are interested in taking the challenge, you may pick up a form at many downtown businesses (listed below) or download from our facebook page. The grand prize is a iPad Mini with many other prizes as well. All forms must be submitted by May 31st and the winners will be chosen during the Farmers/Crafters Market on June 7th around 10:00 am.

City Hall, Fatzo's, GJ's Salon & Spa, Lester Public Library, The Medicine Shoppe, Riverwood-Maritime Credit Union, Schroeder's, Two Rivers Clothing Co., Senior Center, Unique Flying Objects and US Bank.



Words from the Committees

Board of Directors - 2nd Wednesday 7:30am 3rd Floor - City Hall

We are excited about the addition of two new members to the Board of Directors this year. Rusty Walesh, a long time Two Rivers resident and perhaps its biggest Badger fan, was the winner of an election that occurred at our annual meeting last November. His three year term began in January. Luke Lefevre was selected by the Board of Directors at its April meeting to fill a vacant board seat. His term will run through the end of 2015. Luke is an attorney who lives in Two Rivers and practices in Two Rivers and Green Bay. The Board of Directors also held its annual officer election in January. Marv Moore was elected President, AJ Ashenbrenner was elected Vice President, Roger Russove was elected Treasurer, and Jolene Kopetsky was elected Secretary.

Economic Restructuring – 4th Wednesday 7:30am 3rd floor - City Hall

Great changes are happening in Two Rivers for 2014! Congratulations to Bank 1st National on their new location! We all believe at the end of 2014 Two Rivers will be bigger and better. Business recruitment is high on our to-do list this year and we made a wish list of businesses we would like to see in downtown Two Rivers. Businesses like a used book store, oilerie, bait/tackle/fishing among others. The list is available online and if you know anyone interested in starting a business please contact Matt Hohner, Main Street Director, at (920) 794-1482. A new brochure will be completed soon for potential entrepreneurs interested in Two Rivers. If you are interested in volunteering on the Economic Restructuring Committee, please contact Matt Hohner at (920) 793-2241.



Design - 4th Thursday 10:00am GJ's Salon and Spa - Coffee Shop

The 2014 Sign and Facade Grants were available in January. We are happy to announce that Piggly Wiggly was chosen for the grant. One of the Design Committee's new projects is for the Historical Walk Contest. Julie is out on the town taking pictures of the historical buildings for the contest.

Other new ideas for the future are the biggest floral arrangement shaped into a ice cream sundae, snow carving contest, and bike racks for Downtown.

Organization - 4th Tuesday 7:30am 3rd Floor - City Hall

The Org Committee recently completed a "Volunteer Packet" that describes the expectations of volunteers and also lists the functions and background of the Main Street program. This will be given to all volunteers going forward. We are also working on utilizing technology and a revised check-in process for tracking volunteers. A new fundraising event is in the works as well – we are hoping to combine a 5K run with a beer tasting event – more info to come in the near future!

Promotions - 3rd Tuesday 7:45am GJ's Salon and Spa - Coffee Shop

The last few months have brought some successful events to Two Rivers Main Street. From the Heart's Afire Chili Cook-off to the Trivia Contest. Both events were successful in their fundraising efforts and saw people have a blast in downtown Two Rivers. Even though the weather does not reflect it Spring will soon be here and the Promotions Committee has been thinking Spring. The warming weather means the Badger will soon be sailing and bringing visitors from across the lake. We discussed some new promotion opportunities on the Badger and also are in the planning for a group to visit Ludington in June, to develop partnerships with businesses there as well as learn more about our sister city across the lake. Also, we are in the beginning stages of planning for a new Beer & Wine Tasting Event and Shop Independent Business Events. For more information on any of these things contact Committee Chair – Jason or Main Street Director Matt.

Farmers Crafters Market

The Summer Farmers/Crafters Market has officially opened for the season. Come on down to the West Central Park on Wednesday afternoons and Saturday mornings now through October. The Market features locally grown farm fresh produce, a variety of hand-

crafted products, and raw unfiltered honey. Also offered are the famous fresh egg rolls made while you wait and remember to pick some up some for lunch or take home for dinner.

Farmers Market Pasta Salad

Ingredients

- 2 cups halved baby heirloom tomatoes
- 2 small zucchini, thinly sliced into half moons
- 1 small red bell pepper, cut into thin strips
- 1 cup fresh corn kernels
- 1 cup diced firm, ripe fresh peaches (about 2 medium)
- 1/2 cup thinly sliced green onions
- Parmesan Vinaigrette
- 1 (8-oz.) package penne pasta
- 2 cups shredded smoked chicken (about 10 oz.)
- 1/3 cup torn fresh basil
- 1/3 cup torn fresh cilantro

Preparation

1. Toss together first 7 ingredients in a large bowl, and let stand 10 minutes.
2. Meanwhile, prepare pasta according to package directions. Add hot cooked pasta and chicken to tomato mixture; toss gently to coat. Season with salt & pepper to taste. Transfer to a serving platter, and top with basil and cilantro.



**You're
Invited!**

Two Rivers Main Street

Lunch and Learn

Thursday, May 29th • Noon

U.S. Bank • 1516 Washington St., lower level

Join us for lunch, conversation and information

Topic: Identity Theft

Presenter: Kelly King, U S Bank Corporate Security on Identity Theft

Please RSVP to (920) 794-1482 by Friday, May 23rd

Reserve your spot early! Space is limited.

Presented by:



Lunch sponsored by:



Calendar of Events

May

National Historic Preservation Month

Wed	7	MAVCB Tourism Breakfast	7:30am
Sun	11	Mother's Day	All Day
Wed	14	Board of Directors Meeting	7:30am
Tues	20	Promotion Committee Meeting	7:45am
Tues	27	Organization Committee Meeting	7:30am
Thur	22	Design Committee Meeting	10:00am
Mon	26	Memorial Day	All Day
Wed	28	Economic Restructuring Meeting	7:30am
Thur	29	Lunch and Learn	12:00pm
Sat	31	Photo Challenge Entries Due	All Day

July

Wed	9	Board of Directors Meeting	7:30am
Tues	15	Promotion Committee Meeting	7:45am
Tues	22	Organization Committee Meeting	7:30am
Wed	23	Economic Restructuring Meeting	7:30am
Thur	24	Design Committee Meeting	10:00am

June

Sat	7	Drawing for Photo Challenged	
Sat	7	Carp Fest	1-11pm
Sun	8	Carp Fest	1-7pm
Wed	11	Board of Directors Meeting	7:30am
Sat	14	Flag Day	All Day
Sun	15	Fathers Day	All Day
Tues	17	Promotion Committee Meeting	7:45am
Tues	24	Organization Committee Meeting	7:30am
Wed	25	Economic Restructuring Meeting	7:30am
Thur	26	Design Committee Meeting	10:00am
Thur	26	Ice Cream Sundae Thursday	5:30-8:30pm
Fri	27	Cool City Car Cruise	4-10pm
Sat	28	Cool City Classic Car Show	9-4pm

The Two Rivers Farmers/Crafters Market is open! Stop in Wednesdays from 1-5:30pm and Saturdays from 8-1pm. The Market is held in downtown Two Rivers' Central Park from May to October.

You can find us on:

Facebook—Two Rivers Main Street
 Ethnic Fest
 Cool City Classic Car Show
 Twitter—TwoRiversMainSt
www.tworiversmainstreet.com
 Phone: 920.794.1482



We are located at:

1717 E. Park Street
 Two Rivers, WI 54241

