

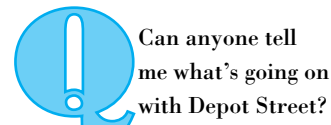


The Mission of the Morgan Hill Downtown Association is to design and support downtown Morgan Hill as a historic, pedestrian friendly, rural small town; and to create a dynamic environment to promote and enhance downtown as an inviting destination for businesses, residents, merchants and visitors.

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## Ask the City



Can anyone tell me what's going on with Depot Street? I thought that was supposed to be finished by now and it looks like the construction has become a permanent hardship for residents and businesses alike.

As it stands right now, the anticipated completion date for the construction on Depot Street is mid to late February 2007.

The weather will be the biggest factor in making this deadline. The contractor will be completing the construction work on the eastside of the street and then finish with lighting and landscaping. Work began on the west side of Depot with curb and gutter

construction first. Public Works was looking at the completion of this phase before the New Year. The biggest issue is the actual tear up of the west side of Depot. The weather dictates if the destruction and rebuilt of the southbound lane will happen in one phase or two. If all goes well, Depot Street should be open for business north and south bound in February, 2007. If you'd like more information on this project contact Yat Cho at 776-7337 or yat.cho@morganhill.ca.gov.

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Issue 4, January 2007

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Ask the City

I want to begin this letter by thanking the members of the Morgan Hill Downtown Association for your support and encouragement over the past year. So much has happened over the last year and the time has gone by so quickly. The MHDA board worked with the City of Morgan

Hill, the Downtown Business Owners and the Downtown Property Owners on many important issues. The PBID funding was approved, Measure F was approved, the annual Safe Trick or Treat event was a great success, Morgan Hill has a new Mayor and we have hired a new Executive Director.

a great work ethic! Thank you Theresa for all you do, you are truly a joy to work with!

I also want to give a special thanks to our past president Gary Walton. Gary's knowledge and passion for the downtown and his willingness to mentor me as incoming President continues to be such an inspiration.

Congratulations to Mayor Tate and elected City council members Greg Sellers and Marby Lee. We look forward to working with our new Mayor and the City Council to improve the Downtown!

As the New Year begins I just want to say, the Downtown Association is so fortunate to have a board that takes seriously its mission to promote Downtown Morgan Hill as an economically vital and attractive place to shop, work and play.

There are a few other people that I'd like to thank as well. Let me start by thanking the MHDA board for working with me and guiding me while we searched for our Executive Director Theresa Kiernan. Theresa comes to us with a wealth of knowledge and

I wish you all a happy and prosperous New Year!

Eric Wallace  
President, 2006/2007

**You're invited** to attend the Morgan Hill Downtown Association

## Quarterly Breakfast Meeting

For: Business Owners, Residents and Property Owners alike

On: Thursday, January 25th, 2007 7:30am to 8:45am

At: Mama Mia's Ristorante Italiano

Mark your calendars and come enjoy some great food and participate in a lively discussion about your likes, dislikes and areas for improvement in our downtown core community.

**Can't wait to see you there!**

**T**he Promotion Committee is one of four standing committees of the Morgan Hill Downtown Association made up of a group of dedicated volunteers whose job it is to promote the assets of downtown Morgan Hill. Creating new quality events, campaigns, and promotions is the primary focus of this committee. These activities are designed and implemented to showcase our downtown assets of wonderful small boutiques and restaurants and our small professional offices. To do this, the Promotions Committee coordinates three events in the downtown area and works with other non-profits on a fourth. Each event requires its own advertising and coordination efforts that are implemented by the volunteers on this committee with the Executive Director of the Association.

The first of the four events is the Safe Trick or Treat event, which this year celebrated its 10th anniversary, held on Halloween night every year. This event is promoted only in Morgan Hill to children up to 12 years old. This year the event included 75 candy hosts and over 3500 children who

## The Promotion Committee: What is it and what do they do?

By Sylvia Cook, Volunteer and member of the Promotion Committee



Children and adults had fun dressing up for the Safe Trick or Treat 2006 Event.

enjoyed candy treats, inflatable rides, face painting and a costume contest for the candy hosts.

Spring Happening event is next which is designed specifically to bring people downtown to shop and eat. This year the focus will be to encourage shopping for Mother's Day. In the past, there was a sidewalk sale with music, a quilt show, sidewalk chalk

art, etc. This committee will explore the continuation of these activities and perhaps some other unique additions.

The third event is a Holiday kickoff event designed to compete with the retail malls and outlets capturing the weekend after Thanksgiving shopping activity. This too would be an event that could include music, hot

or cold beverages and treats to enjoy as part of the experience of shopping local for all your holiday gifts. The committee will be working with the merchants to design this program for Thanksgiving, 2007.

The fourth and final event is a team effort with Kiwanis, Morgan Hill Rotary Club and the Hometown Holidays of Morgan Hill committee. The MHDA Promotion Committee works with these volunteers to prepare the downtown for the Christmas Holiday. Typically on the first Saturday of December, the volunteers are on Monterey Street from E. Dunne to Main decorating to create a holiday wonderland for the merchants and the residents of Morgan Hill to enjoy. The Holiday Parade then welcomes Santa Claus coming to town.

The Promotion Committee welcomes new ideas and new faces to help them with their mission. The committee meets the 2nd Wednesday of every month all year. The meetings are held at the MHDA office at 8:45am. If you are interested in becoming a member of the committee please call the MHDA office at 779-3190 or email the Executive Director at [theresak@morganhilldowntown.org](mailto:theresak@morganhilldowntown.org).

### MHDA and Recycled Cartridges

By Russ Danielson, Volunteer and member of the Organization Committee

The Morgan Hill Downtown Association would like your used ink and laser jet cartridges to help raise money for the newsletter. Drop off locations are: Jody's Junction Stationers on E. First Street, Booksmart on

E. Second Street, or the MHDA office in the Granary Building at the end of E. First Street.

So save those empty cartridges, drop them off at one of our convenient locations and we'll take care of the rest. Thank you for your support of the Morgan Hill Downtown Association!

## A Note from the desk of the Executive Director



**H**appy New Year to one and all! My Christmas and New Year's gift came early this year when I had the distinct honor of being chosen to be your Executive Director. No day, hour or minute is the same! And many different people with various needs and concerns create a dynamic and challenging environment for me to work. And I love it!

A little bit about me. I was born and raised in New York State and moved to California with my husband in 1999 with my two children.

We originally settled in Hollister and then eventually moved here to Morgan Hill where we have lived happily for five years. I continued to work in San Benito County until just recently in June when I made a quality of life change to find work where I live and that thankfully came to be in October, 2006.

Generally speaking I'd divide my professional career into two categories: corporate training and non-profit leadership. My corporate training days spanned

ten years with my last job being a trainer for an international training company taking me to places like London, Paris and Switzerland to name a few. I started my non-profit career when I moved to California and worked for the

*"... as your advocate and representative to the community."*

Adult Literacy Program in San Benito County and as the Executive Director for the San Benito County Chamber of Commerce. I worked for a short period of time

for DMB/ El Rancho San Benito which was my last employer in San Benito County before coming home.

The transition to live and work in Morgan Hill has been very exciting and comfortable at the same time. We have great neighbors where we live and I've found the same

to be true in my new business neighborhood. I thank you very much for being so welcoming and I'm looking forward to the great things we can do together.

### The Small Business Tips Corner

## What to do if your merchandise takes on legs!

By Russ Danielson

**Y**ou remember refolding that gorgeous scarf yesterday and putting it on display and for some reason you can't find it today. And, you don't remember ringing it up for a customer! Unfortunately, you are suffering from a common ailment in the retail business; your merchandise has taken on legs! These legs come in all shapes and sizes. They can be tall or short, male or female, young or old. And the one thing they have in common... they find a way to transport your merchandise out of your store without paying for it. Here are a few tips to battle any shoplifting activity in your store.

A simple technique in the clothing stores is to alternate the clothing hanger directions. Shoplifters get to easily steal a large amount of clothing at one time by grabbing as much as they can from a display and running. To thwart this type of shoplifting simply alternate the hangers on the display. This would be especially true for the racks close to the exits.

The smaller more expensive items in your store are very attractive to shoplifters. They can be easily concealed in their hands or larger size pockets. To protect these items, keep them either behind the counter or dis-

play them in locked display case; and, the emphasis is on "locked"!

Signage can be an effective deterrent with shoplifters. One popular sign is "All shoplifters will be prosecuted." Another option is to create a sign with a "J" hook that reads, "# of Shoplifters Prosecuted this Year" and attach changeable numbers. This is a strong indicator that you practice zero tolerance when it comes to shoplifting.

If you'd like to read more information about shoplifters and ways to stop them visit [www.retailindustry.about.com](http://www.retailindustry.about.com).

I take my job very seriously as your advocate and representative to City Hall and the business and general community at large. It is very important to me that I know what this Association is doing well for you, and most importantly, where we could do better. So, mark your calendars and have breakfast with me on Thursday, January 25th at 7:30am at Mama Mia's for your first quarterly breakfast meeting!

Wishing us a happy and productive New Year!

Theresa Kiernan  
Your Executive Director

The MHDA website is currently under construction. We apologize for the inconvenience. General information and membership data need to be updated. Anticipated reopening is February, 2007.