

What's News Downtown



What Christmas Is As We Grow Older

Time was, with most of us, when Christmas Day, encircling all our limited world like a magic ring, left nothing out for us to miss or seek; bound together all our home enjoyments, affections, and hopes; grouped everything and every one around the Christmas fire; and made the little picture shining in our bright young eyes complete.

And is our life here, at the best, so constituted that, pausing as we advance at such a noticeable milestone in the track as this great birthday, we look back on the things that never were, as naturally and full as gravely as on the things that have been and are gone, or have been and still are? If it be so, and so it seems to be, must we come to the conclusion that life is little better than a dream, and little worth the loves and strivings that we crowd into it?

No! Far be such miscalled philosophy from us, dear reader, on Christmas Day! Nearer and closer in our hearts be the Christmas spirit, which is the spirit of active usefulness, perseverance, cheerful discharge of duty, kindness, and forbearance! It is in the last virtues especially that we are, or should be, strengthened by the unaccomplished visions of our youth; for, who shall say that they are not our teachers, to deal gently even with the impalpable nothings of the earth!

Welcome, old aspirations, glittering creatures of an ardent fancy, to your shelter underneath the holly! We know you, and have not outlived you yet. Welcome, old projects and old loves, however fleeting, to your nooks among the steadier lights that burn around us. Welcome, all that was ever real to our hearts; and for the earnestness that made you real, thanks to heaven!

Welcome everything! Welcome alike what has been, and what never was, and what we hope may be, in your shelter underneath the holly, to your places round the Christmas fire, where what is, sits openhearted!

Of all days in the year, we will turn our faces toward that City upon Christmas Day, and from its silent hosts bring those we loved among us. In the Blessed Name wherein we are gathered together at this time, and in the Presence that is here among us according to the promise, we will receive, and not dismiss, the people who were dear to us!

The winter sun goes down over town and village; on the sea it makes a rosy path, as if the Sacred Tread were fresh upon the water. A few more moments, and it sinks, and night comes on, and lights begin to sparkle in the prospect. In town and village, there are doors and windows closed against the weather; there are flaming logs heaped high; there are joyful faces; there is healthy music of voices.

Be all ungentleness and harm excluded from the temples of the household gods, but be those memories admitted with tender encouragement! They are of Time and all the comforting and peaceful reassurances; and of the broad beneficence and goodness that too many men have tried to tear to narrow shreds.

—By Charles Dickens



HAVE YOU SEEN ONE OF THESE? DO YOU KNOW WHAT IT IS?

A **QR code** (abbreviated from **Quick Response code**) is a type of [matrix barcode](#) (or two-dimensional code) first designed for the automotive industry.

More recently, the system has become popular outside of the industry due to its fast readability and comparatively large storage capacity. The code consists of black modules arranged in a square pattern on a white background.

If you plan on using any print advertising for your business, you need to invest in one of these—it's free! If you have a website and want to drive more traffic to it and your business, this is an inexpensive (free) way to do it. All those new gizmos—the "I's" as in phone, pad, etc., can link directly to your website just by scanning the QR in your ads, whether its in the paper, on a rack card or business card. Here's the link <http://qrcode.kaywa.com/> to get your QR code. It's a short, simple process. If you are a "techy with an "i-gizmo", scan the code above. It will take you directly to the PADA page on the association's website for Hurricane Ridge—which leads me to the next topic.

Hurricane Ridge road will be open everyday this winter, weather permitting, again this year. There is a special page on the website for our members to post specials or just place an ad. We are creating a marketing plan to promote the



website and your business to Park visitors for a before or after stop downtown after a day on the slopes. We will be using the QR code to reach them on the way into town or on the moun-

tain. We are still in the formulating stages so if you have a good working knowledge of Face book and Twitter, we could really use your input.

As a member of PADA, this promotion is available to you at no cost. We'll keep you posted as the plan is finalized and hope that you will let us know if you see and increase in customers as a result. There will be a way for you to track them.

UPCOMING PROMOTION EVENTS

Shop 'til You Drop—Dec. 17

MERRY CHRISTMAS TO ALL!

Annual Meeting—Jan. 17





Washington Post Business Section
Main Street making a comeback at the expense of the shopping mall

By [Jonathan O'Connell](#), Published: November 20

Shopping malls gained stature in many corners of America by evolving into mini-cities, places where senior citizens took exercise walks and Girl Scout troops sold cookies. Some malls leased space to Post Offices and libraries. On Halloween, the mall became a place to trick-or-treat and come Christmas time, it was where Santa Claus spent the day accepting wish lists.

In short, the most successful malls usurped the role of Main Street as the commercial and even cultural center of the communities they served. Now, however, many shoppers want Main Street back.

Development of new malls has almost completely stopped, with only two being erected in the country since the beginning of 2009, according to the International Council of Shopping Centers.

Outdoor town center concepts, featuring brick sidewalks, streetlights and even public clocks evoking the Main Street of yore, are climbing to a degree that many owners of enclosed malls are considering dramatic makeovers, some including plans to tear off the roof of, or "de-mall" enclosed shopping centers.

Maybe there really is a Santa Claus and he's bringing business back to downtowns!



Salutations from the Promotions Chairperson

—This is the last Promotion Committee article for 2011. I hope the year has been a profitable one for you, and I hope that the holiday shopping season fattens your bottom line. There is only one promotion left for the year. First, I want to recap what happened in November.

This year the Christmas Tree Lighting was Nov 26. Santa flipped the switch to light the tree with the help of Jack Harmon and an escort by the Port Scandalous Derby Dolls. Before Santa arrived, we had several successful acts lined up to entertain people. Amanda Bacon read *Night before Christmas* and also led the crowd in some songs. The *Black Diamond Fiddle Kids* were very good at playing their fiddles. White Crane Martial Arts gave us a very informative demonstration. Howlie Slim and his group gave a very emotional guitar performance. After the tree lighting, the Port Angeles Yacht Club had a Lighted Boat Parade.

The Promotions Committee wants to give another "thank you" once more to four groups whose support ensured a successful Tree Lighting: First Federal, DeMolay, Rainbow Girls, and the PADA Youth Volunteers.

December 3 was the PADA organized Open House. The Open House was organized around your business hours. Businesses were not asked to change their hours. Typically, the open house is an opportunity for businesses to invite customers into their stores. Many stores offered Open House Special, served

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beverages and/or goodies. Businesses had the opportunity to let either I or Barb know if your business was planning something so we could get the information out to potential customers and post on the website.

Lastly, Shop 'til You Drop will be Saturday, December 17. The event is billed as being from 3-9pm on the last Saturday before Christmas Eve. If your business will be open late or until 9pm that night and you have special promotions or treats, please let either I or Barb know so we can include it with promotional materials and on the website. This is the PADA's last promotion for the year and typically sees several hundred people downtown. This year, the Port Angeles Yacht Club has asked to have a "Lighted Boat Parade" during Shop 'til You Drop. The addition of the boats is sure to increase the number of people downtown. There will also be several groups caroling downtown.

The Promotions Committee meets on the 1st and 3rd Wednesday of the month at 8:30 am at the PADA office. All PADA members are encouraged to attend. Drew Schwab-Promotions Committee Chairperson-Anime Kat, 360-797-1313

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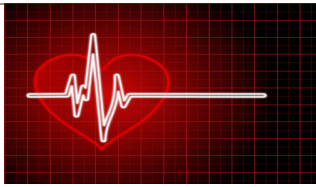
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Heart Beat

Merry Christmas everyone! I hope that you are all making wonderful plans for the Holiday season. Last month we talked about the importance of flu shots and ways you can keep yourself at reduced risk for the nasty viruses. Remember to wash your hands, use tissue when you sneeze, cover your cough and wash your hands, lots.

Have hand cleanser on your counter and use it every time you handle cash. Did you know that Jon Kacirk over at Chase Bank has hand sanitizer at all the tellers desks?? He says that cash is covered with germs. Hard to believe that what we all work so hard to get into our tills can actually make us sick isn't it?

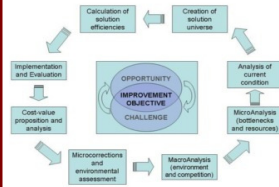
Do you have any methods to help you avoid the inevitable waist line bulge that the Holidays bring?? I personally would like for you to share them with me. I always am looking for ways to avoid adding any extra pounds this month. I know of a few hints and would like to share them with you.

If you are going to a cocktail party, avoid the salty and sweet snacks as much as possible. Look for fruit and veggie trays. More are showing up at the well educated parties. Have only one cocktail, then switch to ice water with a twist of lemon or lime. This way you can share in the fun with only a fraction of the calories. Water with lemon or lime is really refreshing. Avoid the buttered rums and fancy latte drinks. You can easily add 500-800 calories at the completion of a drink like this. If you are the host, take time to look for the sugar free coffee flavorings, they add a lot of flavor without the calories!

Any other hints I will be happy to put into the column in January to use with all the Holiday left over candy. I am thinking about a trip to Bob and Lindi's after the first of January for some of the leftover Jelly belly candy.

Contact me at mbuckbbb@gmail.com or leave me a question at the PADA office. See you all in the New Year.

—Mary Buck, RN



Organization Committee

As the year draws to a close, I want to give thanks to all the individuals and groups that have donated expertise, time, ideas, passion, energy, and money to make our Downtown a better, more prosperous, cleaner, more attractive, and more interesting place to work, shop and visit this year. Often unsung, (and you usually prefer it that way), quietly seeing a job to do and doing it well, you are my heroes. I have enjoyed working with you!

Thank you to the PADA youth volunteers. In the last six months they have:

- Made signs and marched in the 4th of July Parade representing Downtown.
- Distributed papers to downtown businesses numerous times.
- Put inserts into the Art on the Town brochures.
- Planned and presented a Carnival in conjunction with Heritage Days.
- Attended weekly meetings.
- Provided information booths for visitors at Celebrate Elwha.
- Made buttons for Choose Local.
- Helped in the booth and with the tram at Crab Fest.
- Picked up trash.
- Passed out candy for Halloween.
- Helped as elves with Santa at the Tree Lighting, and then helped with clean up.
- Plus other little odd jobs.

AND, they will be offering gift wrapping during Shop 'til You Drop.

The have always been prompt and approached the tasks we have given them with enthusiasm and have worked to the best of their abilities. Thank you Youth Volunteers! And thank you to all the parents who make their participation possible.

Bruce W. Hall, CEG
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Small Business Coach

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Thank you to all of you who donated to the "Our Little Town" tree for the Festival of Trees. We raised \$2200 for the Hospital and brought attention to the many opportunities for shopping for goods and services downtown. I hope it eventually brings customers into your stores. You are truly generous people, I am honored to work among you.

We are already beginning plans for 2012. It is Port Angeles' 150th birthday and there will be related events throughout the year. Beginning with January, we have the

PADA Annual Meeting.

When: January 19th @ 6PM

Where: Kokopelli's Grill

What: Buffet dinner, Awards, Door-prizes, and Kick-off the Sesquicentennial.

Cost: \$17 Dinner (includes tax and tip) More details later. Make plans now to attend. You are all invited. Save the date!

Consider now how you can help the Downtown in the next year. Can you serve on a committee? Help with an event? Teach a class? Donate money through the B&O tax credit program and/or as an event sponsor? Use design skills.....? There is a place to use your special talents, and the more help we have the more we can accomplish. Working together we can accomplish great things!

May you and your family have a blessed Holiday Season!

—Grace Kauffman, Chair

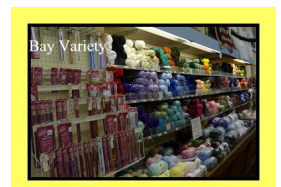
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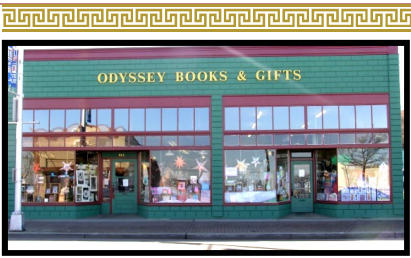
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Bay Variety

was the winner of this month's drawing for the flash photo on the website.

They have their free webpage on the website... do you? That's all you need to be entered.





Od·ys·sey

40 years of adventures with notable experiences, aptly defines **Odysseus Bookshop**. Your steadfast passion for downtown, its businesses, employees and heritage is part of the reason Odysseus Bookshop has become iconic.

April, we salute you for your tireless efforts to bring history to life during Heritage Days and expanding our community's knowledge of its past and how it relates to its future.

Thank you for all that you contribute to downtown.



Over the next few months, the **Design Committee** will be creating a presentation for service and youth groups highlighting the design aspects of downtown. The presentation will show the range of activities that we do to support our downtown. From Clean Sweep every May to Christmas lighting in the winter and Art on the Town to Building Facade and signage improvement grants throughout the year, Design improves the look and feel of our downtown and the waterfront. Watch for showings at meetings in the upcoming months.

—Bob Lumens, Chair



The City of Port Angeles has just planted a number of trees downtown (they do so at this time of the year when it's cold and the trees are dormant). The first trees they planted were two trees outside of the Kokopelli Grill, which will help to make a beautiful welcome into downtown P.A. The trees were purchased by co-owner, Candy McQuay, because she thought it very important to add to the visual enhancement of downtown and get trees into the tree wells that were sitting empty on the sidewalk.

Through much persistence and lobbying of City Hall, Candy got a price and purchased the two trees herself and now the downtown is going to be a little prettier and a little greener thanks to the generosity of one of our members - just one more reason why the Kokopelli Grill is a Business of the Month.

—Richard Stephens, Business Development

COMMITTEE MEETINGS

Regularly scheduled at the PADA office
208 N. Laurel:

- PADA Board Meeting**
2nd Mon. — 6:15 p.m.
- Art on the Town**
Last Wed.—3:00 p.m.
Charles Smith, Chair 452-6116
- Business Development Committee**
3rd Tues. — 1:00 p.m.
Richard Stephens, Chair 417-3544
- Design Committee**
1st Tues. — 1:00 p.m.
Bob Lumens, Chair 452-8299
- Organization Committee**
3rd Tues.— 2:00 p.m.
Grace Kauffman, Chair 417-3001
- Parking Committee**
Last Wed. — 2:00 p.m.
Jan Harbick, Chair 452-8248
- Promotion Committee**
1st & 3rd Wed. — 8:30 a.m.
Drew Schwab, Chair 797-1313

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".

THANK YOU NOTES

Thank you note strips for your shopping bags were delivered last week. The Youth Volunteers were out on Wednesday and Barb and Jan finished up on Friday.

We delivered over 4,000 but if you need More or we missed you, please give Barb a call at the Office 457-9614. We will have more available and get them to you until Dec. 23.

It's a nice way to say Thank You to your customer and hopefully bring you more!

*Thanks for shopping with us today,
We appreciate your business everyday.*



*Thanks for dining with us today,
We appreciate your business everyday.*

The 2012 Board election ballots have been mailed to all paid current members of the association and need to be received in the PADA office by 5:00 p.m. on December 22. The candidates for next year's board are:

- Gail Nivala—Special Eyes Optical Boutique
- Richard Stephens—Peninsula Daily News
- Don Zeller—Zeller's Antiques
- Ernst Ulrich-Schafer—Ernst Fine Art Photography
- Eric Brown—Brown's Outdoor
- Robert Nicholls—White Crane Taekwondo
- Trisa Chomica—Trisa & Co. Interior Design
- Brian Winters—E-Z Pawn
- Kevin Tracy—Tracy Wealth Management
- Brian Hanson—R Bar
- Jan Harbick—Five SeaSuns B&B
- Jake Opelt—Next Door Gastropub
- Dave Long—Oven Spoonful
- Melissa Abrams—Rissa's Barely Consignment
- Catherine Harper—Individual Member



Choose Local ...? Now what?

So you've probably heard the term Choose Local but what does it mean to you as a local business? After months of planning and preparation, the Choose Local campaign launched in late August, promoting the message of "What goes around ... comes around!" Simply put, dollars spent within Port Angeles are an investment in our own future. For every dollar spent locally, up to 70 cents remains within our economy, re-circulating as local wages, local materials/services, local taxes and local charities.

You've probably seen some of the promotional signage and material (from bus banners to buttons). There was even a 'Choose Local' tab insert within the Peninsula Daily News on 11/5 highlighting the benefits and some positive experiences of local merchants when an effort is made to think, shop and buy locally. The message from our city, businesses and service providers is clear: "Help us in promoting our own city and its local businesses!" The current goal has been to educate our residents as to why & how their support of local businesses is a direct benefit to the community as a whole. The aim is to make a clear and vocal case for the benefits of supporting local enterprise, whether it's retail, manufacturing or services. The hope is that the program will develop over time and prove effective in helping to bring greater prosperity to our region.

But where do we go from here ...? How do we see this message spreading out even further and resonate as an incentive to reinvest in ourselves? Sure, we can view this as a catalyst for community change and perhaps even a model for fostering fiscal responsibility and community growth. It should bring both new and existing customers through that door in greater numbers

but what will they find once they get inside? Will they feel compelled to buy and come back again? Will they find what they need and will their expectations be met or exceeded?

One such way to help insure customer needs and wants are being met is through the use of the 'Buxton' retail data reports which the City of Port Angeles has acquired and is making available to local businesses. "What is this data and why is it important to me?" Until recently, it was difficult to obtain extremely detailed information about customers – and even more difficult to interpret the data in a useful way. But today it's now feasible to dig deep into the minds of consumers and develop incredibly detailed profiles of individual customers, your customers around Port Angeles.

A retail economic development analysis is being completed for a primary and secondary drive time trade area within and outside Port Angeles. It profiles the consumer buying habits and reviews the trade area surplus and leakage dollars within these trade areas. The data used by Buxton is extremely accurate through the world's largest proprietary database.

By interpreting this data, companies, like yours, are able to answer a wide range of critical questions about their businesses with a high degree of confidence – questions ranging from 'what is it that people want to buy?' to 'where are they going to make their purchases today?'. It's simple, accurate decision-making can bring greater benefits: higher revenue, faster growth and long-term success for any organization or business.

"So how do I go about starting to leverage this data and make it applicable to my business needs?"

The city of Port Angeles is making available a college intern for those businesses interesting in receiving some free assistance in collecting data and generating reports specific to your business needs. Contact; Roberta Korcz 417-4804 Community & Economic Development rkorc@cityofpa.us. The intention and desire here is to open up this data mining resource to those who might otherwise choose not to participate in leveraging this customer rich

information. It's there for you to use...

But even stocking your shelves with customer wants and needs doesn't ensure they'll buy and come again. The number one tool you have at your disposal to make that experience a positive one is still ... Customer Service. It is the main reason people tend to become repeat customers or shop elsewhere. It remains the wisest investment you can make in time and money. Exceeding customer expectations is about you knowing and understanding what's important to your customers and going the extra mile to surpass those basic wants and surprise them with an unexpectedly positive service experience.

People may accept a single poor service encounter but if they have a series of bad experiences ... they won't forget and (statistically) they'll tell 12 of their friends and acquaintances. So you're not chasing one but rather a dozen potential customers away. Enough said ... to learn more; reread any of the past PADA monthly issues from earlier this year where 'customer service' was the topic.

The Choose Local initiative is a collaboration of City, business and local citizens' efforts designed to help support all of Port Angeles's businesses and services throughout the local region. It is educational in nature, promoting local economic growth and a self-sustaining effort that can easily expand beyond just Port Angeles into neighboring communities.

Choosing to think, shop and spend locally will help support economic growth at a critical time for our community and in a way that we'll see real impact at a local level. Our businesses are more than employers: they are neighbors, community builders and an integral part of the distinctive character that defines our Port Angeles.

Mike Edwards,
Chairperson for 'Choose Local'
<http://ChooseLocalPA.org>