

Jan/Feb 2018



Upcoming Events

February 2018

26—Downtown Public Meeting

March 2018

1-Wine & Shine
25-29 National Main Street Conference

April 2018

5-Wine & Shine
7-Spring Stroll

May 2018

3-Wine & Shine
14 -Notable Property Reception

June 2018

7—Wine & Shine
11-16 Railroad Days

July 2018

5 –Wine & Shine
14-21 County Fair

Why Main Street?

What is now known as Main Street Moberly started with the Retail Committee of the Chamber of Commerce. They decided to branch off in 1988 and were first organized as “The Downtown Association”; they later became affiliated with National Main Street and Missouri Main Street. Operating under their outline, they provide many training opportunities and guidance. We are also a 501c3 organization and must follow the IRS rules outlined for not-for-profits.

The biggest advantage to our association with the state and national organizations is the resources they provide. Main Street organizations from around the state and across the country are willing to share their experience and ideas with us. We are not in competition with each other; we support each other.

What is the biggest advantage to the businesses and property owners in our 3 x 5 block footprint? The organization serves all of you equally. We have a good relationship with our city staff. We have events that bring citizens downtown. We provide you with flyers, newsletters, and services. We have a part-time employee who visits your business and gets acquainted with you and what you offer. We publicize the advantages of our district and direct inquiries to the proper local provider. And, most importantly, we coordinate volunteers who work many hours to keep our downtown attractive, safe, and a destination place. What if no one volunteered, donated money and services, or participated with time, talent, or treasure?

The most important contribution a business owner can make to Main Street is to run a strong business. One successful business leads to another. However, money and manpower are what keep our organization alive. If you agree with the power of numbers, then consider making an investment in your own success by joining us in the task! We need you and we hope you understand that you also need us!

**HONOR THE PAST;
PLAN FOR THE FUTURE!**

MAIN STREET MOBERLY BANQUET & ELECTION

The annual banquet and election of officers and directors was held Monday, Jan. 22, at The Bierman Small Event Center. The meal was catered by Shady Tuesdays and dessert was provided by Chef Jeff. The speaker for the evening was Megan Schmitt, the new Executive Director of Moberly Area Chamber of Commerce. Kelsey Jeffries was awarded the Volunteer of the Year award. Officers and Directors are elected for one-year terms. Officers may be re-elected for a second year in the same office; directors may be re-elected each year, if they desire. Board meetings are held on the third Thursday of every month.

OFFICERS ELECTED

President –Steve Rupp, Moberly Cleaners

Vice President –Paula Heath, A Stroke of Magic

Secretary– Rachael Grime, Library

Treasurer –Tammy Breid, 1st State Community

DIRECTORS ELECTED

Gary Bowman –retired

Christy Coulstron –Country Floral & Million Taylor

Elvina Cunningham –Alpha Media

Susan Hall –Kids Caboose & Bierman Small Event Center (immediate past president)

Jake Halloway –Shady Tuesday & JHI Construction

Andrew Lane –Jeff Freeman Insurance

Mike Riffel –Central Bank

Tom Sanders –City of Moberly

Doug Sharp –Century 21 & Encore

Liz Sosniecki –The Coach Light

COMMITTEE CHAIRPERSONS

Design –Andrew Lane, 1st Thursday 8:15

Promotion-Paula Heath, 1st Friday 7:45 a.m.

Economic Vitality -Doug Sharp, 2nd Thurs 9

Organization –Susan Hall, 4th Thurs 8 a.m.

HISTORY CORNER PHOTOS



Circa 1913

Current photo of
second story
facade



Left–Volunteer of the Year,
Ms. Kelsey Jeffries

Right — new executive board.

Paula Heath, Rachael Grime,
Tammy Breid, Susan Hall.

Steve Rupp was absent.



HISTORY CORNER— 417-419 WEST

OCCUPANTS THRU THE YEARS

417 West Reed

- 1880 Williams Brothers Furniture and Undertaker
- 1884 Academy of Music
- 1902 J L Anderson & Co Dry Goods
- 1909 Mrs Wm E Travis—Ladies Furnishings
- 1911 JW & EW Ragsdale—meat & grocery
- 1913 Emmett Dulaney—meat market
- 1915 Albert Hawkins & Dulaney Grocery
- 1917 Emmett Dulaney & Wm Holman Grocery
- 1919 Wm M Holman Grocery
- 1932 Moberly Paint & Wallpaper
- 1936 C R Payton Grocery
- 1938 Fields Ladies Wear
- 1940 Tot & Teen
- 1972 Nadine's (clothing)
- 1977 Tree House (clothing)
- 1980 Precision Eyewear
- 2001 Sports Cents
- 2003 Show Me Sports
- 2004 Merle Norman Cosmetics
- 2011 Spartan Fitness
- 2013 Safe Passage Thrift Store
- 2017 In K-Hoots

419 West Reed

- 1909 Milliner
- 1913 Richard F Pigott Restaurant
- 1917 B F Hulen Grand Café
- 1923 Mrs LeVan Lang, Milliner
- 1924 F H Estill Floral Co
- 1938 O J Meyer Jewelry
- 1938 J H Davis Band Box
- 1941 Smart Wear
- 2014 Vestal Insurance
- 2017 Main Street Moberly office

MOST RECENT BUILDING OWNERS

1986 Fancher to Hochscheid

1997 Hochscheid to R&G Retail

2002 R&G Retail to Bowman

2008 Bowman to Heimtime LLC

2017 Heimtime LLC to Main Street Moberly Inc

Downtown Moberly has a number of significant historical buildings, but this one makes the top five, in this writer's opinion. The windows which extend over the sidewalk were common in older homes and commercial buildings. In the days before air conditioning, this was a way to capture a breeze from 3 out of four directions., as well as daylight As you can see from the photo with the horse, these windows were much larger and numerous around 1913. The two center windows are allowing light into the long hallway that runs the full length of the building.

No doubt the photographer was capturing the image of a fine horse at the time, but aren't we glad that he chose to take the photo in front of this historical building and on these brick streets? Horse and owner are long gone, but this stately building still remains and is now owned by Main Street Moberly and serves as office for our executive director and her many volunteers. In K-Hoots rents the east retail space and there are 4 rental apartments on the second floor.

Per the owner who remodeled the second floor early this century, it is believed that the front two rooms on each side were office suites, possibly occupied by a doctor on the west side. The rear west side was a kitchen area and the east rear was a bathroom area for shared use of the offices and their clients. Currently there are two 2-bedroom units and two 1-bedroom units

The upper façade remains intact and is of Italianate design. Even the lower façade is historical, but of a completely different era. The black backing behind the Smart Wear sign is made of vitralite. Several downtown buildings seemed to upgrade to this material about the same time (1940s?). As a result of damage over the years or owners want to be more "modern", some of the vitralite has disappeared from our streetscape.

NOTABLE PROPERTY NOMINATIONS

It is time to nominate historic Moberly properties for designation as a Moberly Notable Property. Deadline for submission is March 31 and the winners will be announced in May. The Historic Preservation Council selects 1-5 buildings each year for this award. Requirements for selection include: older than 50 years and inside the city limits. The structure can be residential, commercial, community, or governmental. To date, 29 properties have received this designation and 13 of them are within our Main Street Moberly district! Contact Shirley Olney at City Hall for information on submitting a nomination.

CID UPDATE

The board for the Community Improvement District meets monthly on the 4th Wednesday at 4 p.m. The meetings are open to the public and held in the conference room at City Hall. Funding from sales tax increase was effective Oct. 1, 2017, and should be received by the board very soon since 4th Quarter tax deposits were due January 31. Funding from the abated downtown property taxes went into effect on January 1, 2018. Those taxes will be due on Dec 31, 2018, and paid to the CID board in January 2019.

One February 26 at 6 p.m., an open-forum meeting will be held at City Hall to discuss the future of the Moberly Downtown Historic District. There will be a short presentation by historic architects and design professionals about the downtown restoration. Please plan to attend to listen and to provide feedback, suggestions, and ideas regarding the Downtown Design Guidelines. If you own a building or business downtown, you need to attend!

2009 Recipients

- Little Dixie Regional Library, N 4th
- 209 N Clark, owned by Bill Sparks
- 402 S Williams, owned by Longbine
- Coates-Burton House at 1421 E McKinsey; owned by the Bohannons
- The Terrill House, 516 W Urbandale Dr, owned by Allaire

2010 Recipients

- Jack Conroy House, 701 Fisk Ave, owned by R Roberts
- Urbandale Pillars, former race track ticket booths
- Duval & Reid building, 318 W Reed, Swartz owners

2011 Recipients

- Masonic Temple, 401 West Rollins
- Klein Bakery building, 2112 N 5th, Swartz owners
- West Park United Methodist Church, 1101 Myra

2012

- St Pius X Catholic Church, 207 S Williams
- Second Baptist Church, 314 N 5th
- Miller-Burke House, 503 S 5th, J Hill owner

2013

- Railway Express Office/Museum, Sturgeon St
- Coates Street Presbyterian Church, 601 W Coates

2014

- J Will Fleming House, #1 Urbandale, Dunlop owners
- East Park School
- Sandison House, 902 Gilman, Scheeres owner
- Municipal Auditorium, Rollins St

2015

- Residence @ 737 W Rollins, J Scher owner
- Moberly Area Community College (main building)
- Encore 2, 322 W Reed, Sharp owners

2016

- Kelly Hotel, 109 N Clark
- Courthouse/Post Office, 223 N Williams, MGB owner
- Encore/Nola Leach, 315 W Reed, Flock owner

2017

- Kids Caboose/Tedford Florist/Westlakes, 413 W Reed, Hall owners
- Junior High Building, 101 Johnson St, Horizon Housing Foundation, owner
- Elijah Williams House, 125 S 5th, Fischer owner

WINE & SHINE MONTHLY GATHERINGS

A new promotion that has begun this year is called Wine & Shine. Held on the first Thursday of every month from 5:30 –7:00 p.m., the first two events were well attended January's. W&S was hosted by Country Floral and sponsored by Edward Jones, Shane Adrian. February's W&S was hosted by Kids Caboose and sponsored by Gina Fowler Travel Agency. Wine & Shine is an idea that was borrowed from Main Street Joplin MO. The purpose is to get people into the downtown-host location and to network with new and old friends. The host does not have to be located in downtown. Attendees are asked to bring a bottle of wine or some other beverage to share with the group. The March W&S will be hosted by A Stroke of Magic, with Dave Brown State Farm as the sponsor. April's event will be hosted at Homecare of Mid Missouri's Annex on Clark St and sponsored by The Library and Ican Foundation. If you would like to host or sponsor, contact Paula Heath at 660-651-4397 to get on the calendar.

LIGHT UP MOBERLY

A group of people decided about a year ago that our downtown needed some better Christmas decorations. The fruits of their labors were very visible in downtown beginning mid November. Main Street Moberly appreciates their energy and creative spirit. They have already started planning for next year! If you want to become involved, call Kelsey Jeffries at 660-998-1925 to find out more about this project.

NATIONAL CONFERENCE

This year Missouri is honored to host the Annual National Main Street Conference in Kansas City at the end of March. Several of our local board members will be attending, as well as serving as volunteers during the conference. Although some of our board members have attended state conferences that rotate around Missouri each year, none of our folks have attended national. Quite possibly a once-in-a-lifetime opportunity, they are excited about learning and networking with people from all over the USA. Stay tuned for personal testimonies from our attendees in the next newsletter!



LIVING WINDOWS 2017

41 participating businesses
20 NEW participating businesses
152 volunteers



7 entertainment, dancing or singing
5 bands
3 Santa Claus
1 Mrs Santa Claus



300+ spectators & shoppers
Carriage Rides
Cookies, cider, hot chocolate,
Snacks, kettle corn



PEOPLE YOU SHOULD KNOW—PAULA HEATH

Age: 53

Business Affiliation: A Stroke of Magic, St Pius X Catholic Church, The Trend

Job Description: Owner of A Stroke of Magic—We put the ART in pARTy! We create a fun atmosphere for you to come and experiment with your creative side. Canvas painting, pallet board signs, gourd painting, scrapbooking, artistic make-up, knitting, jewelry making, and any other mixed media class you'd like to come instruct in our space! I also work in my church's office 30 hours a week, serving our parishioners and those who walk through our doors needing assistance. And, I keep my stylist skills sharp one day a week at The Trend.

Years Lived in Moberly: all my life

Education: Graduated Moberly Sr High 1983. Qualified for a license in Cosmetology in 1988. Graduated MACC with Associate of Applied Science in Graphic Design in 2004

Community Involvement: Current President for United Way of Randolph County, Current Vice President for Main Street Moberly board, Steering Committee for Power of 100+, Leader for St Pius X Youth Group, Liturgy Committee at St Pius X, Community Volunteer for Rand

Professional Background: Restaurant Management 5 years, Cosmetology 30 years, Print & Digital Marketing 14 years

A local businessperson I admire and why: Wanda Finnigan, Century 21 McKeown & Associates. Wanda exemplifies service and discipleship. She serves both her clients and those she meets anew with the same compassion and grace. She sets the bar high.

Why I'm passionate about my job: There is nothing better than directing someone through creating a unique piece of artwork of any kind. I merely give guidance and let you create the magic and let your personality come through. At St Pius X, I love seeing our church reach out into the community and serve. If you spend any time driving on Williams Street, you will notice there is always someone walking around our campus on their way to something special!

If I weren't doing this for a living, I would substitute teach.

Biggest career obstacle I've overcome and how: After having found the "perfect" job, the company re-located to another state. That was hard. I found another job, which I also loved and that ended, too. I was faced with looking for another job or putting myself into a position to have an adventure....Adventure won!

A favorite recent project: We recently launched Wine & Shine for Main Street Moberly. This was a fun project. We want to highlight downtown Moberly and this is a great way to get folks to Reed Street in the evening. We have seen success and are looking for continued growth each month.

What people should know about this profession: All my jobs are different every day and that makes it exciting!

What I do for fun: Read, paint, crafts, ride our motorcycle with my favorite guy

Family: Husband, Mike (35 years), son Steven, age 35, daughter Samantha, 32 years, and her husband, Andy, and our grandchildren Heath, age 4, and Milton, age 18 months, and son Chase, age 27

Favorite place in Randolph County: any blacktop road at sunset. I am obsessed with sunset photos

Accomplishment I'm most proud of: my family

Most people don't know that I hate the flying monkeys in The Wizard of Oz



**DOWNTOWN MOBERLY
PROPERTY OWNERS...**

**DOWNTOWN MOBERLY
BUSINESS OWNERS...**

WE WANT YOUR OPINION!

COME TO THE PUBLIC MEETING!



On February 26, 2018 at 6:00pm, please join us at Moberly City Hall and participate in an open forum discussion on the future of the Moberly Downtown Historic District. A short presentation will be given by historic architects and design professionals Adam Flock and Abraham Aluicio, of Oddhouse Design LLC, a local 36 CFR 61 qualified consultant company. Following the presentation will be an open forum discussion with city officials, the Moberly Historic Preservation Commission, and any other citizens who wish to attend. We invite you to provide us with your feedback, suggestions, and ideas regarding the Historic Downtown Design Guidelines that will be developed and put in place in August of 2018. The Moberly Downtown Historic District, a locally designated historic district, is an irreplaceable community asset that deserves to be preserved and improved upon!

February 26, 2018 | 6:00pm | Moberly City Hall



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E-mail: mainstreetmoberly@att.net

Facebook: Main Street Moberly Inc

WE'RE ON THE WEB

www.mainstreetmoberly.org

WHAT'S GOING ON HERE?

This boarded up archway has been a landmark on North 4th Street for many years. The new owners, the Blackwell family, have been working on renovating the former Victory Bar for several months. Now they are uncovering this historic archway as a part of the renovation. According to Mrs Blackwell, the top of the archway will be glass and the wood will be cleaned up and retained. On the lower portion, they will create a faux set of stained stable doors with time-period-correct hardware. It is believed that this location was an old stable at one time for the hotel that was upstairs at this address. Great things are happening downtown!

NEW DOWNTOWN BUSINESSES

Boone Central Title Company 308 W Reed

Salon Veronica 535 West Coates

Dougherty Tax & Accounting 318 West Coates

The Brick, new owner Dustin Pollard and family

