

The Downtown Beat

Volume 11, Number 1

March 2009

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105 William Street, 2nd floor

New Bedford MA 02740

Come downtown, we're open for the New Bedford Half Marathon

And they're off.

It's not just the 1700 or so runners in the thirty-second annual New Bedford Half Marathon who will be starting at 11:00 sharp from downtown New Bedford on March 15, it is also the downtown restaurants, shops and museums who will open their doors on that day for the first annual Restaurant Run.

The marathon starts at 11:00 sharp, and the Run starts by noon, with some places opening earlier. It's a full day of downtown activity with something interesting for everyone to do. Tell all your friends and neighbors to come downtown too. And don't worry about parking. It's free in city garages, parking lots and at meters.

The Half Marathon

Until this year the race has been run by the New Bedford Race Committee, an all volunteer group headed by Jim Ryan. At the thirty year mark of the race, the New Bedford Race Committee wanted to retire, but held on for one more year until the Friendly Sons of St. Patrick took over for 2009.

Taking over a race that requires 700 volunteers and a police duty of 100 is no small or inexpensive task. There's the race itself and then a post race meal of chowder and fish sandwiches to put on too. A 501C3 non-profit corporation with 300 members, the Friendly Sons of St. Patrick felt equal to the task. They would like to recognize the contributions of Eagle Industries, the presenting sponsor of the race.

Eagle Industries. <http://www.eagleindustriestacticalgear.com/> is a Missouri based business that has opened a manufacturing facility here on West Rodney French Boulevard. They are a world leader in manufacturing tactical nylon products for the military and law enforcement community.

Race spectators will be watching for Heidi Westerling of the Boston Athletic Association, who was last year's female Champion. The biggest names in the field this year will undoubtedly be the Father / Son duo of Dick and Rick Hoyt.

This will be one of their last training races prior to the Boston Marathon in April. A truly empowering story, the Hoyt's have now competed in over 65 Marathons and multiple Ironman Triathalons. This year will be their 27th Boston Marathon. And if the timing is correct, Boston will be their 1,000th race together.

The New Bedford Half Marathon Committee is proud to have Team Hoyt in the field and feels lucky to be a part of their historic year and their tremendous accomplishments!

Plan on watching them and all of the other runners, and then stay downtown to enjoy our first annual Restaurant Run

The Restaurant Run

Until this year it was hard to find a cup of coffee downtown after the race because it's always held on Sunday when downtown shops are traditionally closed.

Not this year.

Buoyed by its success in organizing the Holiday Stroll in December, DNB, Inc. said a quick "yes" when approached to make downtown itself a destination on race day.

DNB, Inc. organized the Restaurant Run which quickly drew the support of a downtown community that was also enthused by the success of the Holiday Stroll. Restaurants, pubs and sandwich shops will be offering free samples of their specialties. Not to be outdone, Downtown retailers will feature race day discounts. Downtown museums will be open free to the public.

Help give this pirate a name



The pirate who welcomes shoppers to Moby Dick Retail in the Corson Building symbolizes the welcoming spirit of the whole downtown which says, "Come In. We're Open." Stop in and help give him a name in the "Name the Pirate" contest during the Restaurant Run.

Half Marathon links:

For a look at the number of people downtown go to:

<http://newbedfordhalfmarathon.com/race-info/videos/>

A race description at Coolrunning.com
http://www.coolrunning.com/engine/1/1_31/11408.shtml

It's not to late to register to run

Late Entry Fee:

\$40.00 non-refundable
After March 1, 2009,
until 10:30 am. race day

<http://newbedfordhalfmarathon.com/>

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**Officers and Directors
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Change Brings Breath of Fresh Air and Renewed Commitment

by **Kevin T. Pelland**,
Chairman of the Board

Back in late 2007 and early 2008 it was obvious to me and also to the entire Board of Directors at Downtown New Bedford, Inc. that we needed to reassess and readjust our focus and make some important decisions in order to effect changes in our goals and mission statement.

We have always had and relied on strong volunteer leadership at the board level; however, leadership, follow through and a clear path to where we were wanted to go as an organization, were severely lacking.

Enter Arthur Bennett. Arthur played a very important role in righting the ship and getting it on course until we could find our captain. Arthur did many things to bring back the positive image of DNB, Inc. and was instrumental in organizing our 2nd Downtown Forum last August and implementing the ideas that came from the meeting, especially the idea for the Holiday Stroll.

Enter Diane Nichols. When Diane Nichols agreed to come on board, I knew we were in for changes that would address some of the shortcomings that DNB, Inc. was experiencing.

I knew that we would benefit from her 20+ years of experience at the Greater New Bedford Chamber of Commerce working on membership building and organizing and carrying out various events. To that end Diane has not disappointed.

We now have someone in leadership who has fresh perspective, fresh ideas and a renewed commitment to bringing this organization to the next level. We are now working more directly with the retailers, merchants, restaurants, art galleries and all of the other stakeholders for the betterment of downtown.

We are also working more collaboratively with the Mayor, NBEDC, Chamber, WHALE, National Park, and so many other partners to make downtown **THE PLACE** to live, work and visit.

We collaborated with many of these groups to put together the 1st Annual Downtown Holiday Stroll and the 1st Annual Restaurant Run planned to coincide with the thirty-second New Bedford Half Marathon on March 15.

We held the third Downtown Forum on January 21. That forum produced many interesting ideas and will be held quarterly going forward.

Clearly we, and many other non-profits, continue to be challenged financially, making our relevance ever more important to those that we serve and to those that we should be providing services to.

We are on the right track. The leadership that we have in place now will get us to the next level where we will gain more trust and respect from our membership. We will become better known as an organization that is extremely relevant to your business.

If you are not a member, consider joining DNB, Inc. in its mission to make downtown New Bedford a more vibrant place to live in, work in, and visit.

To learn more about the organization and to find a membership application, check us out at: <http://www.downtownnb.org/>.

City Transitions

It's a sign of the growth and vitality of New Bedford that we have so many smooth retirements and transitions to talk about in this issue.

When the original race committee for the New Bedford Half Marathon wanted to step down, it seemed like the marathon, one of the oldest half marathons in the country, well organized and highly respected, might not be held. The Friendly Sons of St. Patrick stepped forward to sponsor the event and bring a new dimension to it. Who wouldn't want to participate in a race held close to St. Patrick's day and sponsored by the Friendly Sons of St. Patrick?

When first Orren Robbins and then Arthur Bennett wanted to retire from directing Downtown New Bedford, Inc., Diane Nichols stepped in to bring new vitality, organization and ideas to DNB, Inc. Since her arrival DNB, Inc. has undertaken two new events.

When Ed Bushell decided to sell his gallery, the ad didn't make it into the paper before Kate Levin responded to an on-line notification and bought the gallery.

She will bring her talents and the talents of other artists into Crowell's Custom Framing and Gallery.

When Alda Roderiques and Marybeth Vargas at the White Knight Gallery wanted to retire, Arianna Swink, and Jenny A. Liscombe-Newman were already on site and ready to open TL6 The Gallery in the same space.

Newsletter Survey

by Sally Spooner

Welcome to Downtown New Bedford, Inc.'s first all on-line newsletter. This newsletter replaces both the print edition and the PDF editions archived on the web site.

The Downtown Beat will celebrate its 10th anniversary with the June 2009 edition. Since we started the Beat, the look has been pretty much the same, while so much of downtown New Bedford has been updated and improved. The time has arrived for our own newsletter to have a make-over.

Our goal is to produce a newsletter that is more responsive, more nimble, more interactive and possibly more widely read. The format will match DNB, Inc.'s new look for advertising and email. It will be published monthly rather than quarterly.

As the writer of the newsletter since the beginning, I am leaving my friend, the printed newsletter, behind with regret. But we want to replace it with something that suits your needs as readers and keeps you current.

We haven't published since December 2008. Therefore, this issue may be the largest of the year, and, as you skim through, be thinking of the kind of articles you respond to and would like to see in future editions.

We don't expect this transition to be complete with our first edition and will be looking forward to improving it as the months go by. Please help us improve by answering some questions.

1. How long do you expect to spend reading the newsletter:

- Won't read it at all
- A minute or less
- One to five minutes
- Five minutes or more

2. What kinds of articles do you prefer?

(Check as many as you like, and add some of your own)

- Short, just the facts, about upcoming events. (like Half Marathon/Downtown Run)
- Calendar items you can download into your own scheduler
- New businesses updates
- Business organization tips or how-to articles like how to organize for taxes or how to write a press release. (Like the one from Zee Bryant.)
- News about progress of the DNB, Inc. organization (like Kevin's article and the write up of the forum)
- People stories like the article about the retirement of Ed Bushell and Wally
- Longer stories with several interviews like

the annual building update and the tourism update we did last summer.

Links to previously published downtown stories in the style of the New Bedford Economic Development news compilation.

A place to post links for fund-raisers for other organizations you are involved with

A "business of the month" type of article featuring non-retail downtown businesses.

A "college corner" from our downtown campuses.

3. Do you like polls and surveys?

- Yes
- No

4. In your on-line mailbox, what do you read? (Check any that apply)

- Emails promising that you can have a clean colon like Oprah.
- Emails notifying you that you can claim a lost fortune. (If you have received your payout from one of these lost fortunes, please send a generous check to DNB, Inc.)
- Emails that promise an end to toe fungus
- Invitations to local events
- The Public Safety update
- Requests to support local fund raisers
- News and information
- Other

5. Photos

- Very important, use many
- Not important, leave them out
- Use a few

Any comments you have about how to make the newsletter a better product or a must read:

You can respond by e-mail to dnb@downtownnb.org. Put "Newsletter" in the subject line. Or you can fax DNB, Inc. at (508) 997-7969. Or you can drop a note in the mail and send it to DNB, Inc., 105 William St. (2nd Floor), New Bedford, MA 02740

Come downtown, we're open for the New Bedford Half Marathon

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Participants include

Brick, Catwalk Bar and Grille, Cork Wine & Tapas Bar, Freestone's City Grill, Green Bean, Hibernia Irish Pub, No Problemo Mexican Restaurant, Rose Alley Ale House, Pour Farm Tavern, Destination Soups, On-A-Roll Sandwich Shop, Spicy Lime and Travessia Urban Winery.

Participating retailers and museums include Arthur Moniz Gallery, The Bay/Cottage Clothing, bejeweled, Bedford Merchant, Blush Beauty Bar, Calico, Celia's Boutique, Elaine's Home of the Black Whale, Gallery X, Judith Klein Gallery, Moby Dick Retail (stop in to name the pirate), New Bedford Art Museum, TL6 The Gallery, Vetu Gifts, and the Whaling Museum. Maps showing the locations of all participating venues will be available.

Attendees visiting at least half the businesses on the map will have their names entered in a lottery with prizes donated by New England Fast Ferry, Cape Air, and Whaling City Harbor Tours, as well as a Family Fun Pack of passes to the Whaling Museum, Art Museum, Buttonwood Park Zoo, and Oceans 18 Indoor Black Light Golf.

Prizes will be awarded at 5:00 PM.

So plan on coming downtown for a full day of activities. We hope to see you there.



Open, open, open

Look up and down Union Street. The signs say downtown New Bedford is open. This sign is in front of Vetu Gifts and Fine Consignment which is now in a much more spacious location at 143 Union Street. On March 21 they are having a "Mom and Me" photo session in coordination with Michelle Carr Photography.

112 Year old Crowell's Custom Framing Changing Hands

It's hard to imagine a Crowell's without Ed Bushell and long time employee Wallace "Wally" Houtman. But change is coming. Fairhaven photographer Kate Levin has purchased the gallery, and her grand opening is AHA! Night, April 9 which is appropriately named "Emergence." She will be exhibiting at the Downtown Gala as well.

Kate is taking over a 112 year old business which has been in four downtown locations, starting in 1897. The Bushell's, Edwin and Barbara, bought the business in 1975 when it was located near the Whaling Museum. That building lost its roof in a gas explosion in 1977. There was a temporary move to It has been on Acushnet Avenue ever since.

Kate is excited to be taking over. "It's an honor to step into his shoes," she says, speaking of Ed. "It feels like a wonderful fit." She sees the gallery as an opportunity to showcase her own fine arts photography as well as the works of other artists.

She had been looking for an opportunity to own a gallery for some time. Crowell's was listed for sale on-line before it was listed in print, and the people who saw the ad in print didn't have a chance. She had already responded to the on-line ad, and the sale occurred quickly.

She is planning a little sprucing up, but she is keeping the name, the framing business, and the iconic Crowell's sign painted by the late Barbara Crowe Bushell. All of the 19th century art work will be sold to make way for paintings and photos. It will go on sale on Friday, February 27.

Ed, Wally and Bob Bolton, who has managed Crowell's for the past couple of years, will still be in the store through mid March, so you can stop in and say hello and congratulations on retiring from a business successful enough to pass on to a new generation and owner. Ed is not there at all times, so it would be a good idea to call ahead if you plan on visiting. You might get a chance to talk with Ed and Kate too, since she is in and out as well.

Wally Houtman has worked at Crowell's since December 1955. He came in to help Howard Crowell with the Christmas rush and just never left. He thinks he may retire now, but then again he thinks he might not. He tried retirement once, got bored and went back to work.

Although Ed is planning to retire, he too would like to keep his hand in by dabbling in art on the computer.



Left to right, Bob Bolton, Crowell's manager, Wallace Houtman, who has worked downtown since 1955, and Crowell's retiring owner Ed Bushell, who has been downtown since 1975.

Artists at Crowell's

Diane Cournoyer

Peter Dickison

Kate Levin, photographer

Stephen Remick

John Robson, photographer

John Vliet

All studied with David Loeffler Smith, then head of the painting department at the Swain School. (Go to <http://www.lib.umassd.edu/archives/swain/swain.html> for a nice history of the Swain School.)

According to the web site Smith, an established artist himself, studied in New York with Hans Hofman and Raphael Soyer. He taught painting, and alternatively, served as director and dean at the Swain School for 26 years, starting in 1962. His influence carries on in the work of his students.



Photographer Kate Levin is the new owner of Crowell's. www.crowellfineart.com

Business Tip of the Month

From Zee Bryant, Downtown New Bedford, Inc. Treasurer.

Hate to File?

Place all activity transacted during a given month in one business size envelope.

Be sure to label CLEARLY.

You may want to have one for deposits and one for checks written, although

this is not required.

Your check register/computer program will supply you with the date of any transaction if you need to look back.

Note to readers: If you like this tip, send us your own favorite tips for how to stay organized, especially those for how to make routine, easily ignored tasks automatic or how to avoid procrastination

Downtown Gala is April 15

April 15 isn't just tax day this year, it's also the date of the annual Downtown New Bedford, Inc. Gala. DNB, Inc. has recently prepared for a stroll and then a run, so now it is time to relax, celebrate a little and go to a Gala. We invite you to attend.

The Gala is an annual celebration of the arrival of Spring, a chance to catch up with people we may not have seen in the winter and a chance to honor the contributions and achievements of downtown businesses and individuals who continue to give time and effort to make downtown New Bedford a better place.

It's also a fundraiser. Tickets are \$50.00 and can be purchased at the Downtown New Bedford, Inc. office and from any board member. The Gala is really the only event DNB, Inc. organizes to raise funds for overall administrative support. Financial support from the downtown community is particularly necessary when our staff spends more and more time on cooperative marketing campaigns and informational meetings. The Holiday Stroll, Restaurant Run and Forum meetings are examples of events that do not generate enough income to offset administrative expenses.

Awards

The President's award is given to volunteers who help promote DNB, Inc.'s efforts and goals. This year three individuals are being recognized.

Arianna Lee Swink and Jennifer Newman Arruda, TL6 The Gallery

Arianna Lee Swink and Jennifer Newman Arruda from TL6 The Gallery are receiving this award because they offered the idea for the first Holiday Stroll at the Forum in August and then put in the hours and hours needed to follow through and make the event a success. They went door to door through

out the downtown signing people up and are dedicated to making retailers understand the importance of working together.

Keri Cox, mediumstudio

Keri has given hours and hours of time to DNB, Inc. and other non profits. Her ideas on advertising and on newsletters are progressive and she is instrumental in helping DNB, Inc. develop a unified and more successful marketing approach.

She has a lot invested in downtown. Besides being a business owner, she has been a resident for over twelve years and sees the potential unfolding. Where she sees problems, she is willing to lend a hand to fix them.

Mediumstudio, www.mediumstudio.com, does print and Internet graphic design. Word of mouth referrals have brought them many downtown clients and some from outside the area.

Business of the Year

Business of the Year awards are given to those whose business gives financially as well as volunteering individually, therefore giving to the community in two ways.

Two awards are being given in this category too, one to the Standard Times and one to the NStar. While the President's

Recognition awards are being given to individuals in young businesses, the business of the year awards are being given to long established businesses.

The Standard-Times

The Standard-Times was founded in 1850 as the Daily Evening Standard. It became the Standard-Times in 1934 with the merger of The New Bedford Standard and The New Bedford Times.

It is now owned is owned by Rupert Murdoch's Newscorp. Although the ownership isn't local, the paper hasn't lost its focus or concentration on the local community, its people, culture, businesses and events.

Mary Harrington, Publisher of the Standard Times, will accept their award.

NSTAR

NSTAR (<http://www.nstar.com/>) is the largest Massachusetts-based, investor-owned electric and gas utility covering territory that includes 81 communities. It was formed in 1999 by the merger of BEC Energy and Commonwealth Energy System. It takes community service and involvement seriously, recently announcing that it has raised nearly \$1.1 million dollars in donations to the United Way between employee donations and matching contributions, a total which exceeded last year's record contributions.

NStar has been a sponsor of the Chowder Festival and Taste Our Southcoast.

DNB, Inc. Board member Dennis Galvam, Manager of Corporate Relations and Economic Development at NStar, will accept the award.

Cultural Arts Award: The Whaling Museum

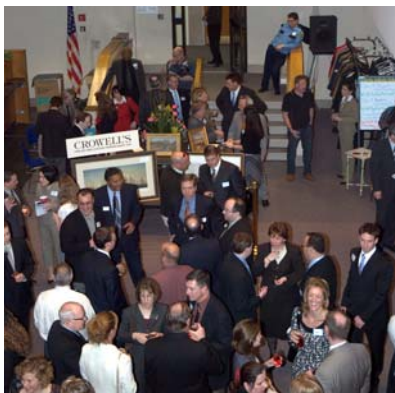
This award acknowledges that the art community plays a significant role in the economic development of the city.

This year's recipient, the Whaling Museum has been a downtown institution since 1907, making it ten years younger than Crowell's.

The New Bedford Whaling Museum (<http://www.whalingmuseum.org/>) is the largest museum in America devoted to the history of the American whaling industry and its greatest port. The museum is reaching out to provide the community with sustainable, meaningful education programs, especially important now in this economic environment. James P. Russell, Museum President, will accept the award.

**Downtown Gala
5:00 - 7:00 pm
Webster Bank Lobby
Ticket price \$50.00
Gala artists and galleries
so far. More to come.**

**Artworks!
Art by M-C Lamarre
Artists from Bierstadt Art Society
Cirius Designs
Crowell's Custom Framing and Gallery
DNB, Inc. Photographer, Sally Spooner
The Duff Gallery
Dyer Maker Studio
Kristin H. Furtado
Images by HJKL
Marianne Stebenne
Ray's Gallery
Rooted Reflections
Sasse
TL6 The Gallery
UMass Dartmouth College of Visual and
Performing Arts**



The crowd at last year's Gala

Downtown Stakeholder Forum Report, Meeting held January 21

Given the gloomy economy and the cold of the January day it was an upbeat and engaged group that gathered in Cork Wine and Tapas Bar for Downtown New Bedford, Inc.'s most recent downtown forum.

Each person introduced him or herself and gave a little background information. Newcomers to the city were present as well adults who can remember roaming the streets of New Bedford as kids.

Katie Gilfeather, Outlook EAP served the facilitator and moderator, keeping track of the thoughts and discussions on a flip chart that was well filled by the end of the evening. The goal of the meeting was to get input from the participants, and that goal was met.

Holiday Stroll

First on the agenda was a recap of the Holiday Stroll on December 6, 2008. The event was deemed to be an all around resounding success. The National Park paid for the entertainment. Participants' fees paid for advertising, program printing and other direct expenses. The event broke even, not counting DNB, Inc. staff time. Breaking even was the goal.

Planning for Holiday Stroll II is well under way. Many suggestions for 2009 were discussed. Could the window contest be judged over a two day period? Could the winners be announced so that more people knew who they were? Could the whole event be held over two days? Should there be more activities for kids? Should there be fewer? Should there be more focus on retail? Less? More out-of-town vendors in the Whaling Museum? Fewer? Could the program be color coded in a better way? Could we have a talking tree or trees that kids could decorate during the Stroll? How about finding better ways to use Wing's Court? There was a call for more hip young adult stuff too and a discussion of the advantages of cross marketing with email and on myspace. All of the suggestions will lead to a better Holiday Stroll II planned for the weekend of December 5, 2009. A two day event is possible.

Laurel

The Holiday Stroll discussion led to talk of how to bring laurel back to the historic district for 2009 to decorate the lampposts. In recent years, the city has

paid for the laurel, a cost of about \$3,500, roughly \$27.68 per pole. It is understandable that the city did not provide the funds for 2008, but downtown businesses and residents missed the laurel and would like to see it back in 2009, understanding that the fund raising will fall to the organization. Fund raising proposals included people purchasing laurel for the poles nearest their businesses or adopting specific poles. As a result of the meeting, Downtown New Bedford, Inc. established a savings account to collect contributions specifically for laurel. The fund has already received over \$300 in donations.

Restaurant Run

Next on the agenda was discussion of the Restaurant Run during and after the New Bedford Half Marathon on March 15. Between runners and volunteers the half marathon draws over 2,500 people into downtown New Bedford. However, because it is always held on Sunday, when few shops open, it has been a missed opportunity to introduce people from all over to downtown New Bedford. Retailers who were present said they would take the risk to become involved. They said this event could be leveraged with other successful events to bring more people into downtown New Bedford.

Communication and marketing

Next DNB, Inc. communication and marketing came up for discussion. The DNB, Inc. logo has been around as long as the organization. An update is under discussion. The Visitor Guide is being revamped. DNB, Inc. is adding the electronic newsletter template, new advertising options and additional promotional material for events.

General discussion

Towards the end of the meeting, talk turned more general. There is a general feeling that downtown New Bedford has turned a corner, that a critical mass has been achieved that builds on itself, that a shift in perception has happened that leads people to cooperate more and to expect more success. Even in this economy.

Mayor Scott Lang

Mayor Lang came in to address the group in the latter part of the meeting. "What have you covered so far?" he asked to the laughter of the audience. He went on to say that this kind of meeting is important to promote the city, its people and the investment of its residents and businesses. Although

the participants, creative and interested people, seldom get thanks, their work does not go unnoticed.

New Bedford is different, he said. We have thirteen major festivals and thirteen minor festivals each year that bring people to the city. He will do anything he can to show off the city. But he wants all of the investors in the city to chip in too. To keep the city moving forward, businesses have to be open on Saturdays and Sundays, he said. He would like each of us to spend money each and every time we come to the city, not just in downtown New Bedford but also in the South and North ends. There are 200 shops on Ashley Boulevard he said.

He was just back from four days in Washington. In spite of expecting economic difficulties in the immediate future, he has an optimistic longer range outlook. He thinks that long delayed local projects may get done. It is possible that the Elm Street Garage will be renovated. He is looking forward to the hotel and to city baseball. It's not just New Bedford he sees moving forward. He said small bands of people everywhere are meeting to bring improvements to their communities.

The meeting ended with discussion of a familiar downtown issue: parking.

Member News



Congratulations to Richard Poyant and Poyant Signs. In the fourth annual Rhode Island Sign Contractors Association Design Awards, Poyant Signs took home more awards than any other company in the association including a first place award for the Cork sign, above.

Welcome New Downtown Businesses



Rose Alley Ale House (left)

Under construction since last summer, the Rose Alley Ale House will be open for the Restaurant Run. They will feature at least 20 different beers on tap, mixed drinks, martini's, and wines, different types of food and live entertainment.

94 Front Street next to Cork.

Destination Soups

Is there anyone who can resist a Sloppy Joe? Find them and more at Destination Soups. They have Sloppy Joes, grilled sandwiches, soups, sides and daily specials

141 Union Street
(508) 991-SOUP



Travessia Urban Winery

760 Purchase Street
(774) 929-6534

<http://www.travessiawine.com/>

Wines made on site from 100% local grapes.

Superior service.

Open daily from noon - 6:00 PM

DNB, Inc. Welcomes New Members:

TL6 The Gallery
Judith Klein Art Gallery
Travessia Urban Winery
Whalen Associates
Alaphagraphics
Blush Beauty Bar
Doll's Closet and Crystal
Garden/The Green Lantern/This-N-That

Michelle Carr Photography is in the former Tatlock Gallery, 36 North Water Street. It's Michelle's working studio, not a retail gallery, but call if you want to stop by to see her work. The photos are lovely, and she is happy with the friendly reception she has received downtown. She is open on AHA! nights.

www.michellecarrphotography.com



Holidays 2009



or



Will you help us bring the laurel back to the historic district for 2009?

There are 198 lampposts. If the cost of laurel is about \$3,500, that's about \$17.68 per pole. If the laurel is up for 5 weeks, that's just over fifty cents per day per pole. A small investment to make the downtown more festive.

Will you sign up for 5 poles, or 10? Over \$330 has been collected so far or enough for about 17 lampposts.

Send a check made out to Downtown New Bedford, Inc. Specific "laurel" in the memo section of the check. Send to 105 William St., Second Floor, New Bedford, MA 02740