



Detroit Lakes

July 2011
Volume 18 No. 7

CHAMBER NEWS

Official Newsletter of the Detroit Lakes Regional Chamber of Commerce

The 4th of July!

If you do a little research at the **Becker County History Museum**, you will see that Detroit Lakes has had 4th of July fireworks since the 1880's! Though we have come a long way from gun powder bangs and basket socials, it is still because of the support of local businesses that this local tradition continues on Detroit Lake.

Through the support of DL Chamber members and the volunteer work of committee co-chairs, Mark Fritz and Mike Hutchinson, **Lakeshirts**, the 2011 fireworks are going to be spectacular!

We will see you on the City beach at dark. Let's not forget all the other great activities happening all weekend too. High Plains Festival, Farmer's Market, Boat Parades, Flea Market, Discovery Dives, Music at local bars and restaurants, Community Celebrations in Frazee, Erhard, and more. Happy Independence Day!

For a full calendar go to our website www.VisitDetroitLakes.com/calendar AND be sure to share your fun on Twitter with #DLMN or at www.Facebook.com/DetroitLakes

July just keeps going...



No need to take those flip-flops off; July has a lot in store for the Detroit Lakes area. This year marks the **76th Annual Water Carnival**, July 8-17. There are so many activities this year... for a complete schedule of all the 2011 Water Carnival events, stop into the Chamber, visit their website at www.DLWaterCarnival.com or find them on Facebook. AND DON'T FORGET YOUR BUTTON!

There is something for every taste at the **33rd Annual Arts & Crafts in the Park** held on Sunday, July 31, from 9 am to 5 pm, in the Detroit Lakes City Park. There will be new artists as well as returning artists with a wide range of items such as jewelry, embellished clothing, yard decorations, wood furniture and more.

You will enjoy music and a number of food booths. Don't miss this wonderful summer event in the shady Detroit Lakes City Park next to the mile long beach!



Get Crazy August 2nd

The Annual Detroit Lakes Crazy Daze will be held on Tuesday, August 2, 2011 on Washington Ave. We invite businesses and non-profit organizations to participate in this event. Non-chamber member businesses can participate for a fee of \$25.00. If you are interested in being a part of Crazy Daze, please contact the Chamber of Commerce no later than July 25th or fill out the registration form inside this newsletter and return to the Chamber by mail or fax: 218.847.9082.



The Mission of the Detroit Lakes Regional Chamber of Commerce is to advance a vibrant business and tourism economy through service, advocacy, networking and innovation.

We're Working for You:

<u>May 2011</u>	<u>YTD</u>
• Walk-Ins 332	1,050
• Phone Calls 764	2,979
• Visitor Guides Mailed 4,044	7,440
• Website Visits 12,214	46,474

Online newsletter at:
www.VisitDetroitLakes.com/chamber/about/newsletter

In May, the online Visitor Guide had **326** visits! The website was viewed by mobile device users **938** times!

Carrie's Curios

I'll keep it short and sweet... SUMMER IS HERE!
Please let me know how the Chamber can help your business through networking, referrals, marketing etc...
~Carrie Johnston, Your Chamber President
carrie@visitdetroitlakes.com



From the Chair

Summer has officially arrived in our region and it seems when the sun is shining, everyone is happy. And happy people stay, shop and play in our communities! There are many exciting opportunities to participate in happenings this month including the much anticipated 76th annual Northwest Water Carnival, starting July 8th and concluding with the parade on July 17th. A standing ovation for the Jaycees and their work in putting on this event! There are many other activities taking place and one need look no further than the Detroit Lakes Regional Chamber of Commerce to provide information on all the events.



July starts a new board year for the DLRCC and I'd like to welcome the following new board members: Mary Brenk from DL Newspapers, Chris Mehlhaff from Holland Hospitality and Ryan Hill from Essentia Health St. Mary's. Welcome and thank you for the time you volunteer to help advance and grow our area businesses.

As I conclude, I'd like to give a hearty thanks to Josh Hochgraber for his leadership this past year. Josh is a positive force with great ideas and a vision toward the future. I look forward to his continued leadership within the DLRCC board.

Again, enjoy everything our area has to offer and if I can ever be of service, please feel free to contact me.

~ LeAnn Mouw, 2011-12 DLRCC Board Chair

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Welcome New Members

Forest Edge Gallery
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Patrick Shannon, Co-Owners
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Vergas, MN 56587
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Fine art and fine craft gallery featuring metal artist Patrick Shannon, as well as many other American artists.

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We have a clean, quiet, family resort at the end of the road on a good fishing lake (Long Lake by Vergas). Eight lake-side modern housekeeping cabins.

Sweet Summer Night July 11th

The Chamber's Promotion & Events Committee has once again partnered with the Jaycees to help promote shopping during Water Carnival. In addition to getting Button Days discounts from area merchants, shoppers can enjoy a "Sweet Summer Night" downtown Detroit Lakes. This girls-nite-out event runs 5:00-8:00PM. Promotions include:

- **Extended shopping hours at participating businesses**
- **Punch Cards**—a filled punch cards is your entry for great prizes!
- **Vendors in the Street**—on the 800 block of Washington
- **Beach Ball Drop** -at 5:30—Each beach ball qualifies for a special prize or discount (from downtown and non-downtown businesses)
- **Music, Food, Drink and shopping specials all evening**



R U Ready to participate? Call Viva Klundt at 844-4221 ext 114

Member Renewals

Thanks to the following members who renewed their Chamber membership in June. DL Chamber memberships renew throughout the entire year; for a complete list of members see www.visitdetroitlakes.com/chamber/

**Maurice's
7 Day Clinic**

Thanks to **Bergen's Greenhouse** for hosting the June Sunrise Social, tour and networking hour.

You are invited to the upcoming Sunrise Socials Networking

July—no social
August 26: M State BES
Sept. 23: Money Matters
Oct 18: TBD
Nov 16: TBD
Dec 16: TBD

**All socials are 7:30-8:30AM
Bring your business cards!**

If you would like to host a S.S. please call the Chamber.

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Member Connection—Ribbon Cutting at local hotel

In conjunction with its fifth anniversary, **The Lodge on Lake Detroit** hosted a Premier Party and Re-Grand Opening on June 9th, to celebrate its recent conversion from The Lodge on Lake Detroit to **BEST WESTERN PREMIER The Lodge on Lake Detroit!** They represent the ninth BEST WESTERN PREMIER opened in North America and the first in the Midwest. With the new three-descriptor strategy launched in 2011, Best Western now offers travelers three ways to stay; Best Western, BEST WESTERN PLUS and BEST WESTERN PREMIER. Best Western Premiers' are upscale hotels with a distinct style, offering deluxe amenities and a refined level of service and comfort. Premier hotels have been established in Europe and Asia for approximately 10 years now where they represent primarily boutique, 4 and 5 star hotels.



Ribbon cutting on June 9th. Pictured (L to R) Ron Zeman, Cleone Stewart, Bruce Imholte, John Holland, Jim Brogren, Kathy Holland, Chris Holland-Mehlhaff, Scott Mehlhaff, Katriana Mehlhaff, (Hans Mehlhaff not pictured), Kristie Fritz and Mayor Matt Brenk.

The standards and requirements to be a Best Western Premier are extremely high, clearly defined, and difficult to attain. Although The Lodge already had many of the necessary amenities and components, they added many new enhancements, such as: a completely renovated 24 hour fitness room with state of the art equipment, electronic entrance doors, an expanded lobby bar menu, a sundries shop, upgraded metal furniture for the lakefront balconies, and additional artwork in guest rooms, meeting rooms and public areas. They added a "Walk through History" in their hallways encompassing over 30 historical photographs of scenes from the Detroit Lakes area. They also converted a guest room to a Board Room now called Pokegama Beach Board Room which is available for rental.



Even the sculpture in the front lobby got into the spirit of the ribbon cutting!

Owners Scott Mehlhaff and Chris Holland-Mehlhaff express they are excited about the potential additional worldwide marketing exposure being a new Best Western Premier can bring to the Detroit Lakes area. They also own and operate the Best Western Plus Holland House in Detroit Lakes, MN and Best Western Plus Superior Inn & Suites in Grand Marais, MN.

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Member News

Congratulations to Rodger Tinjum, **Tinjum Appraisal Company**, for 45 years of membership in the American Society of Farm Managers and Rural Appraisers!

Congratulations to **Go-Putt-N-Bump** celebrating 25 years in business!

The **Becker County Museum** has been chosen as a host site for “Why Treaties Matter: Self-Government in the Dakota and Ojibwe Nations” traveling exhibition, produced by the National Museum of the American Indian. The exhibition will be in place October 3 - October 31st.

Lakes Lube welcomes Damon Sigman as their new manager.

Congratulations to **MMCDC** on celebrating 40 years in business!

Marco, Inc. has been named one of the Top 100 Workplaces in Minnesota based on an employee-based survey project from the Star Tribune.

M State BES honored a number of people at their 2nd Annual Entrepreneur Awards. Congratulations to our Chamber Members: Brooke Holubets, owner of **La Barista**, was named 2011 Emerging Entrepreneur; Barb and Lane Engberg, **The Red Willow**, Dr. Arlen Kangas, **Midwest MN Community Development Corp.**, and Dr. Ann Valentine, **M State** were inducted into the Hall of Fame.

Aquatic Invasive Species—AIS



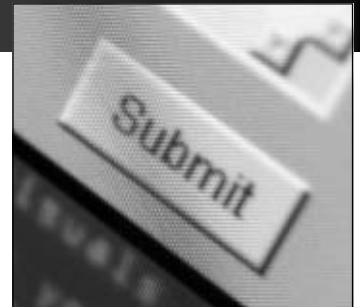
You may be hearing a lot about the AIS issue and the laws being passed to protect our lakes, but what can you do? One way to keep up to date is to talk with your local Lake Association or visit the Becker County Coalition of Lake Associations (COLA) website hosted by Minnesota Waters. Go to www.minnesotawaters.org/groups. You can find information on identifying invasives at www.mndnr.gov/invasives

You can also stop into the Chamber office to pick up an AIS reference card to help you be sure you are following the law when cleaning and transporting your boat.

Add your event to our calendar!

Did you know that you can add your community events to the calendar of events at www.VisitDetroitLakes.com for free? Any Chamber or community event that a visitor to the Detroit Lakes Region might like to attend is a perfect addition to the online calendar of events. Simply submit your event date and details by email to dlchamber@visitdetroitlakes.com or call Becca at the Chamber office @ 847-9202.

Scheduling a fundraiser or community event? Have a conference, reunion, or group planning to come to the area? Family or Friends looking to spend some time at the lakes? Check the Chamber calendar to see what dates are a good fit for your group and find links to maps, lodging, coupons, attractions and business directory.



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6 THANKS



The 2011 Street Faire at the Lakes was a successful event because of help from the following:

Sponsors: Detroit Lakes Tourism Bureau, Ben Franklin Crafts, Eagles Aerie #2342, Bremer Bank, ACS, SJE Rhombus, Ulteig Engineers, Detroit Lakes Disposal, Lake-shirts, City of DL & Public Utilities, Hough Inc. & Mid States Wireless.

Committee: Mary Beth Gilsdorf, Sue Braun, Deb Pratt, Dawn Olson & Marsha Parker.

Information Booth: Jill Mack, Stacey Gravelle, Michele Baker, Shaun Engelsrud, Sandy Lia, Jessica Burhans, Melissa Heimenz, Mandi Hoffman, Jessy Jepson, Dave Larson, Amy Stearns, Kim Bettcher, Kristen Kohler and Tom Winters.

Other: Breakfast Rotary did the cleanup; the Eagles Club provided the barricade brigade and Sentence to Serve workers hauled picnic tables and benches.

Ambassadors: Carol Clark, Sandy Lia, Harland Thompson, Becca Arndt and Carrie Johnston distributed information and thanked downtown businesses for their support.

Tourism Director Update



Progress has been made on the Heartland Trail extension in the first half of this year.

The **Heartland Trail** is a multi-use trail that runs 49 miles between Park Rapids and Cass Lake. Many people associate the trail with bicycling. The Heartland Trail intersects with the Paul Bunyan Trail east of Walker, with the Bunyan trail running all the way to south of Brainerd and north of Bemidji. Since dollars were allocated to the trail extension in the 2006 bonding bill, the plan has been to extend the Heartland Trail from Park Rapids to Detroit Lakes and westward to Moorhead.

Planning for the trail extension began in 2008. A series of public input meetings on the draft of the Master Trail Plan were held in late 2010. At last, on June 7, 2011, MN DNR Commissioner Tom Landwehr signed his approval of the Master Trail Plan. In order to use any of the \$1.5 million allocated through the 2008 bonding bill, the master plan had to be completed and approved.

The section of the Heartland Trail extension with the most progress is the segment from Detroit Lakes to Frazee. MnDOT staff in Detroit Lakes signed an agreement with the DNR to design a tunnel to be located on the eastern edge of Detroit Lakes near the community entrance sign. The tunnel is expected to be about 12 feet high by 14 feet wide to accommodate bicycles, snowmobiles and snowmobile trail groomers. A real plus with this tunnel will be to safely move bicycle and snowmobile traffic across Highway 10. The tunnel cost will come from the

2008 \$1.5 million bonding bill monies.

A Heartland Trail Association was formed in 2010. Reps attending monthly meetings come from Park Rapids, Wolf Lake, Frazee, Detroit Lakes, Lake Park, Hawley, Glyndon, Dilworth, Moorhead, Counties of Becker/Hubbard/Clay, MnDOT, DNR and snowmobile/bicycle clubs. Reps are identifying specific segments of the trail route in their area. There is a lot of enthusiasm to establish a trail in northwest Minnesota and hopefully something tangible will be on the ground in 2012.

In other trail news, community reps from Minnesota and Winnipeg plan to meet in September to discuss collaborative efforts in promoting the **Pine to Prairie International Birding Trail**. The Pine to Prairie Birding Trail was established as Minnesota's first birding trail in 1998. The trail was 200 miles long, running from Fergus Falls to Warroad, including Detroit Lakes. In 2009, the trail was extended another 300 miles to north of Winnipeg, Manitoba. At a June reception in Winnipeg, officials from Canada and Middle East countries who share a common interest in migratory birds formalized a Memorandum of Understanding for efforts to promote peace through their shared interest in conservation. The Manitoban officials also announced finalizing the Canadian route of the Pine to Prairie Birding Trail at this meeting!

Cleone Stewart, Tourism Director

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Standing on the Edge of Success

Produced in partnership by the DL Regional Chamber of Commerce and the Business & Entrepreneurial Services - M State Wednesday, September 14th featuring **Speaker Brent Stromme** 9AM-10AM



M State Conference Center - 900 Hwy 34 E.

Cost: \$10.00 Tickets can be purchased at the DL Chamber Office, BES Office or by calling 218.844.5420

Entrepreneurs and small business owners are the heartbeat of the nation and often don't realize or recognize just how important they are in helping to not only change lives, but change the course of the culture. Great opportunity brings about great responsibility, and it's incumbent upon those with an entrepreneurial spirit to face down fears and challenges in order to bring the American dream to fruition. Detroit Lakes native, Brent Stromme, IT Enthusiast and Entrepreneur has started and led four startup companies and brings a wealth of experience that will help you steer clear from business landmines, stay focused in the midst of being overwhelmed, and breathe hope and life into your passion and vision.

This event is in support of the economic development efforts of the Detroit Lakes Regional Chamber of Commerce. Please support this work and event with your ticket purchases.



Young Professionals

The mission of the DL Young Professionals is... "To further develop the lives of young community minded professionals in the lakes area through networking and social events."



Please join us Wed, July 20th, Noon-1pm at People's Park. More details are available on our Facebook page or by contacting us at 847-9202 or DLYP@VisitDetroitLakes.com

Contact your local legislators

Senator Amy Klobuchar (DFL)
202.224.3244
senator.klobuchar@senate.gov

Senator Al Franken (DFL)
D.C.: (202) 224-5641
St. Paul: (651) 221-1016
St. Peter: (507) 931-5813

Seventh District Collin Peterson (DFL)
218.847.5056

Rod Skoe (DFL)
Senate District 2
651.296.4196
sen.rod.skoe@senate.mn

Gretchen Hoffman (R)
Senate District 10
651.296.5655
sen.gretchen.hoffman@senate.mn

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 dlchamber@VisitDetroitLakes.com
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Harland Thompson...Membership
 Phone: 218.850.4883

What's Happening!

JULY 2011

Lakes Area Farmer's Market, Tuesdays & Saturdays, 10-2pm, People's Park
 Tuesdays in the Park, 7-8pm, City Park; Picnic by Habitat 6-7pm
 Hootenanny Show and Supper, Fair Hills Resort, Tuesdays, 6pm
 Live at the Lodge Summer Thursdays, 5-8pm, The Lodge on Lake Detroit
 Discovery Dives, Saturday & Sundays, Tri-State Diving
 Shady Hollow Flea Market, Sundays
 Wildlife Film, Sundays, 2pm, Tamarac Nat. Wildlife Refuge
 Caribbean Deck Party, Sundays 2-6pm, The Bridge

- 2-4 High Plains Festival, Soo Pass Ranch
- 3 Church in the City Park by Community Alliance Church, 10:30am
- 4 **Fireworks, Dusk., DL City Beach**
- 6 **Tourism Committee, 8am, Chamber**
- 6 **Ambassadors, 9:30am, Chamber**
- 8 Travis Tritt, 8pm, Shooting Star Casino
- 8-9 American Cancer Society Relay for Life, 6pm-6am, DLHS Track
- 8-17 76th Annual Northwest Water Carnival, www.DLWaterCarnival.com
- 9 "The Night The Music Died", 7:30pm, Historic Holmes Theatre
- 9-10 Cormorant Area Art Show & Sale, 10am-5pm, Cormorant Comm. Center
- 11 Urology Health-What You Should Know, 12pm, Essentia Health St. Mary's
- 12 **Promotions & Events, 8:30am, Chamber**
- 13 Cruise DL Night, 4-9pm, West Lake Drive
- 15 Party in the Park, 11am-2pm, Holy Rosary Parish Center
- 16 Wildlife Watching Tour, Tamarac Wildlife Refuge
- 16 Bash on the Beach featuring "Little Texas", 7pm
- 17 Water Carnival Parade of the Northwest, 1pm
- 20 **Board of Directors, 7am, Chamber**
- 20 **DLYP Lunch & Learn, 12noon, Peoples Park**
- 21 **DLYP Social, 5:30pm, Hotel Shoreham**
- 22 Habitat for Humanity Golf Scramble, 12pm, Lakeview Golf Course
- 22 Charley Pride, 8pm, Shooting Star Casino
- 27 **Ambassadors Annual Meeting, 7:15am, Chamber**
- 27-30 Becker County Fair, Fairgrounds
- 29-31 Turkey Days, Frazee
- 31 **Arts & Crafts in the Park, 9am-5pm, DL City Park**

August 2011

- 2 **Crazy Daze, 7am-6pm, Downtown Detroit Lakes**
- 4-6 WE Fest, Soo Pass Ranch