



MAIN STREET MEDINA
VOLUNTEER EXPO
MAY 7, 2022 1pm–3pm
MEDINA COUNTY DISTRICT LIBRARY, COMMUNITY ROOM B



Main Street
Medina



HERITAGE
OHIO

Vital Places. Vibrant Communities.

Welcome!

What is Main Street Medina?

The Main Street America 4-Points Approach

Main Street Medina's Structure

Committee Roles & Activities

What Does it Take to Volunteer?

Testimonials

What's Next?

What is Main Street Medina?



A **volunteer-based**, non-profit community development corporation formed in 2007 to support and promote the Historic District

Part of **Main Street America** - a national and statewide network sponsored by the National Trust for Historic Preservation, Heritage Ohio

Mission: To lead the effort for historic preservation, economic sustainability and continued evolution of the District as the heart of the community.

Vision: Be Ohio's premier small-town destination.

MSM Strategy

- 1. Diversify Sources of Funding** - Grow revenue from a variety of new and existing sources to enable greater re-investment and impact in our community.
- 2. Raise Awareness for Main Street Medina; Position the Historic District and South Town as a Destination** - Broaden community awareness of Main Street Medina's mission and impact locally while simultaneously attracting visitors from outside of Medina County to spend time in the District.
- 3. Connect & Engage Beyond our Boundaries; Be Inclusive of Diverse Audiences** - Foster key relationships and drive collaboration with non-traditional Main Street Medina constituents to ensure diversity of thought is embedded in all organizational activities.
- 4. Develop Advocacy Voice to Advance Business Vitality, Historic Preservation & Community Spirit** - Become recognized as a leading voice and contributor to positive change and historical preservation in and around the District.

Main Street America 4-Points Approach



Promotions: Coordinate activities and events to bring visitors into Main Street Medina's footprint



Design: Work to preserve the integrity of Historic District, partner with the city to improve public spaces



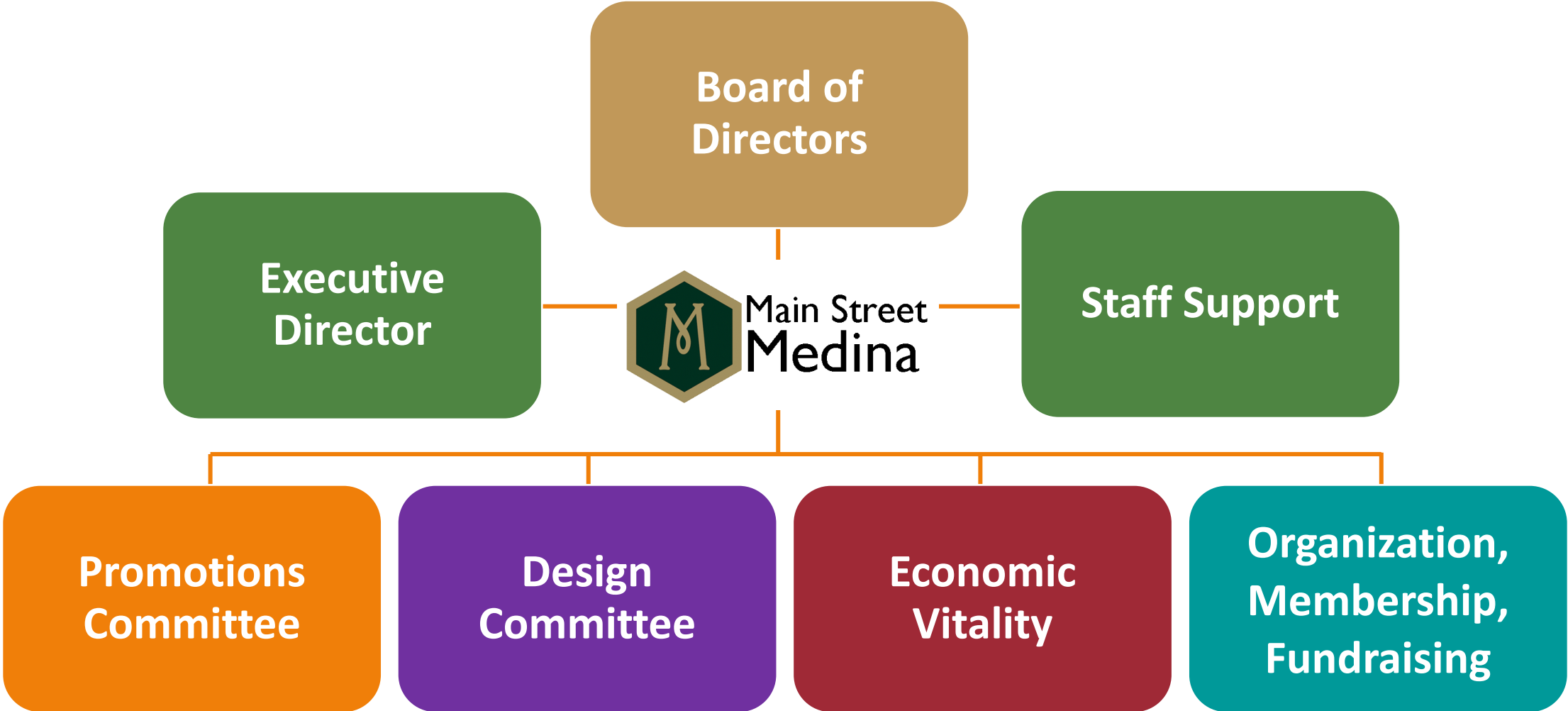
Economic Vitality: Support and advocate for local businesses, encourage investment opportunities



Organization: Set policies and procedures, coordinate members/volunteers, raise funds to sustain organization



Main Street Medina's Structure



Promotions

- Community Annual Events Calendar
www.mainstreetmedina.com/events
- Ongoing Events: Farmers Markets, Ladies Night Out, Car Cruises
- Seasonal Events: Kids Day, Medina Fest/Days, Candlelight Walk
- Partner Events: Ice Fest, Mill St Makers, Great Race, Pizza Palooza
- Fundraising Events: Beer Fest, Golf Outing
- Special Events: Annual Meeting, Volunteer Expo, Juneteenth
- New Events: Medina Days, South Town Music Festival
- Events Planning, Coordination, Promotion, Execution, Feedback

Promotions Committee

Ongoing Events



Promotions Committee

Seasonal Events



**Kids
of
Day**
Safety & Play



Medina Candlelight Walk

Nov 19-21, 2021

EST. 1849
ROOT
AMERICAN MADE CANDLES

M Main Street
Medina

The City of
Medina
OHIO
Preserving the Past. Inspiring the Future.

Upcoming Events

South Town Car Cruise-Ins May 11 – Oct 12

Farmers Markets May 14 – Oct 15

Cars & Coffee – May 29, July 24, Sept 18

Kids Day of Safety & Play – June 4

Pizza Palooza – June 18

Medina Fest/Medina Days – July 16 / July 9-17

Ladies Nights Out – July 14, Oct 13

South Town Music Fest – Sept 24

Restaurant Week – Oct 3-15

38th Candlelight Walk – Nov 18-20

Small Business Saturday – Nov 26



Design Committee

- Candlelight Walk Decorating & Annual Ornament
- Bicentennial Commons & Fountain
- Façade Rehab Grant Program & District Condition Assessments
- Wayfinding Signs & Historical Markers/Walking Tours
- Streetscape Improvements & Cleanups

Design Committee

Candlelight Walk
Decorating &
Ornament



Design Committee

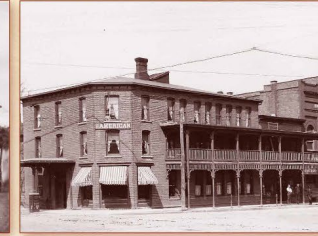
Bicentennial Commons & Fountain



On this corner from the late 1820's to 1954 stood the American House Hotel



A photo of the hotel around 1860.



The photo above is from the early 1900's.



This photo shows the hotel in 1954

The American House Hotel was a well-known and popular stop along the Cleveland-Lombus Road which ran through Medina by Visitors could find a comfortable room on or, eventually, the third floor. After a meal, m beckoned or one could visit the stone-cellar below the bar which was supported by beams as thick as a man's waist. The hotel all manner of guests including presidential and celebrities like Spanky McFarland of the little Rascals movie fame. The local post office

and Joe Reno's barber shop could be found beside the lobby. The hotel served the community as a site for many village functions and social events. Purchased by the Savings Deposit Bank in 1952, the decision was made to convert the lot to parking spaces and the grand old building was razed in 1954. (Source: Historical Highlights of Medina, 1966, and its attendant references)

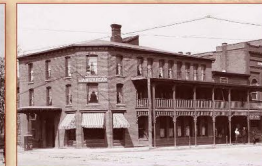
More photos and information about the hotel and the Bicentennial Commons can be found inside the adjacent facilities. Both displays funded by Murray and Susan Van Epp whose support of Medina's history is greatly appreciated.



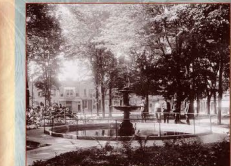
its look many years. This photo is from the time between 1860 and 1880.



Looking east on Liberty Street in 1887 with the courthouse in the background.



From a postcard around 1900. Arthur Van Epp was Mayor as Medina began a new century.



Medina's original cast iron fountain was installed in the center of the Public Square Park in the 1890's.



Hotel sometimes as a polling place. This scene shows a possible election day in the early 1900's.



The grand old building in the days just before the wrecking ball began its work.



Now classic cars replaced a classic building as Medina's history moved on.



The park's last decorative fountain included a brick pool filled with goldfish. It was replaced by the gazebo in 1975.

Ohio travel in the 1800's was often difficult and comfortable stops along the way were highly prized. The Medina Square's first overnight accommodations were found in a double log cabin directly across Court Street. A decade or so later, the American House became community's first true hotel. Business boomed as the Cleveland to Wooster turnpike was completed by 1830. Other hotels sprang up. The Chidester House on the south side of the Square

The courtyard outside in the Bicentennial Commons stands a cast iron fountain similar in design to the original decorative fountain in the Public Square Park. (See above, top) Cast by Robinson Iron of Alabama, the fountain outside is a Tall Crane design which was very popular in the United States in the late 1800's and early 1900's. The base of the fountain features three cranes topped with three tiered bowls. As each bowl fills from the top, water cascades over the sides until it reaches the pool below. A sitting wall

Design Committee

Façade Rehab
Grant Program &
District Condition
Assessments



Design Committee

Wayfinding Signs & Historical Markers/Walking Tours



Design Committee

Streetscape
Improvements &
Cleanups



Economic Vitality

- Medina Minutes & Medina Ingenuity Video Series
- Social Media (Facebook) Business/Event Posts
- Tourism Marketing Campaigns
- Business Resources & Advocacy Support
- Property Development Initiatives

Economic Vitality

Medina Minutes
& Medina
Ingenuity Video
Series



Economic Vitality

Social Media
Business
Marketing



Shop. Dine. Unwind.

...y the best of summer shopping and dining when you visit
...ng, historic Medina! With over a hundred unique shops,
...and attractions, there's something here for everyone. From
...a kind boutiques with the latest trends in fashion, gifts and
...r to the very best local dining and entertainment Ohio has
...s all here, just a short drive away. Here's a coupon for you a

Something's Popping is in Medina, Ohio.

June 29 · Instagram · 🌐

Stop in this week to pick up delicious shareable snacks for your treat from the "Participating Locations" listed below!
Day festivities 🇺🇸 Fill a tin, grab a few bags of popcorn, &
p... See More

2,591 People Reached 52 Engagements - Distribution Score

June Coupon

Organization

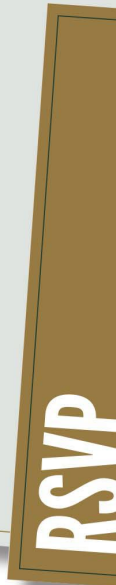
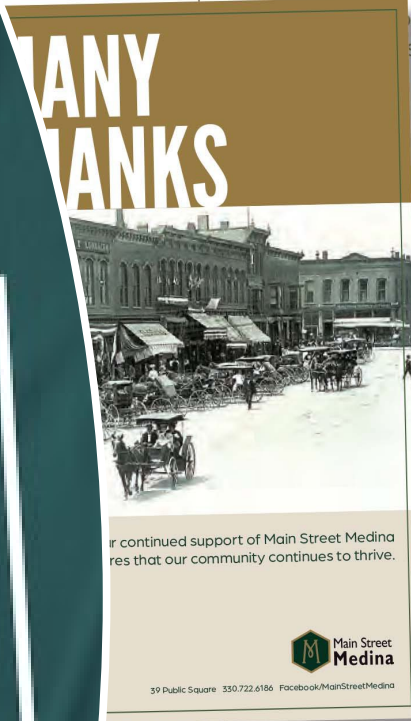
- Policies & Procedures
- Membership Campaign (I Care for the Square)
- Event Sponsorships
- Volunteer Campaign (Volunteer Expo)
- Fundraising (2021 Beer Fest)

Organization

Membership Campaign



A Year in Review



Organization

Fundraising & Sales



Beer Fest

Oct 23, 2021

Beer Fest is a fundraising event for Main Street

Why Volunteer?

You are “Vital”
to Our Success

Experience Fun
& Adventure

Build
Relationships

Help
Community

Employee
Programs, \$

Public Service
Hours

- To Feel Good
- Make a Difference
- Share Gratitude
- Share Talents
- Maintain Proficiency
- Acquire New Skills
- Live Your Faith
- Make Friends/Community
- Sense of Accomplishment
- Save the World (or small corner)
- Indulge Passion
- Family Tradition

Who Makes Up Our Volunteers?

Retirees/Life Experienced

Creatives/Homemakers

Entrepreneurs/Business Owners

Employees/Laborers/Professionals

Students/Youth

Everyone has something to contribute!

What Can I Do (roles)?

Crew: Distribute materials, set up/tear down, cleanups, etc.

Ambassadors: Share info, sale items, help visitors ... public relations

Committees: Plan and execute projects, activities, events

Board: Form strategies, make decisions, highest commitment

Do I Need to Become a Member?

Membership has its privileges
(levels)

We're all "stakeholders" or
"investors" in our community

Membership shows annual
commitment (\$, "I Care")

Membership dollars help us with
day-to-day operations

How Much Time Should It Take?



Occasional Volunteering (helping out when I can)



Interacting with People (talking to businesses, handing out stuff, helping visitors, etc.) 1-2 hours per month



Helping Out During Events (setting up, working the booth, cleaning up, etc.) 2-4 hours per event



Regular Volunteering (serving on a committee) 1-2 hours per week on average



Working on Projects (improving physical spaces- decorating, cleanups, plantings, etc.) 2-4 hours per activity, event



Providing Services (business, finance, legal, fundraising, event planning, design, marketing, social media, etc.) It's up to you

Testimonials



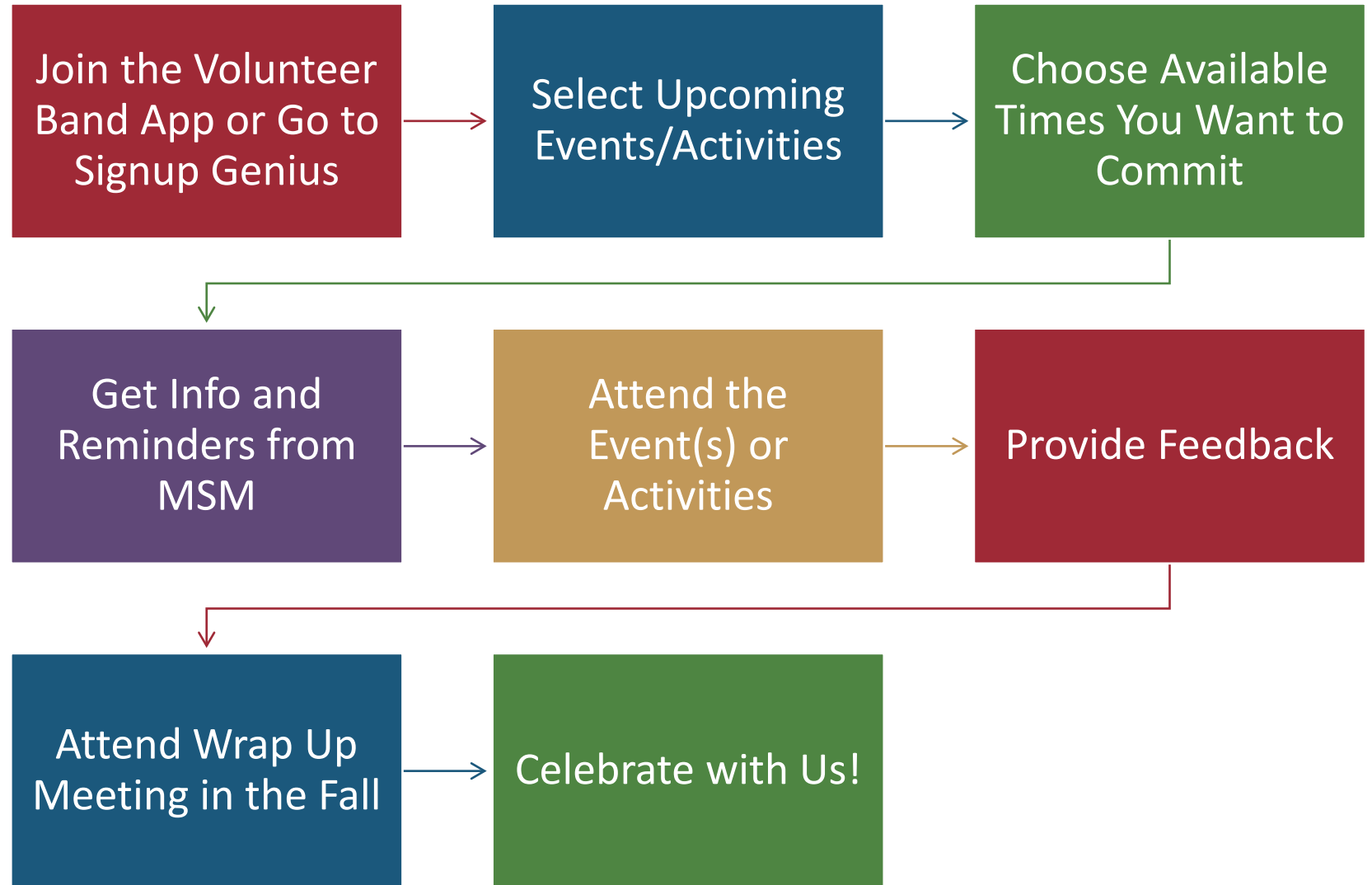
What's Next?



Band App



Website





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Questions?



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Thank you!