



# Downtown Aberdeen

## Newsletter

August 2019 | Volume 1, Issue 1



### Update from the Town

*Justin Westbrook, Planning & Inspections Director*

As the long, hot days of summer are in full swing, the Town of Aberdeen is also in full swing behind the scenes. As many of you know, the Town has been operating with a few open positions. Staff has worked very hard to keep our downtown projects, such as Sunday Exchange, moving forward being short staffed. I believe they have all done an excellent job on top of their already busy work loads.



With the departure of some staff members, this provided us with an excellent opportunity to slightly reorganize the department, to ensure we are providing excellent customer service to all stakeholders of the Town, specifically our downtown businesses and patrons. While the open position has been renamed to a simpler "Planner" title, a major focus of this position is to serve as the voice of downtown to all departments within the Town. This position will also serve as the Downtown Director role as required to maintain our NC Main Street designation; a designation this department is extremely proud to hold, and one we look forward to keeping for years to come!

As Staff moves forward with the hiring process of our new Planner, I have very much appreciated the feedback I've received in recent weeks. This included what we can accomplish in the future, and areas we can improve upon. These suggestions and concerns are a focus of myself, my department and will guide our search in hiring the best possible candidate to

serve Downtown Aberdeen!

Once the hire has been made official, this position will still very much have a focus on Downtown Aberdeen, with the aim to strengthen the community, bring in businesses and improve our Town.

### Update from the Downtown

*Each Issue we try to highlight a Downtown Aberdeen business owner. This week: Betsy Saxe of Eloise Trading Company*

**What products or services do you sell?** Gifts, furniture, home decor & accessories, jewelry, original art, scarves, ponchos, wraps, table top, candles, picture frames and PILLOWS! We believe that fun pillows are the easiest, fastest and least expensive way to freshen up your decor.

**How did your business get started & why did you choose Aberdeen for your location?** We bought our building in 2005 and I have had a business in it since 2009 - our current business opened in March of 2016.

**Tell us an interesting and fun tidbit about your business.** We will come to your home and rearrange your decor and help you pick out pieces to enhance it.

**What is your favorite part about living/working in Aberdeen?** Small town community and the historic nature of the town.

**What has been your biggest success to date?** Our events that we hold on our own and the townwide events - and they are the most fun!!

**What makes your business unique in the Aberdeen/Moore County area?** Our venue provides a unique layout for our shop - the built in shelves, the original ladders, tin ceiling, nail bin and store counters that are original to the building that was built in 1912 and housed Aberdeen Hardware. We have the oldest

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operating "elevator" in the area - it is hand operated and yes it still works! We love people who come into the store and tell stories about what it was like when they were young...stories of riding the ladders down the shelving, memories of saving their paperboy money for a certain item - all of this lays the groundwork for a unique shopping experience! There is no other space in Moore County like it.

**What is it that you want Aberdeen/Moore County area residents to know about your business?** We want our business to be a place that people pop in often to see what is new - we are constantly changing our displays and adding new product - we want ETC to be a happy, bright, fun and vibrant place to slow down, wander, find the unexpected and to shop.laugh.fall in love.

### **Update from the Board**

*Jackie Cornell, DAAB Chairperson*

We had a great turn out at our last Downtown Aberdeen Advisory Committee (DAAC) meeting, so let's keep that momentum going! These meetings are set up for merchants, volunteers, town staff, and anyone wanting to help Aberdeen reach our Main Street Program goals and grow. This is how we maintain a positive connection with our Businesses, the Town, and our Community, so please feel free to invite anyone you feel is interested in attending our next meeting in August!

We have begun the phases of restarting the Aberdeen Business Guild. We feel it is important to have this element re-established to help our events grow, and to not have all of the funding fall on one or two establishments since the goal is to increase foot traffic for all Aberdeen businesses. We will be sharing information about joining soon!

If you haven't already, we have created an Aberdeen Business Networking Group on Facebook and would love for you to join! It's a way for us to share ideas, ask questions, talk about events, get to know each other, and discuss what's going on in the town.

We have a few projects coming up! One is the Fire Hydrant painting that we are extremely excited about! So be sure to check out your Downtown Fire Hydrants getting their Superhero makeovers! Thank you to all of the businesses and individuals who sponsored a fire hydrant, and thank you to the Aberdeen Fire Department for giving us this opportunity to highlight our town!

We will also be holding a meeting at Lynette's Bakery and Cafe (3060 NC-5) to brainstorm ideas for the October event Fall for Aberdeen/Harry Potter Day. This will be it's 3rd year, and we want to see it grow! Bring all of your ideas and we can chat over yummy pastries and coffee!

### **July/August/September Dates:**

- 8/11/19 (6:00pm) Sunday Exchange Concert: Sons of Mystro @ The Exchange Lot
- 8/13/19 (8:30am) DAAC Meeting @ Town Hall Conference Room
- 8/20/19 (9:00am) DAAB Meeting @ Town Hall Conference Room
- 8/24/19 (10:00am-4:00pm) Teacher's Paint Free Day @The Bull Room
- 9/8/19 (6:00pm) Sunday Exchange Concert: Nathan Angelo @ The Exchange Lot
- 9/10/19 (8:30am) DAAC Meeting @ Town Hall Conference Room
- 9/17/19 (9:00am) DAAB Meeting @ Town Hall Conference Room

