

# Word on the Street

Ashland Main Street Association News

November, 2009



*Ashland Main Street is everyone's neighborhood.  
Help us to envision a future as rich as its past.*

## A SEARCH FOR THE FUTURE

AMSA's Community Development Committee has undertaken a serious quest. The Committee is attempting to define a long-term strategy that could be a focus of the revitalization of Downtown Ashland. The ideas developed to date center around an effort to provide Ashland with a definitive "sense of place" and have been given the title of The 2020 Vision. The Committee recognizes this concept must have economic viability that will drive a resurgence of Downtown. And, most importantly, it must be endorsed by the Ashland community as a whole. Further, the committee understands this effort will take patience and a long-term commitment. As Ragan Phillips, Committee Chair expresses it... "We have a lot of powerful, very smart horses in this town, out in the field, doing their own thing. But perhaps we need a really good barn to draw those horses together. Maybe, just maybe, the 2020 Vision could be that barn." The Committee expects to present this strategy at the December AMSA Board meeting.

### **A Taste of Ashland is Here!!**

**AMSA is excited to announce that the "Taste of Ashland" discount cards are hot off the press. They feature great discounts at many local businesses and for only \$10 they are a steal. They are available at The Caboose, First Capital Bank and the Randolph-Macon Bookstore. They will also be available at Train Day, November 14<sup>th</sup> and on December 5<sup>th</sup> at the Ashland Holiday Celebration. They will make great gifts/stocking stuffers. Get them while they last. Proceeds benefit AMSA so that we can provide more services to the Ashland Community.**

### **Ashland Holiday Celebration Weekend**

Things are shaping up for the Ashland Holiday Celebration December 4<sup>th</sup> thru the 6<sup>th</sup>. AMSA sponsored events include:  
Dec 5<sup>th</sup> Toy Drive to benefit the Hanover Christmas Mother- donations accepted thru Dec 12<sup>th</sup>.  
Open House at the Train Station- 10 AM to 5PM  
Elves' Run- Kid's 1/3 mile and 2/3 mile Fun Run- 10:30 AM Railside Park  
Tree Trimming-11 AM Town Hall  
Carriage Rides- 12 to 5 PM departing from the HAAC Center  
Photos with Santa- 2 to 5 PM Henry Clay Inn  
Ashland T-Shirt Sales-12 to 5 PM various locations  
Taste of Ashland Discount Card Sales- 12 to 5 PM various locations  
Tree Lighting Ceremony- 5:30 PM Town Hall

HAAC will be having a Ginger-Bread House Contest, and on Dec 5<sup>th</sup> from 12 to 5 PM they will have a children's "Santa's Workshop" where they can buy inexpensive gifts for family, as well as ornament making for kids. Contact HAAC at 798-2728 if you would like to display one of the gingerbread houses at your business or if you want to donate inexpensive items for the Santa's Workshop.

Shaun Franck of *Junk in the Trunk* and Susan Phillips of *A Scentual Experience* are organizing caroling and a trolley that will travel throughout town. If you would like to help sponsor the trolley, please contact them at 798-5283.

We are encouraging businesses to participate by doing something festive; decorating, providing festive refreshments at their businesses, running specials to coincide with the event, altering their hours to coincide with the event, providing face painting or kid's activities; anything that will draw people to their businesses.

HAAC has generously offered to prepare a poster listing all of the activities throughout town. They hope to have it completed in time for Train Day (11/14) so please contact HAAC at 798-2728 as soon as possible if you would like something added to the poster.

If you would like to help out with the event contact Jill Grant at [jill.grant@comcast.net](mailto:jill.grant@comcast.net) or 368-0287.

## Promotional Opportunities

**The Hanover Arts and Activities Center (HAAC)** loves our Main Street businesses! They are currently revising their membership benefit levels and would like to include a *discount at each of your stores*. In return, the HAAC will provide advertisement on their website so that their center patrons will know where to shop! This discount can be what level you wish or if Main Street businesses would like to include a general 10% discount for all HAAC patrons that would be wonderful. HAAC will be providing each Hanover Arts and Activities Center member a Center tag to identify their members. They look forward to hearing from you! Contact Jen Chambers at 304-5588 or jennifer.chambers@comcast.net.

**Help Sponsor the Trolley** for the Ashland Holiday Celebration. Call Susan or Shaun at 798-5283.

## Welcome to the Neighborhood

AMSA would like to welcome the following recent additions to the Main Street District:

<b>Custom Craft Homes</b> 124 Thompson Street	<b>Owens Barber Shop</b> Ashland Town Center
<b>Harts Improvement</b> 602 A England Street	<b>Quality Hair Replacement</b> 124 Thompson Street, Ste B
<b>Innovate Richmond, Inc</b> 210 Thompson Street 615-3267 www.innovaterichmond.com	<b>Time Warp Gaming</b> (Formerly Waterloo Minis) 401B England Street 752-7779
<b>Keys &amp; Assoc.</b> 104 N Railroad Ave 798-0509	<b>Ashland Town Center</b> Grand Opening was Oct 23rd

**AMSA's next meeting:** Wednesday, **November 18<sup>th</sup>** at 5:30 PM at the **Ashland Library**. *This is a change from our normal meeting time and place.*

## What's Happening?

Thru Nov 13	"2D- 3D" art exhibit
Nov 4	As Time Goes By: Women's Changing Roles in the United States- 7PM
Nov 8	Thomas Branch Atrium: Pre-concert Lecture- 2PM- FREE Richmond Symphony Orchestra Weber Concerto for Clarinet No. 1- 3PM
Nov 12	Tennis Anyone? For adults and seniors- Wii and other games 1:30PM
Nov 13	Black Mountain College art exhibit opening reception 1 to 2:30PM Teen Movie Night 6PM
Nov 14	Train Day-10 AM – 4 PM RMC Football vs. Hampden-Sydney- 1PM
Nov 18-21	The Importance of Being Earnest -8PM
Nov 19	10 <sup>th</sup> Ashland Trunk Show-9:30AM to 5:30PM The Magic Treehouse 6:30PM
Nov 21	Ashland Farmers Thanksgiving Market-9AM Heavenly Creations Arts & Crafts Show-6 to 9PM
Nov 22	Ashland Olde Time Parade-2:30PM Heavenly Creations Arts & Crafts Show- 9AM to 4PM
Nov 28	Opening of Gigi Brothers Art Show-7 - 9PM (runs thru Dec 11)
<b>*** Looking Ahead ***</b>	
Dec 4-10	A Christmas Carol, various times
Dec 4-6	Ashland Holiday Celebration
Dec 6	Deck the Halls-12 - 4:30PM
Dec 12	Santa Train- 9AM – 6:30PM
Dec 15	Hanover Concert Band Free Concert- 7PM

Gallery 606- Sue Peyron- 627-2982
Washington-Franklin Hall (lecture)- 752-3127
Randolph Macon College Blackwell Auditorium- Pamela Cox 752-3712 Blackwell Auditorium- www.rmc.edu Richmond Symphony Box office at 788-1212 Ashland Public Library- <a href="http://www.pamunkeylibrary.org">www.pamunkeylibrary.org</a>
Randolph Macon College- Flippo Gallery, Pace-Armistead Hall- 752-3018 Ashland Public Library- <a href="http://www.pamunkeylibrary.org">www.pamunkeylibrary.org</a> Downtown Ashland- 798-0330 Randolph Macon College- <i>Huge Rivalry</i> Randolph-Macon, Cobb Theatre, reservations Call 752-7316
Hanover Arts and Activities Center- <a href="http://www.ashlandtrunkshow.com">www.ashlandtrunkshow.com</a> Ashland Public Library- <a href="http://www.pamunkeylibrary.org">www.pamunkeylibrary.org</a> Behind Town Hall- Josh Farrar-798-1073 St. James the Less Episcopal Church-798-4615
Thompson/ S. James Street to John Gandy Elem.-798-7134 St. James the Less Episcopal Church-798-4615
Gallery 606, Sue Peyron, 627-2982
Randolph-Macon, Cobb Theatre, reservations Call 752-7316 Downtown Ashland Pine Grove Farm, contact Carolyn Peart, 798-9131 Visitor's Center- Tickets have sold out Hanover Arts and Activities Center- 798-2728