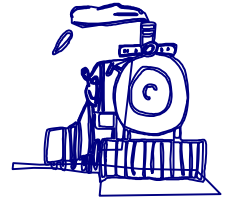


City of Bremen NEWS ON THE TRACKS



Scheduled Meetings

May 5th –
5:30PM, DDA, City Hall
Conference Room

May 19th –
7:00 PM, City Council,
Public Safety Building

May 26th –
5:30 PM, Planning &
Zoning, City Hall
Conference Room

Calendar of Events

May 10th –
5:00 PM, Bremen Car
Cruise, Downtown

May 17th –
8:00 AM - 2:00 PM,
BRIDGE Festival,
Public Safety Building

June 7th –
12:00 PM - 6:00 PM,
1st Annual Bremen Art
in the Afternoon,
Downtown

If you would like to
become a volunteer
for any event, please
contact

Julia Stephenson at
770-537-2331.



BREMEN CAR CRUISE

Antique cars, trucks & motorcycles. Located in downtown Bremen on Tallapoosa St.
Door prizes, music, food & fun. Held every second Saturday March - October.

Admission: \$0

Bremen Better Hometown invites you to be a part of the

1st Annual Art in the Afternoon

Saturday, June 7, 2008

12:00 PM - 6:00 PM

Our historic downtown streets provide the backdrop for crowds of shoppers and participants. Plan to spend the day in Bremen enjoying numerous booths with beautiful arts and crafts, a children's arts area, a variety of entertainment and lots of great food.



If you are interested in attending as an exhibitor, please download the Application from the Downtown home page (www.downtownbremen.com), contact us at Bremen City Hall 770-537-2331 or email us at jstephenson@bremenga.gov.

Julia Stephenson will be glad to assist you.

Free Admission for all ages so bring the whole family.

Bremen is 'building a BRIDGE' and working to get over it...

On May 17th, West Georgia residents will gather in downtown Bremen in honor of Bremen's organization, BRIDGE, designed to Bridge Recovery in Drug Gripped Environments.

May 17 festivities, 8am-2pm
Public Services Building (the new fire and police station)

- Fundraiser running race (5k) race with prizes (\$10 donation/entry fee)
- Children's Bike race with prizes (\$5 donation/entry fee)
- Children's Craft with prizes
- Inflatables and other activities
- Festival Food and Goodies
- Live musical performances
- and more...

Shop Talk

Store Image: Time for Rethinking?

Does your store's current décor properly create an ambience and excitement to keep customers coming back again and again? Remember, the storefront and display windows are the business's "billboard on Main Street." Is the storefront a "visual magnet"? Will that potential customer (who we know usually makes a decision in a glance of three-to-five seconds) decide to enter the store?

I'm challenging our downtown business owners to step outside their stores and do the following step-by-step critique. This "visual audit" should be a business strategy that is executed often.

⇒ Step One

Step outside, stand back 15 to 20 feet, and get a full view of your storefront. Does it make the proper "opening statement" for your store? Are your window visuals exciting? Do they reflect current trends? Is there "clarity at a glance" of what your store offers? What is the condition of your storefront? Is the paint fresh? What is the condition of your sign? Apply the old adage, "you never get a second chance to make a first impression" to the entire store. Remember, your selling floor starts *outside* your front door.

⇒ Step Two

Step inside your store and look slowly around. What messages do your displays and décor send? Do they reflect the look you want to convey? For example, are you clearly a fashion-forward store, sleek and sophisticated, warm and secure, etc.? Do the merchandise and displays send consistent signals to your customers? Is your message clear? The first minute in the store interior serves as a strong marketing message. A sensory connection of smell, sight, and sound help connect the consumer to the product. Consumers crave a multi-sensory environment where they have a sense of engagement and stimulation. Are you exploiting the sensory connection? Stop and "smell" the store.

⇒ Step Three

Now, look at the individual components of the store's concept. Do the fixtures look current or dated? Is the wallpaper torn and faded? Do you need fresh paint or an injection of color excitement? Are light bulbs burned out? Is the lighting dim and misdirected? Does the store flow feel comfortable and set a pattern for smart shopping? Is the signage informative? Look at each and every aspect with a critical eye. When customers or potential customers enter your store environment, are you setting the mood to turn them from "browsers to buyers"?

⇒ Step Four

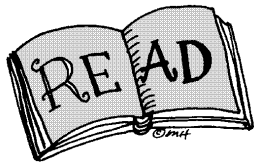
Your store's housekeeping habits can have a dramatic effect on its total visual presentation. Too often, we forget that a crisp, clean store is a key component of effective visual merchandising. Is there clutter on and behind the counter, racks that are dusty and smeared with fingerprints, smudged mirrors, brimming trash baskets, spotted carpets, water stains on the ceiling, plants that are "dying on the vine"? ...the list is endless. All of these detractors can destroy the staging of even the most wonderful merchandise. It is imperative that you use your most critical eye in this step.

⇒ Step Five

The store's overall *impression* will linger long after the *sale*. Look objectively at the merchandise itself. Has your merchandise mix changed or evolved since you opened the store? Are the store's look and the actual merchandise being sold consistent? For example, does your store have an active wear look, but you're selling career clothes? Be mindful of making the product the "star" in any visual display. Be careful not to make displays so elaborate that you diminish the impact of the product.

⇒ Step Six

Your overall image review must be comprehensive and include all of the "touch points" that affect your clients' perception of the business. For example, extraordinary and effective visual presentation extends to packaging, signage, etc. Does your packaging reflect your image and represent a great send-off? Is your signage doing a great silent selling job for you? Are your signs current? Nothing screams "lack of attention to detail" more than outdated signs. Do your sales associates reflect the image you seek to create in both the style of dress and manner of service? Look at each detail of your store with fresh eyes. Remember that 80 percent of shoppers report that they buy on impulse, not logic.



Library Calendar

Storytime – every Wednesday at 10:30 a.m.

Movie Matinee – every Wednesday at 1:00 p.m.
Lana Turner Film Festival



May 6th - Intro to MS Word

May 22th - Intro to Email



For more information, please contact the Library at 770-537-3937

Recreation Department

Hello, my name is Fenton Morris - your new Director of Parks & Recreation. I am a longtime native of Georgia; born and raised in Milledgeville. I have a wife, Jessica, and a little boy, Cooper (age 3) who are an inspiration to me and my career. I began my career in leisure services while working toward my undergraduate degree at Georgia College & State University, Milledgeville, GA. I worked through the college's Intramural Department, as a volunteer and employee, and through the local municipal recreation and parks department as a Summer Camp Program Coordinator. After receiving my undergraduate degree I went to work for the State of Georgia - Bill E. Ireland Youth Development Center, Milledgeville, GA as a Recreation Supervisor. After a few years of employment through this agency, I decided to continue with my education and pursue my Master's Degree through Pittsburg State University, Pittsburg, KS. I received a Graduate Assistantship through the Health, Physical Education and Recreation Department overseeing the university's Exercise Science Lab and Fitness Center. After receiving my Master's Degree, I went to work for the Joplin Family YMCA, Joplin, MO as their Sports Director. Soon after came an opportunity for me and my family to migrate back to Georgia when I was offered the Athletic Director's position with Hall County Parks & Leisure Services in Gainesville, GA. I have served in the leisure services field now for over 10 years. I plan on implementing my acquire knowledge and experience to the Bremen Parks & Recreation Department in order to continue the positive trend that the city has experienced through the years with this department and to make what is already good even better!! I would like to thank the Bremen community for being so warm and welcoming. It truly means a lot to me and my family. We are extremely excited and looking so forward to becoming part of the Bremen family.



For more information on current sports programs and classes being offered please contact:
Bremen Parks and Recreation Department
770-537-4222