



PO Box 65
Little Falls, NY 13365

Main Street First is a nonpartisan group whose interests are to help revitalize our city and to work constructively towards a better future.

**MAIN STREET FIRST'S
"STATEMENT OF PRINCIPLES"**

Last year, we mailed our Statement of Principles to every home and business within the city in an effort to create a dialogue among the citizens of Little Falls.

If you missed or misplaced it and

would like a printed copy, please let us know and we'll get one to you. Or you may read the full text online at our website. Our sixth principle: "We support historic preservation efforts and increased recreational facilities.

- * History-based tourism
- * Historic Preservation District
- * Visitor-friendly recreational opportunities
- * Additional emphasis on the full potential of Moss Island."

HOW TO JOIN MSF

If you would like to get involved, have questions or ideas, or are thinking of joining, we invite you to come to our meetings—everyone is welcome!

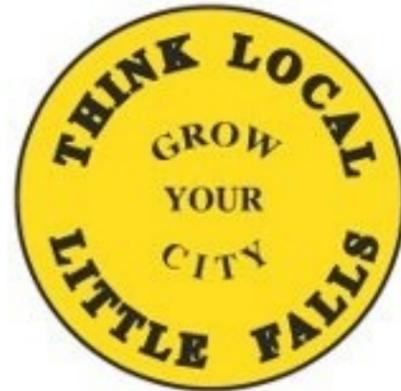
MSF'S SHORT-TERM GOALS

- * Begin community-kitchen classes, with a focus on classes on food preparation.
- * Work with local businesses to promote monthly "Third Thursday" events.
- * Help facilitate the completion of the construction of a composting toilet facility on Moss Island.
- * Identify projects for participation in the Keep Mohawk Valley Beautiful Campaign.

MSF'S LONG-TERM GOALS

- * Continue to expand and promote the "Think Local Little Falls" venture.
- * Work with city officials to promote residential revitalization through consistent codes enforcement.
- * Work with City officials and other community residents and groups to develop a comprehensive master plan for the City of Little Falls.

To receive a copy of this quarterly newsletter electronically, please send your request to: mainstreetfirst@yahoo.com.



THIRD THURSDAYS! Over 60 Little Falls merchants and service providers are offering discounts and specials. Think Local - Live Local - Live BETTER! For more information, please visit our website or <http://www.shoplittlefallsny.com/>

These are the sorts of things we discuss and plan at our meetings. Join us! Bring your ideas, skills, and energy and help us reach these and other good goals for our community.

Email us at: mainstreetfirst@yahoo.com
Visit our website at: www.mainstreetfirstny.com
Visit our blog at: <http://mainstreetfirst.wordpress.com/>

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MSF Gazette



BRAINSTORMING: Let's Try Some Hometown Pride

An article in our last issue discussed the many abandoned and rundown houses throughout our fair city.

Our city government, through the codes department and codes enforcement officer, is working to address these eyesore problems.

We all agree it cannot happen quickly enough. For those who live next to such a constant reminder of our city's dilemma, it can be quite discouraging.

One may ask, "Why should I bother keeping my house up when I live next to that?" Don't give up.

Little Falls was settled by immigrants, many of whom came with only a few coins in their pockets, a dream to build a better life and a work ethic to make it happen. They built many beautiful homes and proudly displayed them to all who passed. Their pride was contagious. From the smallest

abode to the grandest mansion up on the hill, they all evoked a warm and welcome feeling. Folks wanted to be here.

As many of the former manufacturing industries have closed their doors and moved away we have seen the need to change. The word tourism is at *continued on p. 3*

MSF PROJECT UPDATE: Cooking on the Community Kitchen

In 2011, we were approached by a local benefactor who was seeking assistance in creating a Community Kitchen. After discussing the many potential benefits of such a facility to the community, we voted to help. Meetings with community and MSF members have yielded interesting information

and increased enthusiasm for this idea. Existing community kitchens have been visited. Policies and procedures have been discussed. A survey was distributed locally to gauge the actual need for such a facility in Little Falls. From the survey, we gleaned that people are interested in several main uses: to take

teach cooking classes; access to a facility that allows them to prepare their specialty foods for commercial sale; to purchase meals prepared by a community-kitchen staff. All good ideas! To proceed, the facility would need state certification and a good location. Want to help? Please contact us.

Curious? Have feedback or ideas for us? Want to help? PLEASE JOIN US!

Next scheduled meetings:
Monday, July 1
Monday, July 15
Monday, July 29
@ 6:30 pm
690 Main Street, Little Falls

(For more details about our group, please see the back cover/p. 4)

COMING TO TERMS: Shoppers Square Reconstruction

A mixed bag of emotions grips Little Falls residents as we witness the demolition of Shoppers Square.

Perhaps first come relief and satisfaction--relief that "something is finally being done" and satisfaction that we will be experiencing

"Our nation will succeed or fail to the degree that all of us -- citizens and businesses alike -- are active participants in building strong, sustainable and enriching communities."

Arnold Hiatt, President, The Stride Rite Foundation

economic revitalization through Smart Growth. The new construction is taking place in our city center without having to extend city utilities and services--water, sewer, police and fire protection--outside of our established commercial district. Taxpayers will not be burdened.

And then comes hope--hope that the newly-renovated shopping center will be the economic elixir for what ails Main Street. Will the increased traffic and customer flow to shop in the new Price Chopper spur an economic revival for our entire downtown?

Many of us are also concerned about the impact of a major corporate supermarket in our city center.

What impact will Price Chopper have on other Main Street retail establishments that offer overlapping products and services? Will they be the good community citizens that the owners of Big M were? Will the reduced traffic flow through Little Falls while we do not have a supermarket negatively affect other merchants? Will Big M employees be able to find replacement employment?

As an organization, Main Street First feels a sense of pride. Several years ago, we began our existence in opposition to economic sprawl. We strongly support the economic redevelopment of Shoppers Square. It represents sustainable economic growth and helps Little Falls maintain its character as a walkable community.

Furthermore, we feel optimism and gratitude--optimism that our community is headed in the right direction and gratitude that the owners of Shoppers Square and Price Chopper (and Stewart's) want to invest in our future. We all hope that the eventual impact will be more employment opportunities and an expanded property tax base.

Little Falls--a community on the move!

Jeffrey Gressler

BRAINSTORMING: Hometown Pride (continued from p. 1)

the forefront of those discussions. In order for tourism to work as an industry, we need to make visitors feel the warmth of our community. They should feel the need to wander around and explore it.

We can all help create this warm feeling by making our own portion of the city pleasing to the eye. Create some curb appeal by keeping the grass mowed and trimmed and planting some flowers. Painting that new porch will help as well. Pressure treatment green is not a final trim color. Nor is faded gray. The front porch is not a good storage place except for maybe the kids toys. Certainly not for trash.

Maybe your disabled or elderly neighbors could use a hand sprucing up their place. Helping them with their lawn helps both of you. If you are a renter, you can take pride in your home as well. Keep the yard picked up, mow the grass. Talk to your landlord, offer to do some painting if he will buy the paint. There are many beautiful, well kept homes in Little Falls and those responsible should be commended.

When people come here to visit or live and spend some of their money, we all benefit. Let's put the welcome mat back out in our "cute little town." Let's all do whatever it takes.

Mike Evans

UPCOMING COMMUNITY EVENTS

JUNE

- * Thursday, 6/20. "Third Thursday" at participating area businesses. (Please visit www.shoplittlefallsny.com or the Facebook page for full details.)
- * Tuesday, 6/25, 5 pm. Fourth Annual Community Picnic, Moreland Park. Bring a generous dish to pass, drinks, and your own table service.

JULY

- * Tuesday, 7/2. 7 pm. Monthly Common Council meeting at 7 pm. Little Falls City Hall.
- * Thursday, 7/18. "Third Thursday" at participating area businesses. (Please visit www.shoplittlefallsny.com or the Facebook page for full details.)

AUGUST

- * Monday, 8/5 - Sunday 8/11. Canal Days Celebration throughout the City of Little Falls. Visit littlefallsny.com/CanalDays/ for more details.
- * Thursday, 8/15. "Third Thursday" at participating area businesses. (Please visit www.shoplittlefallsny.com or the Facebook page for full details.)
- * Saturday, 8/24, 10 am to 4 pm. Herkimer Co. "Day at the Farm," Raycliff Farm, Snells Bush Rd.



Mohawk River, Little Falls.
Photograph by Rob Richard.