



RANDY BORST/staff photographer

Goodfellows gather

Farmington Area Goodfellows have been busy packing baskets of joy for delivery this Saturday morning to 130 needy families and 150 needy seniors — in time for Christmas. Above, Goodfellows (from left) Eddie Weber, Fred Tuck, Bill Liba and Durward Hester pack canned goods, most of which were donated by Farmington Public Schools students. Each basket of joy includes canned

goods, apples, cornflakes, dried beans, fresh bread and gift certificates to a local grocery and discount store. Families also will receive toys and children's clothing. Seniors also will receive stationery, stamps, soap and paper goods. Financial support enable the Goodfellows to buy what's needed to round out the baskets of joy, tailored to each recipient's needs.

DDA, merchants separate but share a common goal

By Casey Hans
staff writer

The Downtown Development Authority will not link up with any downtown Farmington merchant's group, but will dovetail into promotional efforts when possible. DDA board members held extensive discussions this week, trying to determine how far the city authority should go in marketing the downtown area in conjunction with its improvement project, which includes pedestrian lighting, trees and new sidewalks. The \$1.4 million streetscape project is expected to take several years; phase one was completed this year.

"The ones (cliques) that are successful have dynamic leadership out of the business community and cooperation from the governments," said DDA member and city manager Robert Deadman, adding that a DDA and any merchants group must be kept separate but able to work toward a common goal.

"I'm concerned. I don't want to spread the executive director so thin

she can't get the job done. Wendy's (Strip Sittsamer) done a great job. I don't want to see that diminished."

FOR THE past two years, the Downtown Farmington Business Association, which recently lost its president, Jerry Wingerter of the Bon Ton Shoppe, has been responsible for developing promotions. No relation to the city's DDA, the group is comprised of merchants and businessmen and women with an interest in the downtown area.

Concerned with the future of that group and the downtown in general, the DDA appointed five members this week for a special promotion committee to continue studying how the downtown is being marketed.

Board members voiced concern that once their streetscape project is complete, the marketing and promotion of downtown needs to continue. The promotional committee comprises a quorum of the DDA board, so their meetings will be posted and open to the public.

Members include DDA president Harry Wingerter and DDA members Greg Hollier, Jody Sorosen, Frank Clappison and Larry Leachner.

MOST OF Tuesday's discussion revolved around how to get the DFBA merchant's group back on its feet and moving in the right direction without involving the DDA directly.

"It's a fledgling organization that needs a catalyst to get things moving," said DDA member Hollier, who chairs the new promotion committee. "There's no simple fix, no simple solution. We would be remiss to ignore it."

A majority of businesses responding to a recent DFBA survey said they felt a business organization was worthwhile, but the same number did not indicate an interest in serving on the group's board of directors or serving as a block captain. About 50 percent of the downtown businesses responded to the survey.

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