

What's Up Downtown!

Old Town Is Your Town

News from Old Town Cape

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Old Town Cape announces award winners at Annual Dinner

February 23, 2012 | Contact: Marla Mills, Executive Director

CAPE GIRARDEAU, MO. – Old Town Cape, Inc. held its Annual Dinner on Thursday, February 23 at Dockside in downtown Cape Girardeau.

Four awards were presented, recognizing outstanding efforts of individuals to preserve, promote, and revitalize the Old Town Cape district.

Volunteer of the Year

Claire Bruce was recognized as Volunteer of the Year for her leadership and work on the organization's Economic Restructuring Committee. A volunteer since 2009, she has worked on the Downtown Market Analysis and Market Messaging, Operation Main Street: Business Success Series, and a social media business promotion for Christmas. In addition, she directly works with downtown small business to strengthen and grow them.

Business Excellence

State Beauty Supply, owners Emilie, John & Lindy Lysell, was awarded Old Town Cape's Business Excellence Award. The award recognizes a business that demonstrates community involvement and a strong or long term support of downtown. The Lysell family bought State Beauty Supply in 1992 and has consistently grown it over time. In 2010, it was recognized as store of the year out of 225 stores in 18 states. State Beauty Supply has demonstrated a commitment to revitalization and place-making in the downtown. Serving as a catalyst and an example, the business was one of the first building rehabs to start on Broadway and they continue with interior and parking lot improvements planned. In addition, one of the owners, Lindy, donates her time to be a part of the Community Improvement Steering Committee. The business is more than where they do business, it's where they grew up and where they live and they embrace it. The business is a legacy from their mother, and one that benefits our community.

Excellence in Preservation

Highlighting projects in the district that demonstrate best practices in the preservation of the historic built environment, Broadway Prescription Shop and Shivelbine's Music were recognized for the rehabilitation of their historic commercial signage.

Broadway Prescription sign was constructed 40 years ago and was designed by an employee, Carroll Snead who was a pharmacist and a woodcarver. Snead who recently retired with 54 years of service, hand carved the iconic mortar and pestle sign from western red cedar. It was restored in August, 2011 by Tim Roth, a local artist and wood carver. Roth says it is the oldest hanging wood sign in Cape Girardeau.

Shivelbine's sign has also been an iconic feature along Broadway for over 40 years. The original sign was constructed in 1969 by General Sign Company. Its rotating face originally had Magnavox on one side and Shivelbine's on the other. Coast to Coast Sign Company rebuilt the sign based around a design created by the Shivelbine family.

Charles L. Hutson Visionary Award

Jim Riley, founder of Red Letter Communications, was honored with the Charles L. Hutson Visionary Award. This award recognizes individuals who have provided dedication, commitment, leadership and opportunities to the Downtown area. Riley was honored for his perseverance and ongoing work to improve and revitalize downtown. His work started in 1981 when he chose to locate Red Letter Communications downtown and has been committed to keeping the business downtown ever since, just recently announcing a relocation to 16 North Spanish. Riley has also been involved in many aspects of downtown. He is an advocate, supporter and resource to the Discovery Playhouse. He is a partner in Dream Big LLC, which led to the Isle Casino Cape Girardeau being built adjacent to the downtown. Riley has committed his time, resources and creative talent to help move forward the Community Improvement District. In addition to his specific downtown projects, he has worked through the years on numerous projects and ideas that have impacted the entire community, such as the development of the Transportation Trust Fund, Fire and Parks tax initiatives and lighting on the Bill Emerson Memorial Bridge, etc.

2012 Board Officers

Old Town Cape announced its officers for 2012. Incoming president, Dr. Lisa Bertrand, Southeast Missouri State University and Spanish Street Mercantile; Past President, Dennis Meyer, Meyer Supply; Vice President, Cory Daniel, Montgomery Bank; Secretary, Donna Denson, Southeast Missourian; Treasurer, Sally Owen, Southeast Health, and Advisor to the Executive Committee, Dr. Steven Hoffman, Southeast Missouri State University.

New Board members include Gerald Jones, Neighborhood Connections liaison, Hunter Clark, Broussards, Stan Penn, US Bank, and Kelly Green, City of Cape Girardeau liaison.

Old Town Cape is a nationally accredited Main Street Program that works to build a downtown community that cherishes its past and is an economically viable district in which the citizens of Cape Girardeau can live, work and play.

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