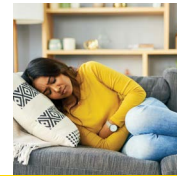




**KITSMILLER
KONSINGMENT**
a safe and hassle-
free way to selling
your RV



KONA ICE
Sweet treats
and community
service



**PHYSICAL THERAPY
SERVICES OF LANSING**
Compassionate care
for challenging health
concerns

OURTOWN AT A GLANCE >>



Say hello to the Hidden Gem Event Venue

Former Charlar Place becomes Holt's newest wedding venue

More than 10 years ago, Ernest and Carmen Tisdale were a young couple, searching for the perfect venue for their fall wedding. They wanted something simple yet elegant, peaceful and quiet, that could easily be personalized to fit their unique style. But after calling more than 65 potential venues, the couple realized that finding the perfect venue was more challenging than they thought.

"I'm not a cookie-cutter person," Carmen said. "We wish we could have found something that better suited our personality."

While they did eventually find a venue to celebrate their big day, the couple decided to sit down and write a just-for-fun business plan for their ideal wedding venue, including everything that they wish they could have found in their own exhaustive search. They called their future dream business "The Gem." After writing it all down, they tucked the plan away and started their new life together.

After building careers in the public and private sectors and having three children, the wedding venue idea resurfaced. Both of their business mentors brought it up in the span of a week. Around the same time, a friend in commercial real estate told the couple about a venue space that was for sale in Holt, MI.

"This might just be the time that we take the leap of faith," Carmen said.

When the couple visited the venue, the former Charlar Place in Holt, they were blown away.

"It was exactly what I had imagined all those years ago," Carmen said. "I couldn't put it into words."

In addition to the venue's versatility and charm, the couple was drawn in by the peaceful pond and outdoor space available. Tucked away into a serene corner of Holt, they were excited about all of the possibilities of this new space. The couple decided to name their new wedding venue "The Hidden Gem." They purchased the property in February 2020 and got to work making cosmetic updates and renovations for the upcoming wedding season.

Then, COVID-19 cancelled all events for the foreseeable future.

The couple decided to stay positive, choosing to enjoy the extra time together as a family and the new opportunities to complete renovations on the venue. From new floors to landscaping to the assembly of the brand new chandeliers, the family took advantage of the extra time to turn the former building into the new Hidden Gem Event Venue.

Continued on next page



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Say hello to the Hidden Gem Event Venue —
continued from page 1

“You feel something internally when you walk into the venue,” Ernest said. “Every aspect has been thought about, evaluated, and a lot of deep thought went into each part. We take pride in that and hope that others will experience that same excitement to host their events with us.”

While the couple is excited to see their own vision of the wedding venue come to life, they are pleased that the Hidden Gem’s address will remain on Charlar Drive, an homage to the history of Charlar Place and the community’s love and support of the long-standing business.

Looking ahead, the couple is looking forward to booking weddings and events for the upcoming season and getting back to the “new normal,” whatever that may entail. For now, they’re doing everything they can to make their venue a safe place for events to be held during COVID-19, allowing limited guest events, outdoor events, sanitized interiors and above all, superior customer service.

“We both have a passion to provide a great customer experience and amazing moments for people,” Ernest said. “We want every step of the journey — from when you walk in to when you book to your event to the big day itself — to be something amazing and memorable.”

**The Hidden Gem Event Venue
is at 4230 Charlar Drive in Holt,
517.699.5595,
www.thehiddengemvenue.com.**



THE
HIDDEN GEM
EVENT VENUE

OURTOWN | Summer 2020

The Holt Farmers’ Market is open Saturdays!

*We are excited to invite the
community to join us at
the Holt Farmers’ Market,
Saturdays from 9 a.m. to 2
p.m. Friday Mini-Markets are
closed until further notice.*



Customer flow

There will be one entrance into the market (north side of the building) and one exit (south side of the building). Customers will move in a one-way direction once inside the market and will follow directional signage and maintain social distancing.

Shopping Only

While we all enjoy the opportunity to socialize, during this pandemic the market is open for shopping only. Customers and vendors are asked to keep socialization to a minimum in consideration of others.

Customers are discouraged from using cash. Debit/credit is preferred. Customers will not be allowed to consume food or drinks while inside the market. Please note that picnic tables, public restrooms, and the drinking fountain will not be available for customer use.

**Holt Farmers Market is at 2150
Cedar Street in Holt, 517.268.0024,
holtfarmersmarket.org.**

In order to keep all of our market patrons safe and healthy, we have implemented the following operational changes. We are anxious for the time when COVID-19 no longer requires us to take these precautions. Until then, please shop local and stay healthy!

Face masks

All customers, Holt Farmers’ Market vendors and employees will be required to wear a face mask inside the market. Masks must cover the mouth and nose and remain on at all times.

Social distancing

Customers are asked to maintain social distancing while shopping inside and on the market property.

Hand sanitizer

Hand sanitizer will be available throughout the shopping area for use by customers, vendors, and employees.

Building capacity and children (under 16 years of age)

The number of shoppers inside the market will continue to be limited. Groups of up to four will be allowed. Children are allowed inside the market only when accompanied by an adult. Children must stay with the adult at all times.

Kitsmiller RV Starts New Sister Company — *Kitsmiller Konsignment*



Anyone who has ever tried a do-it-yourself sale of a big-ticket item knows what a hassle it can be. Between determining a fair price, listing the item online, negotiating with potential buyers, and scheduling viewings, the whole process can be a huge headache and open some sellers up to potential scams.

Kitsmiller RV knew this was a concern for many of their customers and decided to take action. They launched Kitsmiller Konsignment, a sister company of their local, longstanding, family-owned RV dealership.

“We decided to launch Kitsmiller Konsignment for the community because we base our company on our customer’s needs and this was a huge need in our community,” said Amber Arevalos, sales manager of Kitsmiller RV. “There was a need to provide people a safe and hassle-free way of selling their RVs. A lot of people felt uneasy about allowing people to come to their house and felt that there was more of a chance to be a part of a scam.”

So how does it work? You take your old RV or camper to Kitsmiller Konsignment and tell them how much you’d like to receive from the sale. Kitsmiller Konsignment will handle the cleaning, photos, listing, customer walk-throughs, and final sale. They mark up your requested price to cover their costs and you walk away hassle-free.

Kitsmiller RV has been family-owned and operated since 1961 and has built their business on making their customers’ lives easier. Whether it’s helping a family find the perfect RV or providing an option for someone to take the hassle out of selling an RV, customer service is the backbone of their business.

“RVs are a home away from home, so I am providing my customers as much knowledge about their purchase to make sure this fits all their needs,” Amber said. “Although there is never a perfect purchase here at Kitsmiller RV, we try and make sure that the customers’ money is going towards something they will love and enjoy as well as create a lot of lifelong memories.”



Kitsmiller Konsignment and Kitsmiller RV is at 1211 N Cedar Street in Mason, 517.694.7500, www.kitsmillerrv.com.

Physical Therapy Services of Lansing

Compassionate care for challenging health concerns



Physical Therapy Services of Lansing is at 3937 Patient Care Drive, Suite 105 in Lansing, 517.272.9320, ptsofmi.com/lansing-clinic.

If you want to learn more about lymphedema or pelvic floor care, feel free to email Saige Richardson at SRichardson@ptsofmi.com.

When someone suffers from an injury, physical therapy provides an effective method to help them get back on their feet. But for patients who suffer from unique health challenges — like lymphedema or pelvic floor dysfunction — many standard physical therapy offices don't provide the specialized care they require.

That's where Physical Therapy Services of Lansing comes in.

"We are the only clinic in Lansing that will treat lower extremity lymphedema if there's a presence of a wound," said Saige Richardson, practice partner of Physical Therapy Services of Lansing.

Lymphedema is the swelling of arms and legs that often occurs as a result of damage to the body's lymphatic system. This swelling can cause a feeling of heaviness or tightness, restricted range of motion, aching and discomfort and puts patients at an increased risk of infection. If left untreated, the skin can begin to break down, causing open wounds. Because of this, many physical therapy offices are unwilling to see these patients after a wound has formed, leaving them without a place to find relief.

"We have a really big responsibility for this population that often falls through the cracks," Richardson said.

Physical Therapy Services of Lansing also provides unique services for another group of frequently underserved patients — those who suffer from pelvic floor dysfunction. The term "pelvic floor" refers to the canopy-like group of muscles that stretch across the bottom of the pelvis, providing support to the bladder, reproductive organs and rectum. These muscles can weaken with age or injury, causing a number of health concerns. While these health challenges are extremely common, some patients can find it difficult and embarrassing to talk about with a health care provider. Richardson and her team pride themselves on creating a safe and relaxing environment so patients can feel comfortable and confident getting the therapy they need for these sensitive health concerns.

"I'm 100% a caregiver at heart," Richardson said. "We provide a safe place for a lot of our patients. We're a comfortable relaxed place for them to be."

Looking ahead, Richardson is looking forward to investing in continuing education to increase her team's knowledge of lymphedema and pelvic floor care. Her team, made up of two physical therapists and two physical therapist assistants, will continue to offer flexible hours, 7 a.m. to 7 p.m., to make sure that their services are available for anyone who needs them.



Kona Ice dishes up sweet treats and community service

It's a good day when the Kona Ice Truck rolls into town.

Owner Mary Breier has been bringing cool, delicious treats to birthday and graduation parties, workplace events, and neighborhood blocks since she took over the Holt's Kona Ice franchise in 2012. Mary and her husband John raised their family in Holt and built their Kona Ice franchise business on the foundation of community service. Their official tagline is "Kona Ice is what we do, giving back is who we are."

They had an opportunity to live out this core business value in a new way when COVID-19 shook the community earlier this year. Just as all of Kona Ice's usual events were cancelled, the demands on food banks shot up dramatically.

Mary transformed her refrigerated truck into an essential tool for the work of the Holt Community Food Bank and the local churches who banded together to provide support.

"When we learned that they really needed milk, it was just the perfect solution," Mary said, "We could sit outside the church every day to collect the donations."

Her Kona Ice truck kept perishable food donations cold and was used to transport food packages to pantry locations. When the Easter holiday break led to a shortage of usual volunteers, Mary joined forces with Dr. Hornak to personally deliver food to the designated locations. They joined forces with the Holt Kiwanis to deliver Easter eggs for families to enjoy with their regular donations.

Mary estimates that anywhere between 500 and 1,000 pounds of food traveled through her truck daily during the early weeks of the pandemic.

"We were really happy to be involved with it," Mary said, "It was nice to be out there every day and so wonderful to see the support from the community."

As Kona Ice franchisees, community service is a natural inclination for the Breiers. Before the pandemic, they regularly made donations and gave proceeds back to the school district and area nonprofits through Kona Ice's Giveback Programs.

While the need for food donations and distribution has waned, Mary's dedication for the community remains steadfast.

"Holt is very near and dear to us," Mary said. "We are always looking for opportunities to get involved and give back to the community."



Find out more about Kona Ice Holt/Lansing by visiting www.kona-ice.com/local-site/kona-ice-holt-lansing or calling 517.203.9371.

Olson Solutions

Local “solopreneur” helps businesses focus on growth



When Tonia Olson thought about her long-term career goals, becoming a solopreneur was never part of the picture.

She spent her career at Granger in Lansing, first working in public relations and marketing and then slowly adding more responsibilities and accolades. Several times

throughout her career, she considered opening up her own business. But as a self-proclaimed risk-averse person, she shied away from the idea.

Until last November, when something finally clicked.

The opportunity seemed ripe and Olson decided to open up her own consulting business, bringing her unique combination of relationship building and organizational skills to a new set of clients. She launched Olson Solutions, a company that helps clients link ideas, people, and resources for organizational growth and development.

“Now that I’m doing it, I realize that it’s fun, not scary,” Tonia said, “It’s rewarding and empowering.”

After a long career in a single industry, she enjoys the opportunity to collaborate on new types of projects with businesses of all sizes.

“I feel like I’m learning again,” she said. “I feel like when you are an external person providing business support, you have a different perspective. You can really contribute. That’s a good feeling.”

Though the pandemic sent shockwaves through the business community, Tonia’s unique and diverse skill set remained crucial for her clients. While partnering with internal resources, she was able to advise one of her clients how to restructure their business to reopen offices safely.

Moving forward, Tonia is looking forward to building relationships in the community. When she reflects back on what led her to this point, she credits her long career at Granger in addition to her experiences serving on several Delhi Township boards and committees.

“I know that a lot of people don’t consider the opportunity to volunteer and serve on public boards, but it was so valuable to me,” she said. “I can’t say enough about that. Particularly at Delhi, they made sure I had the training. I think I would encourage others when they have the opportunity of time, they should consider volunteering to help support the community. The dividends will be there.”

Find out more about Olson Solutions at www.olson-solutions.com or by calling 517.896.9729.

OLSON
SOLUTIONS



Photo courtesy of the Holt-Delhi Historical Society.

A glimpse at downtown Holt in the 1910s

DELHI DDA OFFERS “BACK TO BUSINESS” DIGITAL MARKETING PROGRAM

The early days of the pandemic was an uncertain time for many Delhi area residents, especially for small business owners. In an effort to help support Delhi area businesses, the Delhi Downtown Development Authority (DDA) decided to take action.

The DDA launched the “Back to Business” digital marketing support program, allowing all businesses in Delhi Township the opportunity to take advantage of digital marketing support services completely funded by the DDA.

“At the DDA, we believe our hometown businesses are part of what makes Delhi Township a great place to work and live,” said Howard Haas, executive director of the Delhi DDA. “This program allows businesses the opportunity to spread the word about their products and services and attract new customers.”

“This program allows businesses the opportunity to spread the word about their products and services and attract new customers.”

— Howard Haas

For the businesses who participated, free digital marketing services represented an investment in both current and future customers. The stay-at-home order created a captive audience of digital users. The cost effectiveness and versatility of digital marketing allowed each business to get their message out into the local marketplace and transform those digital users into potential customers.

To learn more about the DDA “Back to Business” Digital Marketing Program, visit delhidda.com/delhi-dda-digital-marketing-support.

“We are proud that this program was available to all Delhi Township businesses, not just a select few,” Haas said. “We are confident that the investment made in these digital marketing services will have an exponential impact on these businesses in the months to come.”

In all, 81 Delhi-area businesses opted in to the program. Many campaigns are still ongoing, but those who have finished their digital marketing campaigns have reported positive results.

Jennifer Sesniak of BluBird Kitchen & Design noticed a dramatic uptick in her website clicks and said she has been receiving more calls than this same period last year. She described her entire experience as positive.

“Everyone I’ve spoken with has been so friendly,” she said. “They were great about communication, and very quick with responses to my questions.”



This historic photo shows an interurban electric railway car passing through Holt as they did regularly from 1909 to 1929. This was a seemingly happy and prosperous time, though the year 1918 brought the conclusion of a deadly World War and the Spanish Flu pandemic which killed nearly 2% of Ingham County's population, a proportion comparable to the hardest hit areas in the state. The pandemic's peak was October 1918, which took 157 Ingham County residents' lives. Holt was not particularly hard hit. Late in 1918, the State Board of Health established strict quarantine parameters for affected families. Some schools in Ingham County were affected with teachers falling ill, forcing the closure of rural schools. In nearby Mason, a temporary closure of schools, churches, theaters, and some businesses was enacted in October 1918 to slow the spread of influenza. Another response came out of Lansing, in which a group assembled a county-wide effort to offer home nursing and hygiene classes. The pandemic wound down by the summer of 1919. After such a tragedy, a brighter period arose in June 1919 when Michigan became the third state to ratify the 19th amendment, granting women the right to vote.

To learn more, check out the Holt, Michigan: A Slice of History Facebook page, or www.holthistory.org/history.

Check out the new Redwood Apartments!

Holt's newest housing community

Have you noticed the new construction zone on South Cedar Street? In just a short time, the empty lot on Holbrook Road and Cedar will be transformed into Holt's newest housing community — Redwood Apartments.

Unlike traditional apartment complexes, Redwood's signature design feels more like a single-family home. Each floor plan in Redwood Holt will include two bedrooms and two bathrooms along with walk-in closets, washer/dryer hookups, vaulted ceilings, and a green-centric neighborhood setting. Want to bring along your four-legged friend? Redwood Apartments are pet friendly, too.

Redwood Living Inc. is based in Independence, Ohio. The company manages more than 100 communities throughout Ohio, Michigan, Indiana, Iowa, North Carolina and South Carolina. They identified Holt, Michigan as an ideal place for their next community because of the unique community makeup.

"The Holt/Delhi area does not have many solutions for aging-in-place, multi-family living options that offer the types of accommodations that promote lifelong independent living," said Mike VanGelder, senior vice president of property operations at Redwood. "Redwood's single-story



apartments include private entrances and patios, attached garages, open floor plans, upgraded features and spacious storage, so residents can still enjoy all the comforts of home plus the conveniences of a maintenance-free lifestyle. This combination appeals to a wide range of residents, however coupling the Redwood living option with the area's established senior housing activities and programs, including the Sam Corey Senior Citizen Center, seemed like a perfect fit."

Upon completion of both phases, the neighborhood will house 199 units ranging in size from 1,294 to 1,620 square feet. Redwood is now pre-leasing units and expects the first residents to be able to move in by the end of the summer. The project is expected to be fully completed by March 2021.

Redwood Holt will be at the corner of Holbrook Drive and Cedar Street, south of Holt Road.

For more information, visit www.byredwood.com/apartments/mi/holt/redwood-holt.



THE DDA – WHO WE ARE AND WHAT WE DO

The Downtown Development Authority (DDA) promotes economic development through business attraction/retention programs and works to foster investment within the DDA district. It strives to increase the township's tax base and strengthen the local economy while maintaining those qualities that make Delhi Township a desirable place to live and work. For more information, visit us at www.DelhiDDA.com.

To contact us: Howard Haas, Executive Director
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