

**APRIL
2019
NEWS**

Luverne
Area Chamber & CVB



Welcome Your New Chamber Employee!

The Luverne Area Chamber Board of Directors is excited to introduce your Chamber's newest employee! **KATIE OKSNESS**, Luverne native, will join the Chamber as your new **ADMINISTRATIVE ASSISTANT** starting on April 8, 2019. Katie will be responsible for many of the Chamber, resident and visitor services along with supporting of the work of many of the exciting projects that are happening in our community. One of the big projects that the Chamber will be working on is the updating of the Chamber website to provide greater interactive services for our members and Katie will be very involved in that process. Katie will also be an integral part of the social media strategy that the Chamber will use to promote members and community events.

The Board encourages you to stop by and bid Katie welcome! Look forward to hearing another voice on the end of the phone when you call beginning on April 8th! The Board is also excited to introduce you to Katie at the Chamber After Hours celebrating Earth Day on Monday, April 22nd!

Katie's email: brandenburggallery@co.rock.mn.us

Chamber After Hours

Monday - April 22, 2019 - 5 pm to 7 pm

At the Chamber

EARTH DAY CELEBRATION



The Chamber Board of Directors invite you to their Chamber After Hours—meet and greet in honor of Earth Day. This is a great chance to network with your fellow Chamber members, grab a snack and beverage, discuss some of the important issues facing our community.

As the date is Earth Day...we will be celebrating with a short presentation by Worthington business-owner and Luverne native Bill Keitel. He will speak for a few minutes at 5:30 pm about the Silent Oak Society and it's purpose. Following his presentation, the Luverne Area Chamber and CVB will plant a bur oak on the Courthouse lawn!

This event will kick off the efforts of the Silent Oak Society in promoting, supporting and planting of oak trees in Luverne! Join us for a night of fellowship and networking! Members and their guests are welcome!



Trophy designed by Scott Viessman of A-1 Jet
Logo designed by Janell Hasselmann of Quality Printing

DISCOVER
THE POWER OF
PROTEIN
IN THE LAND OF
LEAN BEEF



May is
**BEEF
MONTH**

LOVE THE BURGER BATTLE SPONSORS:

**ROCK-NOBLES CATTLEMEN ASSOC.
LIVERNE AREA CHAMBER & CVB**

PARTICIPATING RESTAURANTS:

**75 DINER
GREEN LANTERN BAR & GRILL
HOWLING DOG SALOON
STERLING'S CAFÉ & GRILLE
THE BLUESTEM**

MAY IS BEEF MONTH...and what are we going to do to celebrate? *How about a burger battle?*

Thanks to a partnership with **five amazing local restaurants**, the **Rock-Nobles Cattlemen Association**, and the **Luverne Area Chamber & CVB** is hosting the **first annual LOVE THE BURGER BATTLE!** This five-week event allows anyone to take part in the fun! All you have to do is dine at one of our participating restaurants, order their featured "Love the Burger Battle Burger" and vote via a stamped postcard. Each person that orders the featured burger will get a postcard...that will serve to vote and as your entry in the contest.

The burgers will be on the menu during regular restaurant hours from **April 29 through May 27**. Dine multiple times at any restaurant, vote as many times as you eat the featured burgers and take part in this fun way to promote beef and the great American burger!

Each week, the Chamber will draw five names from the entry postcards and each winner will receive a \$10 gift card from one of the participating restaurants. All the votes will be tallied up and on Friday, May 31st—during the Buffalo Days Cruise-In...the Rock-Nobles Cattlemen will present the trophy to the winning restaurant.

Table tents will be given to each restaurant which will feature photos of each restaurant's burger entry...as a reminder for you to make the rounds and try five great beef burgers at five great restaurants!

Encourage your friends, neighbors and family members to take part! All burger eaters have a chance to win a dining gift card...and have fun in the process!



THE LUVERNE SILENT OAK SOCIETY is being formed to promote the BUR OAK by educating the public to encourage the planting and preservation of the BUR OAK in the Luverne area. The bur oak is a species of oak in the white oak section *Quercus* sect.

Quercus macrocarpa is widespread in the Atlantic coastal plain from New Brunswick to North Carolina, west as far as Alberta, eastern Montana, Wyoming, and northeastern New Mexico. The vast majority of the populations are found in the eastern Great Plains, the Mississippi–Missouri–Ohio Valley, and the Great Lakes region.

Quercus macrocarpa is a large deciduous tree growing up to 98 ft and rarely to 160 ft in height. It is one of the most massive oaks with a trunk diameter of up to 10 ft. Bur oaks are one of the slowest-growing oaks, with a growth rate of 1 to 3 ft per year when young, depending on environmental conditions. A 20-year-old tree will typically be about 20 ft tall if grown in full sun. Bur oaks commonly live 200 to 300 years old, and may live up to 400 years.

The bark is a medium gray and somewhat rugged. The leaves are 2 ³/₄–6 inches long and 2–5 inches broad, variable in shape, with a lobed margin. Most often, the basal two-thirds is narrower and deeply lobed, while the apical third is wider and has shallow lobes or large teeth. The flowers are greenish-yellow catkins, produced in the spring. The acorns are very large, 1–2 inches long and ³/₄–1 ¹/₂ inches broad, having a large cup that wraps much of the way around the nut, with large overlapping scales and often a fringe at the edge of the cup.

The ACORNS are the largest of any North American oak and are an important wildlife food; American black bears sometimes tear off branches to get them. However, heavy nut crops are borne only every few years. In this evolutionary strategy, known as masting, the large seed crop every few years overwhelms the ability of seed predators to eat the acorns, thus ensuring the survival of some seeds. Other wildlife, such as deer and porcupine, eat the leaves, twigs and bark. Cattle are heavy browsers in some areas.

Bur oaks primarily grow in a temperate climate, in regions such as Wisconsin, Minnesota, Illinois, Indiana, and Iowa where their tree rings are read as one year of growth. This is because the trees grow more in warm wet climates and less in cold dry climates. So, when the season changes so does the amount the tree ring will grow for that year. The woody part of the tree that presents the rings is made up of xylem. The xylem is darker when it is more packed together. This occurs in colder and dryer weather. The lighter part of the ring occurs during an ample growth period which includes warm and wetter weather.

Bur oak typically grows in the open, away from forest canopy. For this reason, it is an important tree on the eastern prairies, often found near waterways in otherwise more forested areas, where there is a break in the canopy. It is drought resistant, possibly because of its long taproot. At the end of the growing season, a one-year sapling may have a taproot 4 feet 6 inches deep and a lateral root spread of 2 feet 6 inches.

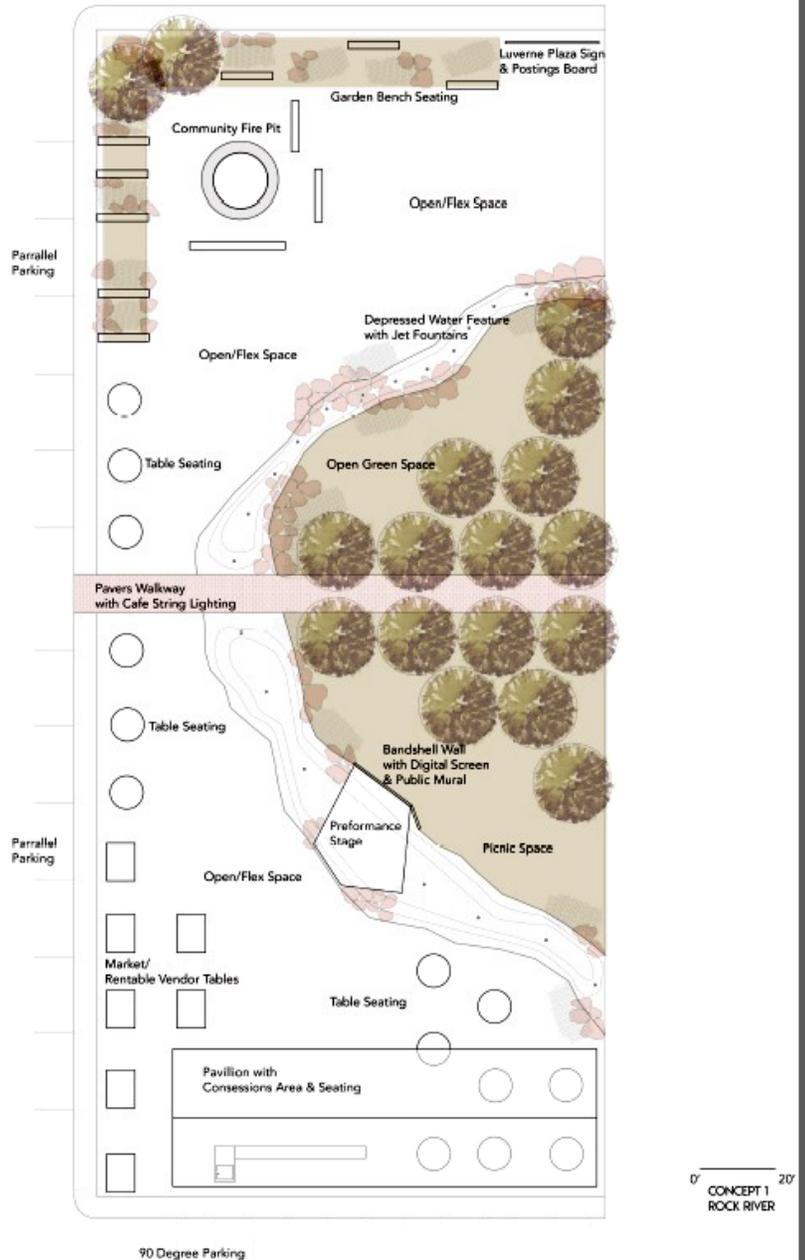
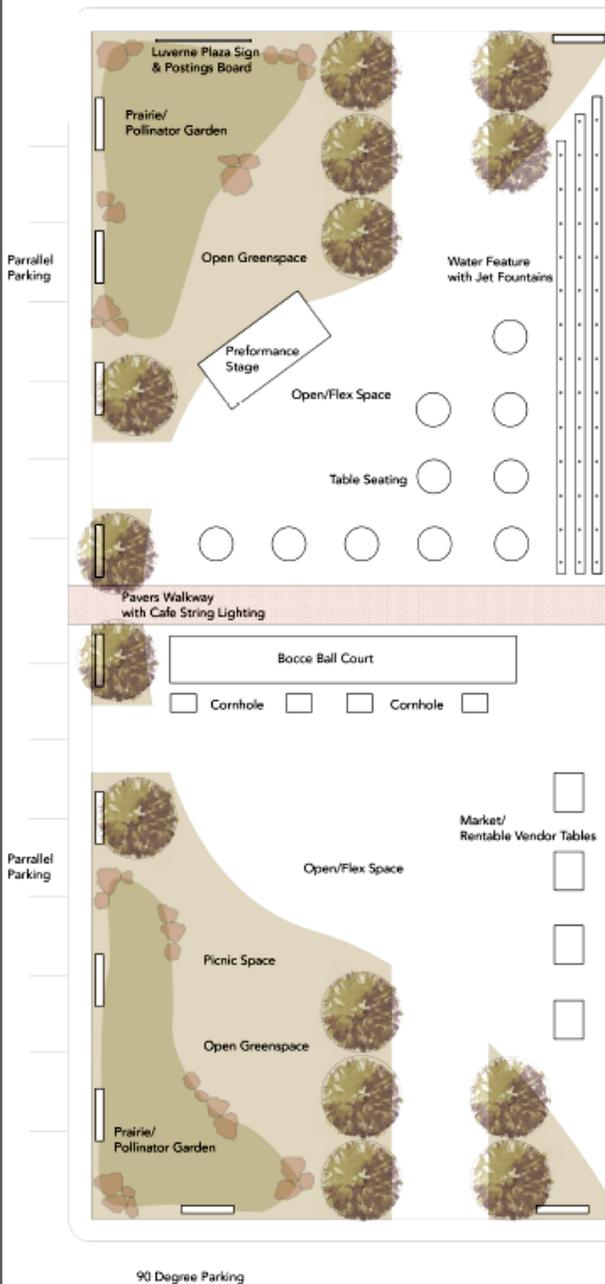
Large bur oaks, older than 12 years, are fire-tolerant because of their thick BARK. One of the bur oak's most common habitats, especially in Midwestern United States, is the oak savanna, where fires often occurred in early spring or late fall, especially in hill country. Without fires, bur oak is often succeeded by other tree and shrub species that are more shade-tolerant. Older bur oaks may survive in dense woodlands for 80 years, until they are weakened by wood-rot fungi in the lower branches killed by shade, and by 100 to 110 years, they are often snapped by wind storms.

Community members are encouraged to support this effort by planting bur oak trees on their property and registering the location with the Society. The Society will keep a record of the plantings and locations. Charitable donations will also be encouraged for planting bur oaks on public property in a partnership with the City of Luverne, Rock County and other public institutions. A \$250 donation will allow a tree to be designated: "In Honor Of _____" or "In Memory Of _____". Please contact the Chamber for additional information.

The PLAZA STEERING COMMITTEE would like to share three of the first concept drawings of a plaza for downtown Luverne.

These concepts were developed by U of M College of Design Graduate Student Haily Schmidt and professor of architecture, Dr. Virajita Singh from the list of ideas compiled at the first community input session held in Luverne on Monday, February 11th.

On Monday, March 25, to a crowd of about 40 some Luverne residents—these drawings were unveiled. The crowd broke into small discussion groups and came up with interesting suggestions to improve the plan.

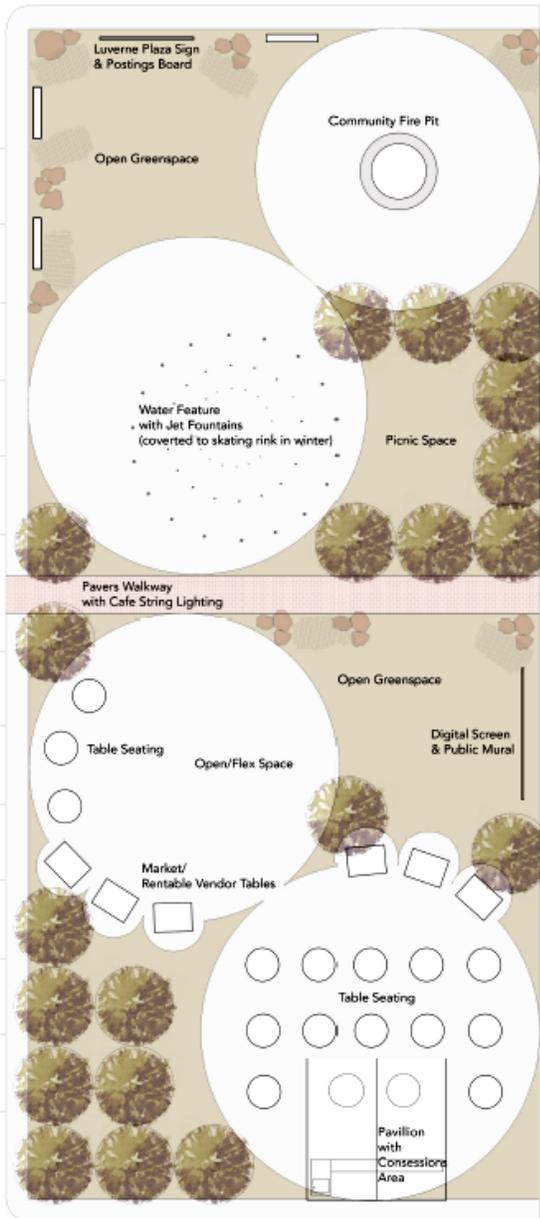


These plans represent concepts only. The committee asked that the design represent an approximate size of 1/2 city block with frontage on three sides.

Now is the time for you to share your thoughts and ideas about a downtown plaza. Take a look at these images or better yet, stop by the Chamber to see the images on big photo boards. Then...share your thoughts, ideas and comments. The Committee wants input! That is the most important part of the design process is to get everyone's ideas.

Simply send the Chamber an email, stop by the office to share your thoughts or let the Chamber know you are interested in keeping informed about the project! The committee sends minutes and notes of meeting to people interested in the project.

luvernechamber@co.rock.mn.us or 507.283.4061



90 Degree Parking

You can also discuss your ideas with any member of the Plaza Steering Committee. Those members are: Dave Haugom (Chair), Corrine Bonnema (Vice-Chair), Judy Fenske, Holly Sammons, Dave Riphagen and Emily Rensink.

No doubt the most frequently asked question is: “Where will it be?” Although the committee has discussed what could be options, the truth is that nothing is going to happen without a lot of work and planning. Identifying a site could be a 1-10 year process. Finding a way to pay for the project could also take a long time...a few years to more than a decade.

You might ask then why are people working on it now? Over the last decade, we have seen a lot of progress in our community. The single common thread to all that has happened is that people started dreaming. From their dreams they developed work plans, from their work plans they developed a method to make it happen and finally...the dream began to take shape.

That is what the Plaza Committee is doing now! They are taking beginning steps to make the dream of a downtown plaza a reality. It is going to take a lot of work, time, energy and resources to make it happen...just like so many wonderful things that have happened in this community.

Wouldn't it be fun to have a place where people can gather, shop, dine & play on Main Street?



0' 20' CONCEPT 3 COMMUNITY CIRCLES



Southwest Regional Sustainable Development Partnership



LUVERNE CITY-WIDE SPRING RUMMAGE SALES

May 2, 3 & 4, 2019

Specify your days/hours!

Registration deadline - April 22nd!

Individuals & businesses invited to participate!

Early-bird registration—\$20/After April 12th—\$25



Info at: www.LuverneChamber.com



Feed our kids this summer!

BackPack Program NEEDS YOUR HELP!

WE NEED YOUR HELP:

The **Luverne Backpack Program and Farmers Market** will be collaborating together to help families in need. The school Backpack Program gives out over **160 bags** of food weekly to students in **grades Pre-K through 12th grade**. Just because school ends does not mean the need for food ends, especially with a very long summer due to construction on our Luverne Schools.

The Farmers Market will be handing out bags weekly to students who pre-register for the program. They will receive **3 days of meals** along with **\$4.00 of tokens** for fresh fruits, vegetables, jam, honey, eggs, meat, and white or wheat bread from the market. Also, during the time they are at the market they will receive education of how fruits and vegetables are grown, have taste tests, and get educational “kid friendly” recipes. This **program will run for 14 weeks** and close the gap of when school ends until it opens back up in the fall.

We are estimating the program to cost around **\$6000**. We are asking for businesses, organizations, and individuals to donate money to a great cause. All money given will be used to purchase food. Volunteers will run the program by ordering the food, bagging the food, and delivering the bags to the children.

Please help us in this great mission to feed our hungry youth and also to help educate them on healthy eating and exposing them to good food choices.

You may write your checks out to: **Luverne Summer BPP**

Send checks to: *Luverne Back Pack Program*

PO Box 912

Luverne, MN 56156

If you have any questions please call: Lisa Dinger 220-0809

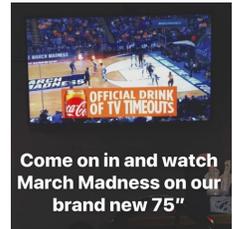
Corrine Bonnema 920-3802

NEW CHAMBER MEMBER

The Luverne Area Chamber is honored to welcome the county's newest dining establishment to our family of members...GREEN LANTERN BAR & GRILL (S&L LLC). A little more than a week ago, Linda DeSplinter re-opened the Green Lantern under new management. Linda and her husband, Steve, saw the Green Lantern as a great opportunity and purchased the business from J R Jensen.

The Green Lantern has been a staple in Hardwick, MN for decades. Linda and her daughter are excited to make their restaurant a destination for local residents as well people from the tri-state area!

In a few short days they have already created a "buzz" with the addition of their new 75" big screen HD television...perfect to broadcast the NCAA and all other sporting events! New and exciting changes are happening to the menu including weekend fine dining options with a great salad bar! Who can say "no" to a broad variety of exciting new drink options...like the custom-made margaritas pictured here!



105 West Main Street in Hardwick, MN—GREEN LANTERN BAR & GRILL

Restaurant phone: 507-669-5856

Linda's cell: 507-220-1513

Open Tuesday, Wednesday and Thursday from 11 am to 11 pm
 Open Friday & Saturday from 11 am until 2 am
 Open Sunday from 12 noon until 10 pm



Stop by and try out the newest place to drink, dine and enjoy—GREEN LANTERN BAR & GRILL!

Luverne
Love
 the **BUSINESS**



At Minnesota West - March 14

2019 APRIL						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	RCO	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

The Luverne Marketing Group hit upon a great idea when they began the **LOVE the BUSINESS** morning get-togethers. Held on the second Thursday of the month at 8:30 am, everyone is invited to bring their beverage of choice for the opportunity to network. The format give the hosting business about 15-25 minutes to host a tour and explain the work they do. Then, all present are invited to give a short update about what is happening at their business. It is a chance to learn, visit, ask questions, come up with new ideas and grow as a business community. Pictured above is the group that toured Minnesota West on Thursday, March 14th. **On Thursday, April 11th at 8:30 am—Elizabeth Schear of Rock County Opportunities will host the LOVE the BUSINESS meeting.** Kevin Mick of Luverne Ace hosts on May 9th and Tammy Johnson of Luverne HRA (Blue Mound Tower) hosts on October 10th. **That leaves June, July, August and September open!** If you are interested in hosting, just call or email the Chamber. 507-283-4061. **No hard work preparing, just open your doors and welcome your fellow businesses!**

April 2019 events



Luverne
MINNESOTA

April 1 – Senior Citizens “Fun-raiser” Dessert Theatre – Grand Prairie Events – 6:30 pm Seating & Serving – 7 pm Performance – Delicious desserts, dessert auction, music and comedy

April 4 – American Legion Auxiliary Soup and Dessert Supper – 4:30 to 7 pm – American Legion

April 4 – Trivia Night at Take 16 – Sponsored by Rock County Community Library – 7 pm

April 5-6-7 – “DRINKING HABITS” - Green Earth Players Spring Production – Historic Palace Theatre – Friday & Saturday at 7:30 pm and Sunday matinee at 2 pm – Sue Sandbulte, Director

April 5 – Knights of Columbus Fish Fry – St. Catherine Church – 4:30 pm to 7 pm

April 6 – Little Minnesota in WWII – Rock County Community Library – 10 am

April 7 – American Legion Pancake Breakfast – Luverne American Legion – 9 am to 1 pm

April 8 – Open Gym for Preschoolers – Community Ed – 10:30 am to 11:30 am – Call Comm Ed to register 507-283-4724

April 8 – State Parks of Minnesota Photography Program – Rock County Community Library – 3 pm

April 10 - Thinking about a Baby? – Sanford Health – 8:30 to 11:30 am - Sanford Luverne offers support and information when you are making this important decision. Take a walking tour of our birthing suites, and learn about what to expect during your hospital stay

April 11 – National Library Week Open House – Rock County Community Library – 10 am to 8 pm

April 11 – Rock County Historical Society’s Salad Luncheon – United Methodist Church – 11 am to 1 pm

April 11-12-13-14 – “DRINKING HABITS” - Green Earth Players Spring Production – Historic Palace Theatre – Thursday, Friday & Saturday at 7:30 pm and Sunday matinee at 2 pm – Sue Sandbulte, Director

April 11 – Wine Tasting Event – Take 16 Brewing Co – 7 pm to 9:30 pm Hosted by Blue Mound Liquor - Tickets \$25/person and can be purchased at Blue Mound Liquor or 507-449-5052

April 12 – National Library Week Puppet Show – Rock County Community Library – 10 am

April 12 – Dueling Pianos – Take 16 Brewing Co – Doors open at 7:30 and show at 8 pm – Tickets on Eventbrite

April 13 – Chanhassen Trip to see Mama Mia – Call Comm Ed to register – 507-283-4724

April 13 – Hospice Charity Dinner & Auction – “I Love New York” - Grand Prairie Events – 5 pm Silent Auctions & Raffles, 7 pm Dinner followed by Live Auction

April 14 – Living Last Supper – United Methodist Church – 10 am

April 15 & 18 – Roger Brooks Video Series – “How to Create Marketing Partnerships” – 8:30 am – Lower level Luverne Area Chamber - Free

April 15 – Mother-Daughter Talk – Community Ed – 6 pm to 7:30 pm – Call Comm Ed to register 507-283-4724

April 19 – Knights of Columbus Fish Fry – St. Catherine Church – 4:30 pm to 7 pm

April 21 – Easter Events at United Methodist Church – 8 am Youth Service – 9 am Breakfast – 9:30 am Easter Egg Hunt – 10:30 am Worship Service

April 22 – Earth Day Celebration – “The Silent Oak Society with Bill Keitel” – Program, Reception & Tree Planting – 5 to 7 pm – Luverne Area Chamber

April 22 - Understanding Breastfeeding – Sanford Health – 6:30 to 7:30 pm - Learn about breastfeeding process including the benefits of breastfeeding, positioning, and support to promote a positive breastfeeding experience. Support person welcome!

April 23 – Community Meal – United Methodist Church – 5:30 pm

April 24 – Women’s Health with Michelle Schuman – 5:30 pm – At Prairie Rehab – Community Education Class

April 25 – Grace Lutheran Church Salad Luncheon – 11 am to 1 pm – At the church

April 29 – Defensive Driving Refresher – Community Ed – 8:30 am to 12:30 pm – Call Comm Ed to register 507-283-4724

April 29 – Movie Night – United Methodist Church – 6:30 pm

April 29 – May 27 – Love the Burger Battle Contest – Participating restaurants: 75 Diner, Green Lantern, Howling Dog Saloon, Sterling’s Café & Grille, The Bluestem – Rate a burger every time you dine – Chance to win dining gift cards – Sponsored by Rock-Nobles Cattleman Association & Luverne Area Chamber

April 29 - Parent Refresher – Sanford Health – 6 pm - For parents who have delivered a child in the past or possibly at another hospital, but would like a refresher on reinforcing relaxation techniques, pain control, medical interventions, and labor positions (includes tour of our OB unit)

April 30 – Living on the Edge...A Poverty Simulation – Grand Prairie Events – 10 am to 12:30 pm – Register by April 23 – Call 507.449.5777 – Presented by United Community Action Agency Partnership with #Luv1Luvall