



WE SERVE

Lions Clubs bring people together...
...for friendships.
...for a better tomorrow.

Making a Difference Today

If you think you might like to be part of the Lion's Club, why not attend a meeting or two and check us out? We meet at 6:30 p.m. on the second and fourth Wednesdays of most months. We have dinner, a speaker or short program, a short business meeting, and camaraderie. Most meetings are over by 8:00 p.m. For more information, contact one of the following Lions' members:

- | | |
|---------------------|-----------------------|
| Roger Barber | Bernie Langlois |
| Morning Bear | Angela LaNore |
| DeVere Bendixen | David Markgraf |
| Tom Christmas | Ralph Melchor |
| Aimee | James Meyer |
| Cohon-Johnson | Mike Michelli |
| Dennis Cook | Barry Miller |
| Nancy Cook | Beyonce Mitchell |
| Ron Cooper | Gary Moore |
| Corie DuBridge | Ronnie Mykols |
| Marvin Engle | James Pancy |
| Jim Feldt | Floyd Peplinski |
| Bruce Gaultney | Tom Piper |
| Bruce Gaultney, Jr. | Neil Panches |
| Cindy Gaultney | Dr. Christina Rexford |
| Ben Gillette | Alan Richter |
| Mark Graves | Jim Schippers |
| Dan Guzek | Glen Selle |
| Ray Harz | Dale Strasler |
| Dave Heylmun | Pat Stressman |
| Martin Hughes | Russ Stressman |
| Greg Hulka | Bob Szymoniak |
| Duane Huyser | Larry Swisher |
| Bob Jados | Heidi Tice |
| Nicole Johnson | Rick Tice |
| Mike Johnson | Joyce Tofil |
| Tom Johnson | Carl Werner |
| Alice Kauppila | Steve Wilson |
| Jim Kauppila | David Ybarra |
| Dave Kendrick | Fred Yonkers |
| Gary Lacy | |

Fruitport Lioness Information

The Fruitport Lioness Club is a small, but active organization. Over the past several years, we have contributed over \$6,000 annually to various groups in our immediate area, as well as the Lions' projects throughout Michigan. Some of the groups that have received funds from us are Hospice of North Ottawa; Hospice of Muskegon/Oceana, Every Woman's Place; Camp Courage; Love, Inc.; Edgewood Elementary School; the Fruitport Library; Welcome Home for the Blind; Leader Dogs for the Blind; Paws With a Cause; National Camps for the Blind; and others. In addition, we give scholarships to Fruitport High School seniors. This list does not include other requests which come to us from time to time. Each request is evaluated on an individual basis.

Membership is open to any woman in our community who is interested in diversified programs, some work, and a feeling of accomplishment for a job well done. Annual dues are \$20.00. Please join us the first Monday of the month at 6:30 p.m. We usually meet at the Pizza Ranch. Feel free to contact one of the following for additional information:

- | | |
|------------------|------------------|
| Dee Barber | Sandra Langereis |
| Diane Birchmeier | Carol Langlois |
| Margaret Cook | Lidia S. Melchor |
| Mariann Cooper | June Moore |
| Rose Dillon | Marsha Musil |
| Lorri Essenberg | Stacie Petersen |
| Kathy Fisher | Donna Pope |
| Sue Griswold | Rhonda Rogers |
| Linda Hicks | Pat Stressman |
| Carol Hulka | Alice Szpieg |

Local Businesses Hit Hard, Recovering As State Reopens

by Kate and Calvin Holtrop
Illustration by Calvin & Collin Holtrop

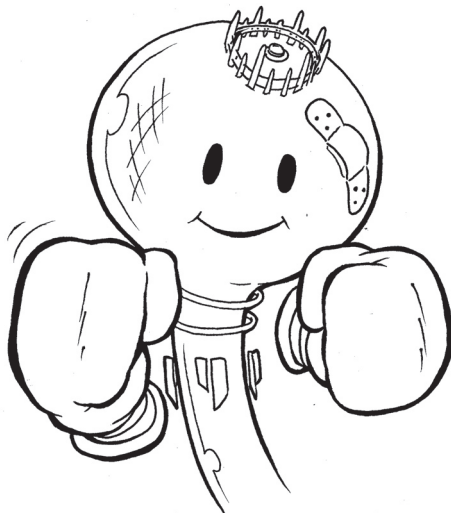
In late March, Governor Whitmer closed Michigan's economy due to concerns of spreading COVID-19. Businesses in Muskegon County and the Fruitport area were affected by the statewide shutdown. Many of our small businesses closed their doors or changed their routines to minimize gatherings where coronavirus might spread.

Business owners and managers at The Lakes Mall shared some of the difficulties they have faced, including lost revenue, lost traffic, and lost business opportunities. Corine Rose, owner of Corine's Cakes & Catering, reported having to limit her menu and drop catering services for weddings and open house events.

Bill Wheaton, who co-manages Gold Recyclers with Jolene Hittle, commented on the fact that customer traffic has dwindled significantly. "People are hesitant to spend money they might need," he said.

"January and February were our best months yet, with sales numbers above average," said Dan Light, owner of Your Plate or Mine. "And when the pandemic reached our area and we were forced to shut down, we were left to completely rebuild sales when we reopened in June, starting from the bottom up."

Businesses along 3rd Street in the Village of Fruitport have also been hard hit. Staff members of Nails by Miss Thailand say the pandemic and consequent shutdown prevented them from finishing renovations needed for them to open their new shop.



However, some businesses have had better experiences. Third Street store, Waypoint Dock and Spirits, roughly doubled its business over this time. Also, after The Lakes Mall reopened, business picked up quickly for Makenna Ricketson, owner of The Lost Ones Treasures. "I was able to move to a bigger location and get cheaper rent," Ricketson said. "And also once the mall opened back up, there was a large boost in sales and overall money flowing in the mall to, like, two [to] three times what was expected."

As reopening moves forward, local businesses have adapted, creating innovative solutions to deal with COVID-19 concerns, such as virus transmission and the safety of customers and employees.

Shops at the mall are adjusting business practices to limit contact with customers and to promote mask-wearing and social distancing. Sneeze shields are in place at many cash registers, and some businesses are keeping some of their doors locked to encourage customers to wear masks before entering.

Silver & Gifts, co-owned by Lila Rinehart and Bill Wheaton, has reopened next door to Gold Recyclers. Lila is increasing her store's online presence and thinking about delivering gifts, in addition to mailing gift and jewelry orders. She has also increased cleaning routines and arranged her work space, where she makes gift baskets, to minimize exposure to customers, while preserving her shop's bright and cheery atmosphere. "I have made it a point to make sure people feel welcome and comfortable when they are here, simply because I know that our world is so secluded and, at times, lonely, and I don't want to add to that," Rinehart said.

Corine's Cakes & Catering has moved to doing their own deliveries and using curbside pick-up for customers who order out, to serve their mouthwatering meals with as little contact as possible.

Dan Light has expanded his To-Go pottery painting service at Your Plate or Mine. "This was previously limited to churches and schools for large group events, but it has been beneficial to offer this service to the general public," he said.

In the Village of Fruitport, many businesses have limited the days in which they are open, and have restricted visits to appointments only. They are also requiring masks to be worn indoors. Preventative

Fruitport Area News Recognizes Locally Owned Businesses at The Lakes Mall



THE LAKES MALL

Come Visit Us Today!

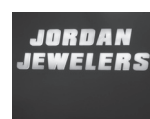
5600 Harvey Street, Muskegon, MI 49444
(231) 798-7104 • www.thelakesmall.com



Corine's Cakes and Catering, LLC
Corine Rose



Gold Recyclers — Tom Mayhall
Gold and Diamond Center



Jordan Jewelers

Adam Jordan
Watch, Clock, Eye Glass & Jewelry
Repair; Ring Sizing; Buys Gold



Silver & Gifts

Lila Rinehart
Veteran Owned and Operated
Jewelry and Custom Gift Store



Sleeping Tiger Imports

Sleeping Tiger is a unique gift shop, with over 100 different incense



The Lost Ones Treasures

Makenna Ricketson
Handmade Jewelry, Crystals,
Home Decor, Clothes



Your Plate or Mine

Dan Light
Pottery Painting,
Canvas & Clay Classes

Auntie Anne's (temporarily closed)

Beyond the Shore

D.C. Closet

D.C. Lids

Forbidden Planet Toys

Hot Tees / Attitudes

Jammies 2 Jeanz

Lange's Comic Warehouse

Lange's Comics

Little Easy Cajun

Perfect Brow Bar

Spin City Records

Su Alterations

Yae Kutz Premium Drip

Your Canvas or Mine

measures, combined with the low rate of COVID-19 infection in Muskegon County and Fruitport, continue to offer encouraging signs for the local economy.

Since the shutdown in March, businesses in Fruitport have lost valuable time and income. Business owners have had to change routines for the present, but they are hopeful that a return to normal will not be far away. So, despite hard spring and summer seasons, many businesses have still been able to reopen as the state opens up, and many still have a good outlook on the future as the economy rebounds.