

Business



Popshelf became an instant hit with local shoppers in Choctaw PHOTO BY RYAN HORTON

Low-cost retailer pops up in Choctaw

By Ryan Horton
choctawtimes@yahoo.com

Popshelf has replaced the Dollar General in Choctaw plaza.

After a quick renovation, the new retailer is now open for business.

The retailer, which sells the majority of items at \$5 or less, specializes in home decor, health and beauty items, arts and crafts supplies, toys, and party supplies.

Dollar General officials say they hope the new concept will help attract a different customer base than their traditional model that targeted rural shoppers with an average income around \$40,000.

Popshelf stores are targeted for shoppers in suburban areas on the hunt for bargains with an annual household income between \$50,000 and \$125,000.

Dollar General's 18,000 stores sell mostly food, snacks, cleaning products and home essentials, Popshelf stores are stocked with home furnishings, party items, toys and

beauty products for \$5 or less. Those non-consumable items offer higher profit margins for the company.

Choctaw's location is at 14437 NE 23rd St.

"We realized a standalone concept had a lot of merit, particularly as it related to providing a really exciting, joyful, engaging shopping experience in the small-box store," said Dollar General Chief Merchandising Officer Emily Taylor.

The brand expansion comes as Dollar Tree ends its 35-year strategy of selling everything for \$1. Dollar Tree now offers most items for \$1.25, but also features premium items.

Neighbors in Choctaw Plaza, both bargain retailers will be looking to capitalize on the area's growing income per capita.

There are still several options for Dollar General shoppers including the intersections of SE 29th and Choctaw Road and Reno and Anderson Road. Nicoma Park also has a Dollar General at 10612 NE 23rd St.

Harrah

Bishop runs for mayor

By Ryan Horton
choctawtimes@yahoo.com

Residents within the city limits of the City of Harrah will have much to consider this spring.

Change is on the horizon for Harrah's elected five-person council.

Three Harrah City Council incumbents have drawn challengers in the upcoming election.

Harrah's Kim Bishop has filed to challenge Danny Trent for the role of mayor.

Trent, 59, is seeking a second term, while the former city councilwoman, also 59, is seeking an opportunity to serve as mayor

Incumbent Ward 1 Councilwoman Bernadette Klimkowski, 72, has a challenger in 42-year-old Susan Morgan.

Incumbent Chris Lally, 41, is looking for second term in the Ward 3 seat, but Jeff Brzozowski, 58, has put his name in the contest.

All of Harrah's council members are elected at large with all residents



Kim Bishop

of the City of Harrah having a vote.

The municipal election is set for April 4. Polls will be open 7 a.m. to 7 p.m.

The last day to register to vote is March 10, absentee ballots must be requested by 5 p.m. March 20.

Early Voting is set for 8 a.m. to 6 p.m. March 30 and March 31.

Jones

7 file for 3 Town of Jones City Board of Trustee seats

By Ryan Horton
choctawtimes@yahoo.com

The Board of Trustees for Town of Jones City has passed a resolution calling for an election to be held April 4.

Last week was candidate filing and seven residents filed for three at large positions.

On the ballot was slated to be three Board of Trustee seats and the Town Clerk position.

The three trustee seats are current-

ly held by mayor Ray Poland, vice mayor Missy Wilkinson, and trustee Frank Koehler.

Those three have filed to retain their seats, but four challengers have filed to earn a seat at the table in City Hall.

Duane Coy, Brian Heard, Dana Holland and Timothy Wall will appear on the ballot.

Town Clerk Tammy Wallace was unopposed as the only citizen to file for the appointment.

Each position is a four-year term.