

Published by Genoa Main Street, Inc. a volunteer organization dedicated to preserving Genoa's historic heritage and small town wholesomeness while promoting economic development and downtown improvements.

327 West Main Street • Genoa, IL 60135 • 815 784-6961

E-mail: genoamainstreet@atcyber.net • Web site: www.genoamainstreet.org • Facebook: [Genoa Main Street](https://www.facebook.com/GenoaMainStreet)

**GENOA MAIN STREET
2011 SUMMER
CALENDAR OF EVENTS**

- May 28 Open Air Market
- June 25 Open Air Market
- July 23 Open Air Market
Summer Farm Fest
Movie on Main Street
- Aug 27 Open Air Market
Movie on Main Street

**DONATIONS &
VOLUNTEERS**

at the core of

GENOA MAIN STREET

Genoa Main Street, Inc. brings you a downtown to be proud of. The buildings are full with a variety of businesses to serve you. Events occur every month of the year. Free entertainment is available year-round at the skating rink, free movies, festivals and more. Downtown is a pleasant place to visit with a park, holiday greenery, banners and well kept businesses. New jobs and tax revenue result from the continued success of downtown Genoa.

Genoa Main Street accomplishes all of this each year thanks to the support of many volunteers and donors. We have no guaranteed income and must raise our entire budget from scratch each year. Won't you help keep downtown Genoa strong for you, your children and grandchildren?

Please use the form on the back page to contribute or volunteer.

*Make a difference right here
in your own community -
please donate!*

OPEN AIR MARKETS

4th Saturday in May - October

9 a.m. until 2 p.m.

The popular Open Air Markets return Saturday May 28 and will continue the fourth Saturday of every month through October. The markets are a great place to earn some extra cash, try out a new business idea or pick up some interesting things at a great price. It is also a great way for nonprofit organizations to raise some extra money.

The markets will be held from 9 a.m. until 2 p.m. in the municipal parking lot on Main Street. This is a great location with room for approximately 30 vendors with more than 10,000 cars passing by daily.

SPACE FEES:

- \$10 for nonprofit organizations
- \$10 for fresh produce stands
- \$20 for all other spaces

Contact Genoa Main Street for information.

YOUR opportunity to sell YOUR products!



**ENJOY THE FRAGRANCE!
OPEN AIR MARKET**

Located in the municipal parking lot on Main Street (Rt. 72 & South Genoa Street) Spring flowers, produce, crafts, antiques, flea market finds and more will be available.
4th Saturday each month begins on May 28

Vote

**MAIN STREET SCHOLARSHIP
VOTING UNDERWAY!**

The fifth annual Main Street Scholarship will once again award \$1,000 to a graduating Genoa-Kingston High School senior for college.

See page 2 - for details!

Fun!

**SUMMER FARM FEST
SATURDAY, JULY 23, 2011**

*Celebrate Genoa's agricultural heritage
at this unique festival.*

Be sure to be downtown on Saturday, July 23 for Summer Farm Fest. This new event will replace the previously held Harvest Moon Festival while retaining the popular Back Roads Tractor Run.

There will be farm animals, games, contests, historical and agricultural displays, entertainment, food and fun for all ages. The annual Back Roads Tractor Run will include a tractor display, driving contests and parade in addition to the run.

*To volunteer, display animals or
participate in the tractor run contact
Genoa Main Street.*



Head-to-head driving contests and driving blind-folded will amuse attendees of the Back Roads Tractor Run.

News!



NEW BUSINESS SUCCESS

Over a year ago **Genoa Springboard**, our small business incubator, opened with its first two tenants. These tenants enjoyed a prime location and the assistance of a team of small business experts as they worked through their first year. We are pleased to report that Genoa Springboard is ending its first phase on a high note.

Book of Numbers is expanding to fill the entire space at 511 West Main Street, and Perfect Fit will be continuing its success in a new location at 113 North Genoa Street.

Genoa Springboard is ready to move on to the next phase. We will be considering a new building and new incubator businesses.

If you have a home-based business that is ready to move out, are looking to expand your business into a downtown Genoa location or have an idea for a start up business, contact us about our new Genoa Springboard.

Incubator businesses have a higher rate of success thanks to lower costs and expert advice.

SUMMER VOLUNTEER OPPORTUNITIES

Summer brings many opportunities to get outdoors, have some fun and help out your community. There are gardening and landscaping projects, painting, events to be staffed, flyers to be delivered, markets to set up and take down, signs to put up and more.

Why not add being a Main Street volunteer to your plans?

Contact The Main Street office. Everyone from teens to seniors is welcome.

Continued from Page 1

VOTE for a \$1,000 Scholarship winner ! MAIN STREET SCHOLARSHIP

Twenty-eight students have applied for the Main Street scholarship, which is funded by the 21 Genoa area businesses listed below.

*** * * VOTE HERE * * ***

- BNP Storage
- Cattypampus/MCR Framing
- Citizens First National Bank
- Corner Grill on Main
- Cutters & Co. Family Hair Care
- Embroidery Sew Into It
- Everything Floral
- Genoa Auto Parts/NAPA
- Illinois Community Credit Union
- Joe's Pizza & Pub
- Kingston Mutual Insurance
- The Laughing Cat Antiques
- Neat Stuf
- Pete's Castle/Marathon
- Poppy Seed Primitives
- Prairie State Winery
- State Farm Insurance
- Victoria's Crossing

- Hill's Tap*
 - Kishwaukee Community Hospital*
 - Unlimited Performance-Rehabilitation & Sports Medicine*
- * Sponsor only - Voting not available

Vote

EACH \$1 spent = ONE VOTE!

The names, photos and college plans of each of the applicants are posted in the businesses. The applicant receiving the most votes will be awarded the scholarship. Voting is open and will continue through May 14th.

The winner will be announced at graduation ceremonies on May 18th.

You may also vote by volunteering or donating to Genoa Main Street. Every two hours of volunteer time equals 100 votes. Each dollar donated to Main Street equals five votes.

What's Happening Around Genoa



113 West Main Street 815 784-2344
www.EverythingFloral.com

As spring arrives, so do the most beautiful flowers and plants. Let us know what you would like to order for your plantings and gardens.

The newest addition to our store is a professional makeup counter, Motives Makeup. You also can preview and order the makeup online at EverythingMotives.com. Please order early for Mother's Day in- and out-of-town deliveries.

Quilts of Valor Display May 28, 29, 30

Last January visitors to Genoa's Quilt & Needle Arts Walk had the opportunity to participate in the Quilts of Valor program. Each visitor picked up free fabric squares to sew into blocks. The blocks were then sewn together and quilted by Basketcases Unlimited of Clare.

We hoped to be able to make one quilt for a wounded veteran. The response was so tremendous we were able to complete 12 quilts.

The finished quilts will be on display at the Open Air Market in downtown Genoa on May 28 from 9 a.m. - 2 p.m. and at the Genoa Veterans Home the rest of the week-end through Memorial Day.

After the Genoa display is over, the quilts will be donated to the QOV Foundation for presentation to wounded veterans.

FOR INFORMATION:
www.genoamainstreet.org
email: genoamainstreet@atcyber.net
Facebook: Genoa Main Street
815 784-6961

Executive Director, Main Street Recognized by Chamber

The Chamber Ambassador Award is given to honor an individual or group of individuals who, through their activities enhance both the community and the image of the City of Genoa in accordance with the principles and philosophies of the Genoa Ambassador Club.

This year's award was given to Mim Evans, Genoa Main Street Executive Director. The award was presented at the Chamber's annual dinner. In addition, Genoa Main Street was presented a Certificate of Achievement by the Chamber "in recognition of 15 years of dedicated and loyal service to the community."

Genoa Main Street looks forward to continuing to work with the Genoa Area Chamber of Commerce to promote the community.

What's Happening Around Genoa

American Family Insurance

119 West Main Street 815 784-5554
Jamie Ullmark

Jamie Ullmark is celebrating her 25 Year Anniversary as an agent with American Family Insurance in Genoa. Jamie started her Agency part time in 1986 working out of her home and also for her Dad's Agency in Cherry Valley, while her two young children were still at home. In 1995, she opened her office at 119 West Main Street in Genoa, where she is still located today.

Jamie served on the Promotions Committee for four years for the Genoa Main Street organization when it was formed.

She was involved in starting the "Movies on Main Street" and the raffle for "Celebrate the Season" benefiting the local food pantry. She has served on many committee's for the Genoa Chamber of Commerce over the past 16 years, and plans to continue. She recently was awarded the "Outstanding Ambassador Award" for 2010 by the Chamber of Commerce. Jamie's Agency has also been recognized as a "Distinguished Insurance Agency" by J.D. Power and Associates, for her excellent customer service ratings, given by her current insured's. This is the fifth year in a row her agency has received this award.

PAT BARGER — VOLUNTEER

If you enjoyed January's Quilt & Needle Arts Walk, thank Pat Barger.

Pat had a lot to do with the great success of this year's event. It was Pat's idea to have the kids learn to make quilts and she put the whole activity together, including assembling all the materials, teaching the children and providing a prize for one lucky child. Pat also helped gather needlework to display, hung the quilts and other needlework, and dismantled the displays after the event.

Pat herself is quilter, having picked up the hobby over 25 years ago when she made a wedding quilt for her daughter. Several examples of her work were on display at the event.

Pat has been a Genoa resident since 1964 when she accompanied her husband to his new job as the local high school principal.

"Volunteering with Genoa Main Street is fun," Pat says. "I meet new people I would not otherwise know and it is rewarding to do something positive for my own town."

Whether you'd like to help with an event, work in the office, help with outdoor projects, or do work from home, there is something for you at Genoa Main Street. To become a volunteer contact the Main Street office for more information.

GENOA PUBLIC LIBRARY

Spring happenings . . .

CHECK IT OUT *Kids*

- We have a new Lego Club the 1st and 3rd Wednesday of every month from 3:30 to 4:30 pm. Please drop in and join the fun with your friends.
- Watch for movie afternoons/evenings to be announced. We are getting ready to show movies to all age groups. **Of course, there will be FREE popcorn!**
- Summer Reading is right around the corner, and we want you to know a bit about **A Mid-summer Knight's Read.**

Activities already scheduled are:

- Discovery Center with activity stations
- Mr. E's puppet show
- Castle building contest
- Fairy wings and knight shield craft programs
- A Medieval Faire for the grand finale

It will be an exciting fun-filled summer and more activities are to be scheduled. The staff and Miss Jen are busily at work to make sure all Knights, Ladies and others of the Court will have a merry time!

Check out **GENOA LIBRARY**

Web site www.genoalibrary.org

Facebook: Genoa Public Library District

Poppy Seed Primitives

316 West Main Street 815 784-4241

Now OPEN Sunday Noon—4 p.m.

Volunteer

Pat Barger teaching quilting



To preserve Genoa's historic Heritage

This issue's featured building

CITIZENS FIRST NATIONAL BANK

327 W. Main Street

1882 - 1929

Exchange State Bank (former name was Brown & Brown of Genoa)

Closed along with Farmers State Bank on December 13, 1929 by State authorities for examination and adjustment

1930

Genoa State Bank

Opened on May 1, 1930 through the efforts of John Duval, E.J. Tishchler and others

Pledges were secured to raise the original capitol of \$50,000 and \$25, 0000 surplus

1971

Purchase of property behind the bank

1974

Drive-in and walk-in windows built

1981

Board of Directors approved the building addition & remodeling

1982

Buildings #333 & #335 West Main were purchased & torn down for the addition

1983

ATM added

1984

Time & temperature display signage added

1987

Bank renamed to Citizens First National Bank



2011 GENOA MAIN STREET, INC. PARTNERS

Thank You
to our new and continuing partners



SHOPS

Embroidery Sew Into It
The Laughing Cat Antiques Shop
Neat Stuf
Pete's Castle/Marathon
Poppy Seed Primitives
Prairie State Winery
Victoria's Crossing

RESTAURANTS & TAVERNS

Genoa Café
Hill's Tap
Joe's Pizza & Pub
Karlsbad Tavern

AUTOMOTIVE

Action Automotive/NAPA Car Care
Genoa Auto Parts-NAPA

HEALTHCARE

All-Natural Chiropractic/Dr. Mark Jacobs
Genoa Medical Clinic/Dr. Steven DiSanti, DO SC
Jeffrey Caron Optometry/Jeffrey Caron

FINANCIAL & INSURANCE

American Family Insurance/Jamie Ullmark
Citizens First National Bank
Country Financial/David W. Gingerich
Kingston Mutual Insurance
State Farm Insurance/Jack Godde

BUSINESS & PERSONAL SERVICES

Butala Funeral Homes
Coldwell Banker Honig-Bell
Cutters & Co. Family Hair Care
E-Vergent.com LLC/AT Cyber Systems
Genoa Area Chamber of Commerce
Petroliance
Reflections Hair Salon

BUILDING OWNERS

Ella Benzinger
Dan & Sharon Duval

Richard & Diane Kearney
Ralph & Linda Muns
Dave & Kate Tobinon

ORGANIZATIONS

Genoa Community Womens Club
Genoa-Kingston United Way
Genoa Public Library

SUSTAINING PARTNER (\$5,000 or more)

Waste Management

CORPORATE PARTNER (\$2,500 or more)

Citizens First National Bank
Illini Farms
State Farm Bank

COMMUNITY PARTNERS (\$100 or more)

Visiting Angels of Sycamore

EVENT SPONSORS

QUILT & NEEDLE ARTS WALK 2011

Basketcases Unlimited
Tammy Tadd Designs
Waste Management

REVITALIZER (\$500 or more)

Jon Cromley
Rodger McDowall

INDIVIDUAL/FAMILY (\$100 or more)

Gene & Barbara Bradford
Jane Brown
Gordon L. Jones
Ervin & Linda Pietsch

INDIVIDUAL/FAMILY (\$50 or more)

John & Sandra Andersen

INDIVIDUAL/FAMILY (\$25 or more)

Arlene Erickson
Bradley & Barbara Lawson

Partnering

THANK YOU!

Full list of supporters on our Website

www.genoamainstreet.org

Donors & Sponsors

Donate

To become a partner, complete and return the form at the bottom of this page or donate online.

Volunteer

Did You Know...

Genoa Main Street, Inc. has only one part-time paid staff person?

That we raise our entire budget every year from donations and fundraisers?

That over 100 individuals were Main Street volunteers last year?

Genoa Main Street, Inc. is the only organization dedicated to maintaining and improving your downtown?

Thank You

Become a partner with GENOA MAIN STREET, INC.

To support Genoa Main Street, Inc's efforts or details on Business and Sponsorship Levels call the Main Street Office at 815 784-6961
Check a partnership level below, complete the form and return it with your contribution to: Genoa Main Street, Inc., 327 West Main Street, Genoa, IL 60135

PLEASE MAKE YOUR CHECK payable To Genoa Main Street, Inc. or CREDIT CARD

YES!

\$25 \$50 \$75 \$100 Other Amount \$ _____

Donation Amount: \$ _____ Name: _____

Street: _____ City: _____ State: _____ ZIP: _____

Telephone: _____ E-Mail: _____

Pay by credit card — complete this section and mail to us or go to our home page at www.genoamainstreet.org

Name as printed on card: _____

CARD TYPE MC Visa Discover AE # _____ Exp _____ Security Code _____

Genoa Main Street, Inc. is a 501(c)(3) organization and donations are tax deductible to the extent allowed.



Volunteer

I WILL
VOLUNTEER

Donate