



ON THE CORNER November/December 2007

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 W. Main Street • Genoa, IL 60135 • 815 784-6961
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From My Corner

By Mim Evans, Executive Director

There are three new businesses downtown. **Zobie's Artworks** is a working artist studio and gallery located above MCR Framing/Cattywampus on Main Street. **Midwest Martial Arts** is offering a full slate of martial arts classes at 121 North Emmett Street. **Skylark Development** provides construction management from its office at 111 North Sycamore Street. An artist, martial arts and construction management don't have much in common, and that's the point.

Here in Genoa we are fortunate to have a traditional downtown. We have shops and restaurants, a bank and professional services. There are places for residents to find what they need, be it a dentist or a class for their children. There are businesses offering unique products or services that attract visitors from out of town.

Difference is Convenience

This mix is what makes our downtown different from a mall or an office park. Where else can you see your doctor, check with your investment advisor, get a haircut and stop into a shop where the owner knows your name, all in the space of a few blocks and a shorter walk than from the mall parking lot to the door?

Our four Genoa Main Street committees, Advisory Board and Board of Directors are putting the finishing touches on our 2008 Action Plan.

(See Corner on Page 4)

'08 Action Plan Targets Main Street:

Fun, Facade, Streetscape Improvements on Menu

It's 2008 in the Main Street office! We've been thinking '08 for some time as we put together Action Plan for next year. Our theme is "New Look, New Ideas, Proven Principles." The results are pretty exciting.

You can count on Main Street to bring back the events you enjoyed this year. The Quilt Walk in January and the Chocolate Walk in February will help ease the winter chill. The Main Street Scholarship will return with voting beginning in March and the winner announced in May.

The Red Hats will return in April.

Markets, Dinners and Movies

The Open Air Markets herald the warmer weather and will be held the fourth Saturday May through October. Decorate your Wheels will be held during Genoa Days in June. "Movies on Main Street" has been renamed "Dinner and a Movie" and will be held the fourth Saturday of June, July and August.

Harvest Moon Festival will be bigger and better than ever, and offer many of the activities you previously enjoyed at Day before Pioneer Day. Candlelight Open House in November and the Food Pantry Raffle in December fill out the year.

While events are often the most visible work Main Street does, we will be busy with many other projects as well. A new design committee has plans for streetscape improvements that may include new banners,

planters and building improvements. Building and business owners will be receiving information on funding assistance as it becomes available.

Bringing More to Main Street

Keeping all the spaces downtown filled is a top priority for 2008. A new recruiting package is in the works and soon Main Street volunteers will be visiting potential new businesses to present the advantages of a Genoa location.

If this sounds ambitious, it is. We're counting on you to help. Genoa Main Street is a contribution-funded, volunteer-run organization.

Please think of us as you are

(See Action on Page 4)

Candlelight Open House To 'Light Up the Night'

The glow of luminaries will light your way as you stroll from shop to shop on Thursday evening, November 8.

Downtown businesses will be open until "the last customer goes home" as Genoa welcomes the holiday season with "Candlelight Open House."

Be sure to stop in the many shops that will be serving complimentary refreshments. Enjoy the new holiday displays and begin your shopping in our own charming downtown. Come see why so many out-of-town visitors have been asking when "Candlelight Open House" will be held this year.



Genoa Main Street, Inc. 2007 Year-End Community Appeal

Like many organizations, we depend on donations, and at year-end many of you make last-minute donations. Please add us to your list. To become a supporter, check the partnership level you select below, complete the form and return 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.

- Main Street District Partnership (Call for details) (\$100 to \$500) Other Amount (\$_____)
- Community Business Partnership (\$100) Individual/Family Membership (\$25/\$50)

Name: _____ Street: _____

City: _____ State/ZIP: _____

Amount of Donation: \$_____ Telephone: _____ E-Mail: _____

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



Crumpet's Tea Room

221 West Main Street 815-784-6121

Join us for extended evening hours during "Candlelight Open House" on Thursday, November 8. We'll have extra special "specials"!

Holiday Tea Season is upon us and tickets are on sale for our upcoming teas. The dates and times are: December 7 (Friday) at 6 .pm., December 12 (Wednesday) at 3 p.m., December 14 (Friday) at 6 p.m. and December 19 (Wednesday) at 3 p.m. Stop in or ring us at 815-784-6121 for tickets or information.

We hope to see you soon, whether it is for lunch, a tea, or to see our newly arrived unique Rhythm clocks. Happy holidays from everyone at Crumpet's Tea Room.

POPPY SEED PRIMITIVES

316 West Main Street 815-784-4212

www.poppyseedprimitives.com

We are excited to introduce a new candle line to our inventory. The Blackberry Briar is a hand-poured soy candle made from the heart by local folk artist Michelle Sylvia. They are available in 12 different scents and many have matching room sprays. A new scent will be featured each month at a 20% off savings. November will spotlight Pumpkin Dreams...one of my favorites. And who can resist Sugar Cookie for the month of December.

Mark your calendars for the "Candlelight Open House" on November 8. It is a great opportunity to get an early start on your holiday shopping. A wide selection of gifts will be available including candles, soaps, lotions, rustic frames and many more unique ideas. Join us for a fun and festive kick off for the holiday season.

Keep us in mind when you get ready to decorate your home for the holidays. We have a variety of wreaths, garland, and ornaments to get you started. And there are plenty of Santas and snowmen to add to your collection.

Don't have time to shop? Gift certificates are always available.

Enjoy the holidays.

Pete's Castle Marathon

104 West Main Street 815 784-4060

Stop at Pete's Castle Deli and warm up with some yummy chili or soup, made fresh daily. We also bake our gooey cinnamon rolls fresh every morning. They go great with our Folgers coffee or flavored Cappuccinos. We are now offering our deli "pack-a-sack". This is a sack lunch with a sandwich of choice, chips and a drink.

Also, we are now offering more gift card options. We still have our Marathon brand gift/cash cards, but have added gift cards from \$10 to \$50 for Home depot, Toys-R-U's, Bass Pro Shop, K-Mart, Sears, Footlocker, Blockbuster and others! Stop in and check this new feature out!

We have great soda deals through the holidays! Deja Blue water 20 oz. bottles are only 89 cents and one liters are \$1. Dr. Pepper/7 Up brand 1 liters are just \$1.29 each and 12 pack cans are only \$3.99 each.

As Ol' Man Winter blows himself into town, count on us to be ready with our line of snowbrushes, winterized windshield solvents, antifreeze, Heet, several types of car oils and much more to keep you're best friend running 100%! We also will carry salt to rid your walkways and driveways of ice!

We thank you in advance for your patronage!

Wild Thyme Herb Garden

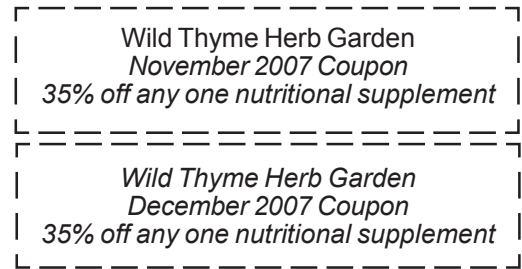
438 West Main Street 815-784-4237

Open Monday-Friday 10-5, Saturday 10-4
Extended holiday hours start November 23
Herbalist on duty

Treat yourself and family this season with good health. It's amazing what a few herbs can do. Select from teas, custom tea blends, cold care, essential oils from the plants, nutritional supplements, and also flower essences for emotional health. The most popular of these is Rescue Remedy for stress. Good for pets too. Consultation with treatment available for \$25.00 from Evelyn Cooley P.H.P.

Our priority is quality organic ingredients. These give us all the nutrients the plant should have, and ensures the future of a clean environment and sustainable agriculture. You are welcome to meander through and enjoy the herb and prairie garden.

We are having an open house during the Christmas Craft Walk and Celebrate the Season on November 30 - December 1. Refreshments from the garden. Gift certificates available.



Briody Enterprises, Inc.

501 West Main Street 815-784-3040

Riverbend Unit Six – OPENING SOON!!

Riverbend Subdivision's Unit Six, will be opening soon! We don't want anyone to miss their chance to build the single-family home of their dreams in the quaint yet sophisticated town of Genoa.

The water/sewer lines are in and the curbs have been poured in Unit Six, just waiting for buyers to choose their lot. They will have first choice of interior lots, corner lots or lots that overlook one of the tranquil ponds in the subdivision.

In the near future the southern edge of Unit Six will feature a vehicle bridge connecting the Riverbend and Oak Creek Estates subdivisions. This will make it easier when heading to the golf course, day care center, or as an alternate way to Route 23. For families with children this is a plus when going for "play dates" at a friend's in another neighborhood.

Briody Enterprises prides itself on being a semi-custom, quality builder – buyers can exercise the opportunity to move walls, windows, expand...let us know what changes are requested and we will make it happen permitting there will be no compromise of set backs, etc.

There are still lots available in Unit Four of the Senior Enclave – a great age 55 + area of homes...your choice of floor plan, 2 or 3 bedrooms including 9' basement foundations, a plus for those who finish their basement.

Please give us a call for more information as we have something for everyone – from 2 bedroom Bungalows, 2 or 3 bedroom Detached Town Homes, Senior Enclave and Single Family homes...we have home styles to meet every buyers' needs. Call 815-784-3040.

MIDWEST MARTIAL ARTS ACADEMY

121 North Emmett Street 815-784-4555

Midwest Martial Arts Academy is a full time martial arts school just off Main Street in downtown Genoa. Located at 121 North Emmett Street, we offer classes that fit every age group and skill level to properly provide training to you.

Our main focus is to provide the community and our students with an opportunity to express themselves uniquely through martial arts training. Here, we encourage EVERYONE to feel comfortable in whom they are and find new friends as they receive the benefits of the program!

The head instructor is David Funk. He has a 4th degree Black Belt in Isshinryu karate, and has captured many karate championship victories over the last 17 years. He has taught many classes in several schools in that time, and is very excited to bring his school to Genoa.

Classes begin Monday October 22.. Call for times.

Victoria's Crossing

Home Accents, Furnishings and Gifts

220 West Main Street 815-784-2868

The garland adorns the stairwell and doorways. The ornaments and lights are sparkling on the trees. Victoria's Crossing is all decked out for the holidays. Whether you need something new to brighten our home or a special gift for a friend or family, you might just find it here.

Enter to win our \$250 Holiday Shopping Spree. Entry forms will be available throughout the entire Christmas season beginning the evening of "Candlelight Open House", Thursday, November 8. Other important Victoria's Crossing exclusive events and dates to remember are "Early Bird Breakfast" with our staff on the Friday after Thanksgiving, November 23, and Dickens Day, Sunday, December 9.

We have samples of our many wonderful dips, cheese balls, spreads and complimentary hot hazelnut coffee waiting for you. Come and enjoy! Call for further information.

PAINTED PONY BOOKS

415 West Main Street 815-784-4743

Fall into a Good Book

Please be sure to visit us on November 8 during "Candlelight Open House." We will be serving cookies and cider. On November 30 Santa will be our guest for the evening during Celebrate the Season. Watch for Santa's holiday hours on our store window or in the newspaper.

Don't forget, teacher supplies and stickers are 15% off.

In the near future, between now and April, we will be moving to the Cherry Valley/Rockford area. When details are finalized we will be sending out a mailing with our new address and phone number. Be sure to come in and put your name on our mailing list.

Wonderful World of Christmas Is Sunday, Nov. 11

Don't miss the Wonderful World of Christmas sponsored by the Genoa Community Women's Club. From 10 a.m. to 4 p.m., the "Main Street" of Genoa-Kingston High School will be filled with local and out-of-town crafters, local clubs, organizations and businesses. Visit with Santa from 11 p.m. to 2 p.m. Food and prizes too!

Adults \$1, Students \$.50. Proceeds benefit the Genoa Community Women's Club Scholarship fund.

American Family Insurance

119 West Main Street 815-784-5554

Ullmark earns J.D. Power Award

Jamie Ullmark has been recognized for customer satisfaction excellence under the J.D. Power and Associates Distinguished Insurance Agency ProgramSM. Jamie has been an agent for American Family since June 1986.

The service excellence distinction was determined through a two-part evaluation conducted by J.D. Power and Associates. Agents who meet or surpass the overall national average must also pass a rigorous on-site evaluation based on five best practice areas: proactive reviews of customer insurance needs, claims handling, positive customer contacts, responsiveness and office environment.

American Family Insurance offers auto, homeowners, life, health, commercial and farm/ranch insurance, plus consumer loans and annuities, in 18 states. American Family is the nation's third-largest mutual property/casualty insurance company and 14th-largest property/casualty insurance group.

Congratulations Jamie!

Dot's Pincushion Quilt Shoppe

113A West Main Street 815-784-4100

Fall is in the air and Christmas is just minutes away. We have a wonderful selection of Christmas fabrics, patterns and kits. We just received a shipment of Thimbleberries Christmas fabric and it is wonderful!

We have a wide variety of classes with openings, and many sewing dates where you can come and finish up your UFO's. Stop by or call for a free newsletter.



You are cordially invited to the....
**9th Annual
"Candlelight Open House"**
Hosted by the friendly merchants of
Downtown Genoa
Thursday Evening
November 8th, 2007
beginning at 5:00 p.m.
Come share this festive evening with us.
Savor the sights and sounds of Christmas.
Follow the glowing luminaries from shop to shop.
Enjoy refreshments, door prizes, holiday decorating
ideas, music and shopping at your favorite Downtown
Genoa stores. Remember.....
"We will stay open until the last
customer goes home."
Crumpet's Tea Room will be open all
evening on a first come first serve basis.
They will be offering a special
"shoppers" meal and dessert menu.

Corner, from page 1

Maintaining a mix of businesses downtown will be a high priority. We'll be recruiting new businesses as well as promoting those that are here.

You also have a role to play. Visit our downtown businesses. Check out the business directory on our Web site (genoamainstreet.org) and you'll see that many of your needs can be met downtown. When you're in other communities, keep your eye out for businesses that you'd like to see in our downtown. Let us know what and where they are. We'll see if we can help make it happen.

Action, from page 1

making your end-of-the-year donations. Your financial support of Main Street comes back to you in a stronger community and increased property values.

Make some time in your schedule to be a Main Street volunteer. We have all kinds of jobs, and some can be done from home. Donate an hour a week or an hour a year. It all helps.

So here's to 2008! Stop by our office for a copy of our plan. Check out our Web site for volunteer opportunities. We hope we'll see you downtown.

There's Still Time to Become a 2007 Partner

You can still join the families and businesses who have added their names to helping us in our efforts dedicated to preserving Genoa's historic heritage and small town wholesomeness while promoting economic development and downtown improvements.

Just complete the form on the front page and send it to us with your donation. We are funded entirely by contributions. A list of our partners is on our Web site: genoamainstreet.org. Click on the "How to Help" tab.

Our newest partners are:

REVITALIZERS (\$500 or more)
Genoa Township

STAKEHOLDERS (\$100 or more)
Blanchard's Feed & Supply, Inc
Roger & JoAnn Watson

BUSINESS/FAMILY (\$50 or more)
Arlene Erickson

INDIVIDUAL (\$25 or more)
Kenneth & Patricia Crome

Five Ways You Can Make a Difference!

Want to have fun, meet new people and help your community? Main Street needs volunteers for the following activities:

1. March with us in the Celebrate the Season parade (November 30)
2. Collect gifts for the Food Pantry Raffle (last 2 weeks of November)
3. Prepare thank you notes for contributors (work from home; ongoing)
4. Assist in Web site maintenance (ongoing)
5. Update newspaper and internet calendars with Main Street events (can be done from home; ongoing)

Call the Main Street office at 815-784-6961 or email us at genoamainstreet@atcyber.net.

Food Pantry Raffle Offers a Fun Way to Help

The Genoa Main Street-sponsored Food Pantry Raffle returns to Celebrate the Season on Friday evening, November 30. Dozens of great items donated by area merchants will be on display in the lobby of Citizens First National Bank. Come in and take a break from the cold.

Tickets are \$1 each or six for \$5 and can be purchased that evening. Deposit your tickets in the containers for the items you would like to win. Winners will be drawn at 8 pm. You need not be present to win. All proceeds benefit the Food Pantry.

Genoa Main Street Finalist for State Awards

Genoa Main Street, Inc. has been named a finalist for four awards at this year's Illinois Main Street Conference.

The projects in the running to be named the best of 2007 include the Quilt Walk, the Main Street Scholarship, the Dinner and a Movie combination of the rehearsal dinner and My Big Fat Greek Wedding, and the partnership on the many projects between Genoa Main Street and Genoa-Kingston High School.

The awards will be announced at the Annual Conference in Danville on November 14-15. Several representatives from Genoa will be present. The conference is not only an opportunity for Genoa to shine in the awards category; but also a chance for Main Street staff and volunteers to learn the latest information on downtown revitalization.

DOWNTOWN GENOA BUSINESS OPPORTUNITIES

Business For Sale

Unique business Opportunity
Crumpet's Tea Room, 221 W. Main St.
Approximately 5,000 sq ft 75 seats
Contact Margy Hill at 815-784-2800

Space for Lease

Retail/office
Updated interior, 1,700 sq ft \$695/mth
Contact Dick Kearney at 815-784-2409
or 815-757-4400

Space for Lease

Retail/office, Prime corner location
240 W. Main St.
Just under 950 sq ft, \$800/ month
Contact Scott Becker at 815-784-2695

Former City buildings for lease

Former city hall with 3,900 sq ft.
Can be split into +/- 2,000 s.f.
2,100 sq ft metal bldg also available
Contact Joe Misurelli at 815-784-2327

'Away from Home' Space-New on Market

Rear of 119 W. Main St.
225 sq ft plus adtl stg. Rear entrance.
\$300 month+shared gas.
Contact Jamie Ullmark 815-784-5554.

For Lease-New on Market

415 W. Main St.
2,200 sq ft 8 pkg spaces+ldng dock
\$1,500/mth+utilities
Contact DCL Properties, 800-384-5360

For Lease or Sale-New on Market

330 W. Main St. 3 interconnected
bldgs 4,500 sq ft total
basement stg, rear parking lot
Call 815-784-6961



Campaign Kick Off

**Once again we need of your
support! Please help us reach our
goal of \$50,000!**

Why Donate? The Genoa-Kingston United Way collects money throughout the year and allocates to "local" non-profit organizations that help better the community and/or aid individuals requiring special assistance. Last year, 19 local agencies benefited from your donations.

Please mail your donation to:
P.O. Box 5 • Genoa, IL 60135
or use the drop box in Citizens Bank.