



ON THE CORNER August-September-October 2008

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 • Visit Our Web site: www.genoamainstreet.org

From My Corner

By Mim Evans, Executive Director

Is Your Business Ready to Move Out?

Small businesses are what downtown is all about. The space is affordable. Business owners support each other. Advice and assistance are easy to find. Downtown festivals and promotions attract customers. Each building is as unique as the business inside.

Over the past year, we have been working with several home-based business owners who are ready to take the next step and move out of the home to a new location. In all instances, budgets are tight and risks need to be seriously considered.

In order to stretch funds and minimize risks, we have been assisting small business owners in finding partners. Matching up two or more home based businesses in a single space allows them to share costs, benefit from the other's customers, and cover for each other so that they do not have to be on site full time.

If you have a home-based business or a small business outside the home that would benefit from a downtown location, give us a call. We would be happy to show you the spaces available, assist you in navigating the hurdles of opening a business, and if interested, introduce you to potential partners. Call 815 784-6961.

We look forward to meeting you.

Improvements to Continue

You may soon see planters, benches and trash cans in new locations along Main Street. Genoa Main Street, Inc. is working with the City Department of Public Works to make the most of what we have. Planters will be relocated to the intersections whenever possible to make them more noticeable. Benches and trash cans will be spaced out along the street. The new street furniture plan is part of our continuing effort to improve the appeal of downtown Genoa. These latest improvements join the fresh paint on many buildings and new light pole banners that brighten up Main Street.



The enthusiasm of drivers and spectators alike at last year's impromptu tractor run during Harvest Moon Festival led planners to schedule a longer run to attract more tractor drivers. Each driver will receive a Back Roads Tractor Run T-Shirt and lunch.

Celebrate Our Heritage 9/27

The Farm Comes to Town for Harvest Moon Festival

Genoa celebrates its rural heritage on Saturday, September 27, at Harvest Moon Festival. Entertainment, food, games, animals, tractors, crafts and more will offer fun for all ages. The day-long event is being sponsored by Re/Max Classic of Genoa.

Market and Crafts

The day will begin with an Open Air Market from 9 a.m. to 2 p.m. Featuring fresh produce, flea market treasures and new products, the markets have been popular all season long. A craft fair will be held in conjunction with the market. Market vendors and crafters can reserve space by calling the Main Street office at 815 784-6961 or e-mailing genoamainstreet@atcyber.net.

Back Roads Tractor Run

The first annual Back Roads Tractor Run will debut at this year's festival. Antique tractors will be on display downtown in the morning. At noon they will leave on a 10-mile-run along

Genoa's back roads. They will be welcomed back to town with a police escort in a parade down Main Street. Tractor owners can call 815 784-6961 to sign up. The cost is \$20 per tractor and includes a T-shirt and lunch.

Week-Long Museum

Main Street will become an outdoor museum for the week before and including Harvest Moon Festival.

Beginning September 20, participating businesses will display historic collections of local residents. Antique toys, dolls, hand-made wooden tractors, clothing and other items will be found in windows up and down Main Street. Each display will be accompanied by a sign explaining the items and identifying the owner.

Everyone is invited to lend an item or collection to be displayed. Items and collections should relate to the

See 'Harvest Moon' - back page

Briody Enterprises

501 West Main Street 815 784-3040

That's What We Think, Too!!

While reading a recent issue of a "trades" magazine (*Upscale Remodeling*) we noticed an article that pretty much sums up the Briody Enterprises philosophy regarding new construction and remodeling.

For our new construction... better quality – not larger, houses.

Regarding Briody remodeling ... *making rooms for what really matters*, in other words - how to create a blueprint to "remodel" so you can live to your full potential and make subtle shifts to improve your life.

When Briody builds your house, better quality is exactly what we strive for. The home plans we use offer greater curb appeal and the Energy Edge package that we use not only is better quality but is a more energy efficient home... not the biggest homes, but certainly a better quality home.

And, when Briody prepares a remodeling plan *with you* we always try to help the customer see the "big picture" and not miss any little thing. Improving the quality of what you already own is the key to great remodeling.

Briody Homes would love to build your new home for you or to have the opportunity to meet with you and discuss the "vision" you have for remodeling your existing house.

Please give Briody a call at 815 784-3040 – let's start talking about the home of your future!

Crumpet's Tea Room

221 West Main Street 815 784-6121

*Schedule Your
Holiday & Christmas Teas*

It's not too early to be thinking about the holidays. We are currently selling tickets for our upcoming Holiday Teas.

We are hosting a Christmas Evening tea on Friday, November 21, at 6 p.m.

The afternoon Holiday Teas are Wednesday, December 3 at 3 p.m. and Wednesday, December 10 at 3 p.m.

Ring us at 815 784-6121 for tickets or stop in.

Want to Give Back?

Help make Genoa the community you want

Are looking for a way to get involved in the community? Would you like to make new friends while you make a real difference? A Main Street committee would love to have you on board. The four committees and their roles are:

Design:

Physical improvements to the streetscape, building rehabilitation, public education on historic preservation. This committee carried out the Wet Paint Project, the new banners on light poles, the information kiosk and is presently working on a downtown mural.

Promotion:

Merchant events and community festivals. This committee runs the Open Air Markets, selects the movies to be shown each summer, puts on Harvest Moon Festival, runs Red Hat Day and assists with Candlelight Open House, Celebrate the Season and Genoa Days.

Membership & Development:

Manages the operation of the organization, raises funds and recruits volunteers. This committee carries out the 50/50 raffle, manages the dinners preceding the movies and the lunches at the markets, thanks the volunteers through the annual dinner, and has financial management responsibilities.

Economic Restructuring:

Strengthens existing businesses and recruits new businesses to downtown. This committee sponsors seminars for business and building owners, meets with prospective downtown businesses, works with building owners to show available space in their buildings, provides market information and connects business

Reflections

207 West Main Street 815 784-3100

Hair bleached out by the summer sun? Look at the bright side! You can add depth and richness in panels and leave the blonde streaks just as they are.

So, don't "fall back" into last season's hair style. Add a little edge to your look by having Patty or Carolyn customize your cut to your face shape, hair type and even your hair's growth direction.

Reflections Hair Salon is open Monday through Saturday. Call for your appointment today. 815 784-3100.

and building owners with sources of assistance on a variety of issues.

Each committee meets once a month for approximately one hour and also gets together to work on projects as needed. Meeting times are flexible to fit the schedules of the members.

All committees welcome new members. Call or email the Main Street office for more information.

Open Air Markets Continue Thru October

Genoa's popular Open Air Markets will continue to fill the Municipal Parking Lot for two more fourth Saturdays: September 27 and October 25.

The great location brings in many shoppers each month. Vendors sell fresh produce, crafts, second hand goods, new items, antiques and more. The selection changes monthly so it's always interesting.

Spaces are \$20 each, with nonprofit organizations and farmers paying \$10. The market is a great way for non profits to have an easy fundraiser. Individuals can have their garage sale at the market and take advantage of the traffic and publicity the market provides.

Call 815 784-6961 to reserve a space. This year's Open Air Markets are sponsored by **National Bank & Trust** and **Sycamore Precision**.



Walk-Ins Welcome

CUTTERS

TONSorial

PARLOR

Family Hair Care
225 W. Main Street, Genoa, IL 60135
Telephone (815) 784-3306

Wolff & Jeske L.L.C.
Certified Public Accountants

Darryl J. Wolff, C.P.A.
Kenda J. Jeske, C.M.A.

513 DeKalb Avenue Sycamore, IL 60178
Phone: (815) 895-2134
Fax: (815) 895-5198

511 W. Main St., Suite 2
Genoa, IL 60135
Phone: (815) 784-6547

Dinner and a Movie draw crowds

This summer's three Dinner and a Movie evenings provided fun affordable entertainment for hundreds of families. *Madagascar*, *Karate Kid* and *Cars* each offered themed evenings filled with food, games, contests, demonstrations and of course, movies. More than 800 attended the three evenings of fun enjoying the dinners, movies and free popcorn.

Our thanks to this year's Dinner

Genoa-Kingston Kiwanis Seeks Members

Kiwanis is a global organization of volunteers dedicated to changing the world, one child and one community at a time. Today, the local club needs help.

The Genoa-Kingston Kiwanis Club was started in 2002 with help of the older DeKalb County clubs. Larry Forsberg of the Sycamore club was Kiwanis Lt. Governor then and felt the Genoa-Kingston community would support a Kiwanis Club.

Key Club Needed Sponsor

There already was a Key Club at the high school, but they needed a sponsor to keep their club active.

Key Club is the oldest and largest service program for high school students. Another motivating factor was a Builders Club being started at the Genoa-Kingston Middle School which also needed a sponsor.

The Genoa Kingston Kiwanis club is at a critical point. It has only four active members. One is from Clare, another from Sycamore and two from Genoa. The club takes its responsibility to the children of the community seriously. They sell peanuts on the corners in September. They have sold strawberry shortcake at Genoa Days. They have helped the Key Club with their shrimp dinner fundraiser.

More Members the Key

More members will mean more activities to support our youth. Almost all the money raised by Kiwanis stays in the community, with most of that directed to their youth clubs.

The club meets on the 2nd and 4th Thursdays of each month, starting with breakfast at 7 and program at 7:30. Meetings generally conclude by 8:15.

If you are interested in finding out more about keeping the Genoa-

and a Movie sponsors: **Resource Bank, Midwest Martial Arts, Genoa Township, Genoa Auto Parts/NAPA and KishHealth System.**

Each sponsor provided the financial support that enables us to be able to afford newer movies and cover other costs of the evening. They also provided volunteers who helped serve dinner, pop popcorn and supervise children's games.

Kingston Kiwanis a fun, community service club call either Larry Forsberg at 815 739-4445, or Pattie Marx at 815 784-5101.

OUR NEWEST PARTNERS

REVITALIZER (\$500 or more)

Genoa Township
Lynn Tucker/Downtown Building Owner

HARVEST MOON FESTIVAL SPONSOR (\$250)

Re/Max Classic-Tammy Engel & Amy Smith

STAKEHOLDER (\$100 or more)

Joe & Lois Richard

FAMILY MEMBERSHIP (\$50 or more)

Steve & Lori Younker

INDIVIDUAL MEMBERSHIP (\$25 or more)

Viola Busch
Kenneth & Patricia Crome
Jim & Lee Mammoser
Robert & Mary Snow
Richard & Carolyn Warrick

NEWS NOTES:

Retreat in Springfield

Pattie Marx, Genoa Main Street president, will represent the organization during a one-day retreat at the Governor's Mansion in Springfield.

The day-long event on September 27 is an opportunity for officers from the more than 60 Illinois Main Street communities to meet with the Illinois Main Street staff and share ideas.

Setting Direction for 2009

Genoa Main Street, Inc. will hold its annual Strategic Planning Meeting on October 18. During the meeting, the Board of Directors will review accomplishments during 2008 and make plans for 2009.

Following a review of the organization's Mission and Vision Statements, chairs of the Membership & Development, Design, Promotion and Economic Restructuring committees will present their plans for 2009 for review and approval by the organization's board of directors.

Annual Meeting Nov. 6

Election of officers and directors and recognizing volunteers will lead the agenda at this year's Genoa Main Street, Inc. Annual Meeting on November 6.

Watch for details on this exciting event which will recognize the people behind Genoa Main Street's 12th year of service to the community.

Heading for Decatur

This year's annual Illinois Main Street Conference and Awards Dinner will be held in downstate Decatur November 12-13.

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Dr. Mark Jacobs
405 W. Main St., Genoa, IL 60135

Ph 815-784-4455
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DC 109*417646*13

BEFORE CHIROPRACTIC   AFTER CHIROPRACTIC

'Harvest Moon'

- From front page

history or agriculture of the Genoa area. To display your treasures, call 815 784-6961 or email Main Street at genoamainstreet@atcybe.net.

Grape Stomp

Be sure to try your hand, or rather feet, at grape stomping. Vineyards are one of the newer additions to northern Illinois agriculture, and we are proud to have a winery call Genoa home. Learn how to stomp grapes during Harvest Moon Festival, sponsored by Prairie State Winery.

Free Recipe Books

Visitors to downtown can collect free area recipes and bind them into a book during the week prior to and including Harvest Moon Festival. Pick up free recipe pages at participating businesses. Each business will have a different recipe and the recipes will change daily. By visiting different businesses and on several different days, it will be possible to accumulate many of Genoa's traditional favorites. You also can pick up front and back covers and bind your book.

Local residents can contribute a traditional recipe by e-mailing it to us at genoamainstreet@atcyber.net, mailing it us, or dropping it off at the Main Street office Tuesday through Friday between 9 a.m. and 2 p.m.

Get the Latest News Online

To get the latest Main Street news, send your email address to genoamainstreet@atcyber.net and we will add you to our list.



Above are some of the more than 35 volunteers who turned out to take part in Genoa Main Street, Inc.'s Wet Paint Project. Thanks to their efforts, many downtown buildings and streetscape items have a fresh new look improving Main Street's "curb appeal."

WET PAINT *Brushed With Success*

Thanks to Briody Enterprises, Sherwin-Williams Paint of DeKalb and more than 35 volunteers, 13 downtown businesses are sporting new paint, as are trash can tops and some benches, signposts and planters.

The painting was part of the "Wet Paint Project," developed and implemented by Genoa Main Street's Design Committee. They began work in February, traipsing through snow to evaluate buildings and other items. With the help of an Illinois Historic Preservation Agency architect in cooperation with Illinois Main Street, a color pallet was developed for each.

Plans, approved by building owners, included repairs and prep work.

Our call for volunteers in the last issue of *On The Corner* was well

received. Thank you to all those who came on a warm Saturday to paint.

The volunteers were divided into teams and assigned to projects. They did a great job, finishing all the work by the end of the day. Each volunteer received a T-shirt and plenty of free food and drink all day.

Our thanks too to others who helped in many ways – State Farm Insurance, Dr. Jeff Caron, Ella Benzinger, Genoa Café, Tobin's Ace Hardware and Wakoh Wear.

As a volunteer organization, Main Street can only make a difference if members of the community help out.

The success of the Wet Paint Project is a great example of what Genoa residents can do when they work together.



Genoa Main Street, Inc. 2008 Partnership Campaign

To support Genoa Main Street, Inc.'s efforts, 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.



Family Membership (\$50) Individual Membership (\$25) Other Amount (\$ _____)

For details on Business and Sponsorship Levels, call the Genoa Main Street Office at 815 784-6961

Name: _____ Street: _____

City: _____ State/ZIP: _____ Donation Amount: \$ _____

Telephone: _____ E-Mail: _____

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