



ON THE CORNER August/September 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.

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From My Corner

By Mim Evans, Executive Director

Genoa Main Street, Inc. (GMS) was founded 11 years ago because a group of concerned residents and business owners wanted to clean up Main Street. They were quite successful, playing a role in the new Municipal Parking Lot and adding planters, benches, trash receptacles and banners helping "dress up" the street. Also, several buildings were repainted and new signs and awnings added.

In recent years, GMS has been involved in many activities not related to the way Main Street looks; including special events, merchant promotions, working to attract new businesses to downtown, art contests and technical assistance to businesses.

Sometimes we get busy with all these other activities and how Main Street looks gets put on the back burner. Now is the time to bring it back to the front.

Several things need to happen to take downtown to the next level as a charming small town. First, our Design Committee could use some new hands.

Making a Difference

We're looking for a few people to help make decisions on what improvements we should pursue. We need people to help downtown business and building owners take advantage of funds available to improve their properties.

We need people with vision and imagination. People with the ability to hammer a nail or paint a sign also would be appreciated.

If you would like to be able to point to improvements downtown and say "I helped make that happen", give us a call at 815 784-6961, or email to www.genoamainstreet@atcyber.net.

The time commitment can fit your schedule and all levels of expertise are welcome.

**We have a new phone number!
It is a direct line. Just dial us at
815-784-6961!**

The Day Before Pioneer Day:

Markets, Crafters, Games, Picnic, Movie & More

It all happens Saturday, August 25, The Day Before Pioneer Day!

Begin the day at the Open Air Market in the Municipal Parking Lot at the corner of Main and Genoa Streets from 9 a.m. to 2 p.m. Fresh produce, antiques, collectibles, home businesses and flea market finds will be available. Call 815 784-6961 to reserve a space.

While browsing the market, visit the annual Craft Fair on the downtown sidewalks from 10 a.m to 2 p.m. Call 815 784-6961 for space information.

At lunch time, treat yourself to a barbeque sandwich for lunch and enjoy games and entertainment from 10 a.m to 3 p.m.

Picnic and Movie

Finish your day with Fifties Night. The evening begins with a Summer

Picnic Supper at 6:30 in the Municipal Parking Lot. Hot dogs, pizza, chips, potato salad, watermelon and a beverage are just \$6 per person.

Tickets can be purchased in advance at Main Street businesses or at the Main Street office on the second floor of Citizens Bank. Tickets may also be purchased that evening.

Other evening activities will include Fifties and Sixties music, contests, cars and treats from the past.

The movie *Back to the Future* will be shown at dusk. As always, the movie and popcorn are free. Bring a chair or sit on the hay wagon.

And don't forget, the fun continues on Sunday with Pioneer Day and the Lions Club Pork Chop Dinner at the Kishwaukee Valley Heritage Society and Museum.

Genoa Main Street Web Site, Genoa Main Street, Inc. Logo Getting Makeover



As Genoa Main Street approaches its 12th year of service to the Genoa community, it is adopting a new logo and updating its Web site to be more informational and easier to use.

Wow! What a Website!

Genoa Main Street, Inc. proudly introduces its new website at www.genoamainstreet.org. While parts are still under renovation, the new site provides information for visitors from out of town and Genoa residents looking for information on upcoming events or local businesses.

Features of the new site include:

- Calendar of Events
- Volunteer Opportunities
- How to Become a Partner
- Links to other useful sites
- Directory of Downtown Businesses
- A "Wish List" of needed items
- Forms to sign up for Main Street Activities
- Space available for lease or sale
- A listing of our Partners

Check it out and keep coming back as more information will be added.

You never know, you may even find your own photo from an event or your name for a donation!

GMS Logo Has New Look

GMS also is unveiling its new logo with this issue. It features a wagon wheel to reflect our historic role as a stop on the Chicago to Galena stagecoach trail. The green and brown stripe across the bottom represents Genoa's ties to the land as a farming community.

The new tag line "promoting and preserving our downtown" neatly sums up our mission. As part of our new "branding campaign", look for the new logo on GMS publications and projects.

Our first logo was a street scene, and the second the now-familiar stagecoach in the oval.

We hope you like our new one as much as we do!

Prairie State Winery

Welcome to the "Mamoser Family Winery"
217 West Main Street 815-784-4540

You may have noticed a new face at Prairie State Winery! We are pleased to welcome Karen Rafalowicz to our staff. Karen, our winemaker's sister, joined us in early spring and has recently expanded her schedule to three days a week in the tasting room. She joins us after 25 years in nursing and raising a family of five. Karen's experience in the corporate world, not to mention managing a dynamic family, gives her exceptional skills in the tasting room.

"When people visit the winery, they are not our customers but our guests" says Karen. "Taking the time to get to know the customers and helping them feel welcome is a big part of working in the tasting room." Welcome Karen!

The expansion of our staff provides more time for our winemaker to attend some wonderful events around the state. This past spring Prairie State Winery participated in the Chicago Botanic Gardens Wine Tasting where we sampled and sold six award-winning wines. The next two months will find us at The Great Performers in Chicago, the Illinois State Fair in Springfield, the Windy City Wine Festival at Millennium Park and finally Vintage Illinois in Utica.

Please stop by the tasting room for additional information on any of these events. If you happen to attend any of these events please stop by and see us!

Genoa Public Library

232 West Main Street 815 784-2627
Library Lil News!

Have you checked out our web page yet at www.genoalibrary.org? Please feel free to tell us what you want to see. Our site is still under construction!

Tuesday, August 7, is the next Little Lunchers at the Genoa Chamberlain Park. Our own children's librarian, Jim, will be presenting entertainment on "Bugs".

Our Book Club selection for August 20 is "*Widow of the South*" by Robert Hicks. It is based on a true story of the Battle of Franklin, five of the bloodiest hours of the Civil War. It tells of the role Carrie McGavock played during and after this battle. Copies of the book are available. Stop at the desk and ask for the Book Club selection and about coming books and dates.

There will be a Spanish Story Hour presented on Wednesday, August 22 at 6:30 p.m.

Mark your calendar for Story Hour to resume on Wednesday mornings starting September 5 at 10:30 a.m. Children 2 to 5 years of age are invited. The story hour will last about one-half hour. Stories are read and a craft is done. Signup will begin the last week in August. You may either call or come in to register.

We will close the library on Thursday, August 23 at 5 p.m. to prepare for our annual Book Sale. Preview Night with a \$1 admission per family will be from 5 to 7 p.m. on Friday, August 24. The regular sale date is Saturday, August 25 from 10 a.m. to 3 p.m. All books are \$1 a bag both Friday and Saturday.

Sign Language class starts Tuesday, August 14, 7 to 8 p.m. ALL AGES. Sign up now!

Watch for news of College Night coming in October.

Our board meeting is on August 27 at 7 p.m., and we will be closed for Labor Day, Monday, September 3.

POPPY SEED PRIMITIVES

A simple gathering of antiques and primitives treasures
316 West Main Street 815-784-4212

The end of summer is quickly approaching and it is time for our summer clearance blowout event. It will be the week of August 6 - 11. Stop in for great deals throughout the shop. Some featured items at 50% off include all garden accessories, select candle scents and styles and pottery. New items will be added to the sale throughout the week.

Our focus will soon be shifting from summer to fall at Poppy Seed Primitives. New shipments of fall and Halloween merchandise are arriving weekly and this year's assortment of goodies is even more exciting than last year. You'll need to stop in early and often to see the best selection.

Haven't been in to visit us yet? See what we are all about at our new website: www.poppysseedprimitives.com. Mention visiting the website for a special savings offer.

REFLECTIONS HAIR SALON

207 West Main Street 815-784-3100

August brings with it our two-year anniversary. WOW! Time flies by! This gives us the opportunity to thank all of our clients for their continued support. We value your friendships and loyalty.

As a special thank you we will be hosting Customer Appreciation Week Monday, August 20, through Saturday, August 25. Please stop in for some refreshments and register for our drawings!

All REDKEN products will be 20% off so it's a great time to stock up! During this week we will be having a special on a manicure & pedicure package. Enjoy the spa treatment for only \$45.00. Gift certificates are available.

We also invite new residents to stop in and pick up a salon brochure. We would love to meet you!

We are always looking to expand: we have booth rental openings for experienced hair stylists and nail technicians. You're welcome to stop in to apply any time.

Patty Greenlee and Carolyn McIntyre

MCR Framing/Cattywampus

228 West Main Street 815-784-9595

MCR Framing/Cattywampus is pleased to announce the coming of two new attractions to our current "store within a store".

In addition to Cattywampus (gifts you won't find at Grandma's house), and MCR Framing (quality framing at a reasonable price), we will be welcoming "Shirley's Attic" to our upper level, and David Zoberis, artist, to our mix. "Shirley's Attic" will feature vintage items, and some antiques. David will be doing his watercolors and other artwork in the store for people to watch and enjoy.

We've also finished our major shopping trip to find new and unusual things for you to enjoy. We are beginning to receive our new fall and holiday merchandise. Yes, it seems early, but time moves quickly, and we're going to be ready!

Keep an eye out for our Ambassador greeting card revision. New styles, new artists, new look! We'll have greeting cards for all occasions.

Stop in and see all the excitement going on in our store!

Briody Enterprises
501 West Main Street 815 784-3040
Prairie Ridge Pointe, LLC

Make sure you watch for the progress being made at the Prairie Ridge Pointe commercial development where a ground-breaking was held June 22 for the Prairie Ridge Pointe Center, a 15,585 sq. ft. retail center in Genoa.

The project spearheads developments in the Prairie Ridge Pointe Business Park that include construction of the new Ace Hardware store and community bank. Construction is underway and scheduled for completion in the fourth quarter.

PAINTED PONY BOOKS

415 West Main Street 815 784-4743
www.paintedponybooks@earthlink.net



Fall into a Good Book

Summer is turning to fall and it is time for the kids to head back to school. It is a great time to relax with a good book.

Check out our new reading group which meets every other Wednesday evening at 7 p.m. Just read your favorite book and come prepared for a lively book discussion. Call us for the date of the next meeting.

While you're here don't forget we still have a supply of current magazines – they're free.

TEACHERS, SUNDAY SCHOOL TEACHERS AND HOMESCHOOLERS - remember we still have a supply of educational materials and can also order supplies for teachers, parents, homeschoolers, preschools and Sunday schools. Stop in and see what we have. Our entire in store stock of teacher supplies are 15% off.

Balance Chiropractic & Wellness

Hilda Hattar, D.C.
438 West Main Street 815 784-4346

Back-to-School Backpack Safety

It's time again to get your children ready for school! That means buying clothes, supplies, and don't forget the backpack. Children are suffering from back pain earlier than previous years due to overweight backpacks. Here are some tips that will help prevent needless pain that backpack misuse could cause the students in your household.

Make sure that your child's backpack weighs no more than 10% of his/her body weight. A heavier backpack will cause your child to bend forward in an attempt to support the weight on his/her back, rather than on the shoulders by the straps.

The backpack should never hang more than four inches below the waistline. A backpack that hangs too low increases the weight on the shoulders, causing your child to lean forward when walking.

Urge your child to wear both shoulder straps. Lugging the backpack around by one strap can cause the disproportionate shift of weight to one side, leading to neck and muscle spasms, as well as low back pain.

If your child continues to suffer from pain that does not resolve, do not hesitate to call us for a free consultation at 815-784-4346.

Have a happy a safe summer!

WELCOME TO MAIN STREET:

Zobie's Artworks
228 West Main Street (2nd floor) 815-761-1735
"Fine Art Images for Designers"

Things always seem to be looking up at MCR Framing. David Zoberis is moving to his winter studio above Carolyn and Mike's store in the second week of August.

Once moved in, paintings in watercolor and charcoal of Genoa will be completed on-site in full view inside the large north-facing second-floor window. Zobie's Artworks also offers business art solutions in postcards, brochures, flyers and promotional items.

Also, studio drawing and watercolor-based painting classes are available on a one-to-one basis. Techniques taught are non-traditional and exceptionally different than most local artists' work displayed within a 100-mile radius of Genoa.

A display of current and past works will be available to view inside. If you would like more information, please contact Carolyn at MCR Framing or you can email the artist at www.zobiesartworks@verizon.net. Zobie's art can also be viewed on line at www.art-exchange.com.

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Open Air Markets Thriving in New Location; Don't Miss Next Two

The Municipal Parking Lot at the corner of Main and Genoa Streets is proving to be a great spot for the Open Air Markets. Vendors are enjoying the terrific visibility the new location provides, and shoppers appreciate the ease of finding it.

Downtown businesses are finding market visitors can easily browse their shops as well.

Fresh produce has been popular at this year's markets and will continue to be available at the remaining markets. Collectibles, antiques, home-based businesses, crafts and flea market finds are also popular.

Vendors have been coming from throughout northern Illinois as word of the markets grows.

The markets are also the place to pick up information on local events, learn about the activities of area organizations, and find surprises that will entertain and inform you.

All home gardeners are invited to sell the produce from their gardens at no charge. Reservations are not necessary to use our community space reserved for home gardeners.

If you would like to reserve a space for your resale items, crafts, home business or any other items, call the Main Street office at 815 784-6961. Remaining dates are August 25 and October 6. These should both be

great markets with big crowds as these last two markets will be held on the Day Before Pioneer Day and Harvest Moon Festival. Don't miss them!

Raffle Tops \$1,300!

DeKalb County's largest 50/50 raffle continues to grow. The prize pool has passed \$1,300 and shows no sign of slowing down.

Tickets can be purchased at several downtown businesses, the Main Street office in Citizens Bank, and at many area events. Also, look for the Main Street booth at the Park District concerts and Day Before Pioneer Day. Tickets are \$2 each or 3 for \$5. The raffle will support Main Street activities throughout the year.

The big prize will be awarded at Movies on Main Street on August 25. You need not be present to win.



New Downtown Genoa Business Opportunities

For Sale

Unique Business Opportunity

Crumpet's Tea Room
221 West Main Street
Approximately 5,000 sq. ft.
Sale Price — \$125,000
Contact Margy Hill
815-784-2800

For Sale or Lease

Office/Retail Space

121 North Emmett Street
4,000 sq. ft. bldg on approx 1-acre lot.
Contact Dick Kearney
Cell: 815-757-4400

Join Our Growing 2007 Partners List

More families and businesses 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.

We are funded entirely by contributions from organizations, businesses, building owners and community members.

Our newest partners are:

STAKEHOLDERS

(\$100 or more)

Browns' County Market
Custom Aluminum Products

Genoa Automotive Repair
Nicor Gas
Rosati's Pizza

BUSINESS/FAMILY

(\$50 or more)

Franklin Screw Products
Jan & Gary Briggs
Dale & Debra Pelly

MOVIES ON MAIN STREET PARTNERS

Genoa Township

The complete list of our partners is on our website: www.genoamainstreet.org.
Click on the Investors tab.

WANTED

CARS & TRUCKS

Got a De Lorean or a car or truck from the '50s or '60s you would like to show off? We are looking for folks to display their vehicles from 6 to 8 p.m. on August 25 before the showing of *Back to the Future* in the city parking lot at Main and Genoa Streets. Just give us a call at 815-784-6961.

LIVE '50s - '60s MUSIC

Know of a performer or band that revels in '50s or '60s music that would like to entertain prior to the showing of *Back to the Future* on Saturday evening, August 25? Have them give us a call at 815-784-6961.

Genoa Main Street, Inc. 2007 Community-Wide Partnership Drive

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 (Refer to President's Breakfast Letter) (\$100 to \$500)
 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.