



ON THE CORNER

January-February-March 2009

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

We did it again. By "we", I mean Main Street and you, the terrific businesses and citizens of the Genoa area.

Main Street always has relied on the support of local businesses and the work of volunteers to carry out its mission of promoting and improving our downtown. However, over the past six months we have repeatedly come up with ambitious ideas that require great support and a quick response.

The first big idea was the Wet Paint Project. Planning to paint a large number of Main Street buildings in one day with our usual budget of no dollars seemed daunting. But, building owners cooperated, paint and supplies were donated, and more than 30 volunteers came out and "got it done!"

Next was the Greenery Project. The combination of volunteer effort and business support enabled us to hang greens on 16 businesses, again in one day.

The greenery was barely hung when we began talking about an ice rink. The City and the Park District once again were great partners. Donations covered all the costs and 15 dedicated volunteers braved cold, snow and wind to build the rink, yes, in one day.

Genoa Main Street, Inc. is a small nonprofit organization with one half-time staff person and a small budget. We only can get things done by finding what we need in the community, whether it's expertise, money, materials or volunteers. Time and again you've helped us succeed in improving your community.

As we begin 2009, we have some great ideas. Once again we will be looking to you to help us make them a reality. Please volunteer when you can. Call or e-mail the office to let us know you can help. Please contribute what you can. A donation form is on the back page.

Thanks in advance for your support.



Within hours of opening, the Genoa Community Ice Rink was in use. The rink is a community effort of Genoa Main Street, Inc., City of Genoa and Genoa Township Park District with the support of 15 volunteers and several businesses.

Volunteers do it again!

Rink Attracts Folks Downtown for Fun

Grab your skates and come on down to the new ice rink on North Genoa Street, across from the old city hall. The rink is the result of great teamwork between Genoa Main Street, the Genoa Township Park District and the City of Genoa.

Donations by Citizens First National Bank and Stock Building Supply of Elgin and a team of 15 volunteers made the rink a reality. Our thanks too to Todd and Molly Hughes for the hay bales and Blackhawk Moving & Storage of Sycamore for the "SAM" container as a shelter.

The rink is open daily from sunrise to 9 p.m., ice conditions permitting. A sign, or no colored pennants flying, will indicate if the rink is closed due to poor ice.

The rink is unsupervised and skaters must bring their own skates. -

Genoa Main Street is offering a free skate exchange. If you have skates to donate or need need a pair, call 815 784-6961.

Rules are posted at the rink and also can be found on the Main Street Web site (www.genoamainstreet.org).

Citizens First National Bank will sponsor a grand opening celebration

on Saturday, January 31, from noon to 3 p.m. Ceremonies will include a ribbon cutting and free refreshments.

Free skating lessons also will be offered along with other special activities. Check the Main Street Web site for details.

Chocolate Walk Adds Basket of Prizes



Thursday, February 5, will be a day to remember for chocolate lovers.

Downtown businesses will offer free chocolate treats to visitors between the hours of 3:00 and 7:30 p.m. Look for the silver "kisses" on the doors of participating businesses.

Combine Rink Visit & Shopping

This year downtown businesses are offering a fabulous prize basket to the winner of the new Valentine Raffle.

Starting Saturday January 31, receive one raffle ticket for every \$5 spent in participating downtown businesses. The winner will be drawn at the conclusion of the Walk. You need not be present to win. Look for "kisses" on business doors indicating raffle tickets are available inside.

Balance Chiropractic & Wellness

Hilda Hattar, D.C.

438 West Main Street 815 784-4346

Children and Vitamins

It's interesting, how when you become a parent, you will do anything to help your children. I love educating parents in my practice about what vitamins are right for their children.

How many parents can truly say that their kids get all the vitamins they need from their diet? With today's American diet, many of us lack our daily servings of vegetables, fruits and protein.

Children need vitamins, minerals and Omega 3's to help their body grow, heal, and respond to everyday stressors. There are only 2 supplements a child needs; a multivitamin and fish oil.

A chewable multivitamin with the recommended dosage of 1-2 tablets daily, depending on the bottled instructions, is sufficient. The vitamins and minerals will help their bodies grow properly and stay healthy.

An Omega-3 fish oil capsule is recommended for supporting brain function, the immune system and the skin (such as eczema) which are all vital in children.

Our office carries both products in professional formulas for children. I know that many parents in the community would appreciate when I say our children are indeed are future. Please stop by our office if you have any questions or for our line of professional supplements. Have a Healthy New Year!

MCR Framing/ Cattywampus

228 West Main Street 815-784-9595

Cattywampus will be opening its second floor showroom in time for Chocolate Walk. In true Cattywampus fashion, we are only six months behind schedule. "My Winter Garden" will feature garden flags, statuary, wind chimes, bird houses, bird feeders, unusual garden tools, stepping stones and who knows what else.

We're also gearing up for Valentine's Day with the introduction of

our Clueless Spouse Gift Registry. This new feature will give your clueless spouse the opportunity to pick the perfect gift for you. And, we look forward to extending this feature to birthdays, anniversaries, and the holidays.

Finally, keep your eyes open for details on this year's March Beach Party, offering more sand, sun, and fun than last year.

Genoa Public Library

232 West Main Street 815 784-2627

What's new at the Genoa Public Library?

We are going to be offering a program for children in 1st through 5th grades on Thursday afternoons from 3:45 to 4:15 p.m., once a month starting February 12. The program is entitled "What's This Month?" and will have very different things presented each month. We don't want to cheat and let you know what February is. You'll have to come and find out.

Also in February we will be featuring Romance and Abraham Lincoln books from our collection. In March we will feature gardening books. April will bring information on being aware of very severe weather and how to deal with it. May is Cinco de Mayo and Hispanic heritage awareness. Then we come to June and Summer Reading starting after Genoa Days. Watch for more information.

There is something for everyone at your local library.

POPPY SEED PRIMITIVES



316 West Main Street 815 784-4212
www.poppyseedprimitives.com

What's new at Poppy Seed Primitives.....

A winter blowout sale is now in progress. New items are now 50 % off along with all remaining holiday and winter merchandise.

Join us Thursday, February 5, from 3:00 to 7:30 p.m. for our annual chocolate walk event. Stop in for store specials and enjoy a chocolate treat while you shop. It's a great night

to shop your local downtown Genoa businesses.

February 16 through 21 will mark our next "bag sale event". This is how it works: For one week only, all merchandise that you can fit into the designated tote bag will be 20% off.

Don't have a tote bag yet?!! The bags are available for only \$5.00. New this year... shop all year long and receive 5% off anything that you can fit in your bag. Come in for details and exclusions.

Join our exclusive candle club. Buy 5 candles and receive a special treat. Buy 11 candles and receive the 12th for free. No need to worry about carrying a punch card... we'll keep track for you.

Spring merchandise will be arriving soon. Check out our selection for spring and Easter decorations.

Mark your calendars.... Poppy Seed Primitives will be closed February 28 thru March 7 for vacation.

Reflections

207 West Main Street 815 784-3100

Reflections Hair Salon of Genoa is very excited to welcome Courtney Hoffman to our experienced styling team as of February 1, 2009.

Courtney has worked as a stylist in Kirkland for numerous years and at salons in Rockford. Courtney is a hair stylist with a flare for color and an eye for style. She also is specialized in full body waxing for both women and men. Her hours are Tuesday and Thursday from 10 a.m. to 7 p.m. and Saturday from 9 a.m. to 1 p.m.

Reflections Hair Salon's goal is to provide you with a hair design based on your wishes and needs at very affordable prices.

Let our knowledgeable and expanding staff show you how to look your best. Call (815) 784-3100 to schedule your appointment with Patty, Carolyn or Courtney, today!



Victoria's Crossing

220 West Main Street 815 784-2868
Home Accessories, Gifts & Collectibles

We would like to thank our customers for their loyal support in 2008 and wish everyone the best in 2009.

Some new and exciting things are happening at Victoria's Crossing this year. For example, by popular request, Kringle's Crossing is back. Our upstairs has been transformed into a year-around Christmas shop filled to the brim with holiday treasures.

We also have created "the book nook", a comfortable library of used and new books.

We just returned from a successful buying trip at the recent gift mart we attended. New merchandise will be arriving shortly.

Visit us and take our virtual tour: www.victoriascrossing.com.

Zobie's Artworks

207 West Main Street 815 784-3100

David Zoberis, artist and owner, is offering a special discount for budding young artists and their mothers on the two Saturdays before Mother's Day.

Lessons, regularly \$35, will be half price. The first, Saturday May 2, is Portrait Instruction; the second, May 9, is Portrait Day when Mom gets to dress up so her child can create a memory of her in charcoal.

Located above Cattywampus/MCR Framing, Zobie's also offers:

Unique art work for personal and commercial use.

Colorful renderings for the home.

Designer images including renderings of businesses, logos, brochures and promotional items, including hats, T-shirts, key-chains, etc.

Private art classes for everyone 8 years and older.

Zobie's Artworks is a "GREAT" place to discover the colors lacking in your life.

One-on-one classes are offered on Thursdays and Saturdays by appointment.

GMS, Businesses Offer Scholarship

Genoa--Kingston High School seniors will soon be rounding up their votes for the third annual Main Street Scholarship. The scholarship is sponsored by Genoa Main Street, Inc. and funded through the donations of participating businesses.

Any G-K senior planning to further their education is eligible to compete for the scholarship. The names and photos of all applicants will be displayed on posters in participating businesses. Customers may cast one vote for each dollar spent in a participating business. The applicant receiving the most votes will receive the scholarship.

Applications will be available in the high school guidance office and the Main Street office in early February. Watch local papers and look for signs on the doors of participating businesses to see where to cast votes for the student of your choice.

Main Street Welcomes:

The Perfect Fit

113A West Main Street 815 784-9020

Please welcome Main Street's newest business -- The Perfect Fit. Owner Fernando Cruz is ready to fill all your tailoring needs. Custom sewing, leather repair, zippers and restyling are among his specialties.

Fernando also can help with wedding attire and draperies.

Dry cleaning and next-day service are available. No appointment needed.


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NEWS NOTES:

Chicago Hosts National Main Street Conference

This year's National Main Street Conference will be held in Chicago March 1-4. The conference will include national speakers, tours and representatives from across the country. Genoa will have several representatives in attendance to bring back the latest in ideas for promoting and improving downtown.

Food Pantry Raffle a Win!

Genoa Main Street's popular holiday fundraiser, the food pantry raffle, raised a record \$625. Proceeds have been donated to the Genoa-Kingston Food Pantry.

GMS Wins Two State Awards

Genoa Main Street, Inc. captured two of the 20 awards at the Lt. Governor's Awards for Excellence in Downtown Revitalization at the 15th annual Illinois Main Street Conference in Decatur. Also, Executive Director Mim Evans was one of six finalists for Executive Director of the Year.

In Membership & Development, Genoa's "Dinner and a Movie" program was among five winners statewide. The judges said "Dinner and a Movie is a unique fundraising project because it converted an existing popular, but costly event, "Movies on Main Street," into a successful fundraiser.

Genoa also was one of five winners in Design for its Wet Paint Project.

In awarding the prize, judges said, "The Wet Paint Project attracted many new volunteers to Genoa Main Street.

Further, as vacancies are being filled, the project met the goal of being a catalyst for recruiting businesses."

Attending the conference were Pattie Marx, Gordon Jones, Arlene Erickson, Leslie Sanderson, Gene Bradford and Jim Wilson.

Learn More, Visit GMS 2009 Action Plan On Line

The 2009 Genoa Main Street Action Plan can be found within the 2008 Annual Report on our Web site: www.genoamainstreet.org.

This year's plan includes all of your favorite events and activities from last year as well as several new projects.

2009 Individual & Family Campaign Underway

Genoa Main Street, Inc. is a nonprofit organization supported by our own fundraising efforts. Please consider a donation to Main Street either through the coupon you may receive in the mail or the one at the bottom of this newsletter. Thank you for your support.

NEW YEAR 'EARLY' DONORS

REVITALIZER (\$500 or more)
Citizens First National Bank

STAKEHOLDER (\$100 or more)
David Glaum
Gordon Jones
Kishwaukee Valley Heritage Society

FAMILY (\$50 or more)

INDIVIDUAL (\$25 or more)
Mike & Mardell Ross

Business Opportunities

For Rent

119 West Main Street-Rear
225 sq ft plus storage. Newly painted.
Perfect for contractor or small office
Private entrance with deck.
\$250/month
Call Jamie Ullmark 815 784-5554

For Lease

Retail/office
107 North Monroe Street
Updated interior
1,700 sq ft — \$695/month
Contact Dick Kearney at 815 784-2409
or 815 757-4400

For Lease

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

For Sale/Lease

201 West Main Street
Prime Corner Location
2,300 sq ft 1st floor commercial with 3 leased apartments above.
Contact Trademark Properties
815 784-4582

For Rent

Main Street frontage
113 West Main Street
Suite B — 1,500 sq ft — \$800/month
Suites share off-street parking and loading dock.
Call 815 784-4582

For Rent

511 W. Main St., suite 2
Approx. 500 s.f.
Nicely finished office space
Contact Trademark Properties
815 784-4582



Genoa Main Street, Inc. 2009 Individual and Family Partnership Campaign



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

Individual Membership (\$25) Family Membership (\$50) Other Amount (\$_____)
For details on Business and Sponsorship Levels, call the Genoa Main Street Office at 815 784-6961

Name: _____ Street: _____

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