



# ON THE CORNER January-February 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 W. Main Street • Genoa, IL 60135 • 815 784-6961  
E-Mail: [genoamainstreet@atcyber.net](mailto:genoamainstreet@atcyber.net) • Visit Our Website: [www.genoamainstreet.org](http://www.genoamainstreet.org)

## From My Corner

By Mim Evans, Executive Director

2008 is going to be a challenging one for downtown. Several businesses are leaving. We are sorry to see them go and wish them well with their future plans.

This is the time when being a Main Street community really makes a difference. People often ask how Main Street is different from the Chamber or why Main Street is important.

Genoa Main Street, Inc. is the only organization focused solely on downtown. We are the only organization that is concerned with all aspects of downtown, including its history, appearance, business mix, community activities and the image it presents to the world beyond Genoa.

At times like these, having an organization like Main Street means Genoa can mount a coordinated effort to fill empty space, strengthen existing businesses and improve the overall economy of downtown.

Here's what we are doing.

**Recruiting New Businesses:** New businesses have already begun to visit Genoa. We have a package of incentives that are a combination of City and Main Street programs. We are visiting other communities to identify businesses that could be successful in Genoa. Available space is advertised on our Web site as well as in this newsletter.

**Retaining Existing Businesses:** We encourage our downtown businesses to take advantage of the assistance available to them. We can help arrange for free business counseling from local experts or outside professionals. Free design services are available for building improvements, signage and printed material. We are providing technical assistance on issues of interest to local businesses. A seminar on using the Internet for sales and contacts was held this month. Our monthly merchants meetings provide a way for businesses to communicate and plan for downtown events, advertising and projects. We will continue to sponsor events and promotions that bring people downtown. (See Corner on Page 4)

## Promoting Education:

### Main Street, Merchants to Offer Scholarship Again

Genoa Main Street, Inc. and Genoa businesses once again will award a scholarship to a graduating Genoa-Kingston High School senior.

Applications will be available from the high school guidance office or the Main Street office in mid February. The applications will be due in the Main Street office by March 10. Voting will take place from March 15-May 15.

The scholarship is funded by contributions from participating businesses. Applicants' names will be posted in the participating businesses. The general public will be able to vote for the applicant of their choice by making purchases at the participating businesses.

Each dollar spent will equal one vote. The purchaser will indicate which student they want to vote for. At the end of the voting period, Genoa Main Street will tabulate the votes. The student with the most votes will receive the scholarship.

The scholarship will be awarded at graduation.

### Chocolate Walk Offers Sweet Treats February 9

Chocolate treats await you downtown on Saturday, February 9.

Once again downtown businesses will offer visitors free treats just for stopping in. You are sure to find something you like whether it's cake or candy or hot chocolate.



While you are enjoying your treats, be sure to get that special someone a Valentine's Day gift. Downtown shops will have plenty to choose from.

Watch for in-store specials in the local papers and on the Main Street website at [www.genoamainstreet.org](http://www.genoamainstreet.org).

## Kick Off New Year with Donation to Main Street

Always is a good time to become a Genoa Main Street, Inc. partner. You can join the families and businesses who have added their names to helping us in our efforts to preserve Genoa's historic heritage and small town wholesomeness while promoting economic development and downtown improvements.

**REVITALIZERS** (\$500 or more)  
Citizens First National Bank  
Jon Cromley

**STAKEHOLDERS** (\$100 or more)  
Dr. Sherie Perdue/Genoa Dental Care  
David Glaum  
Gordon Jones  
Paul Welch

To become a 2008 partner, complete the form on page 4 and send it to us with your donation. We are funded entirely by donations.

### Help Wanted!

Two great positions are open. We are looking for someone to regularly update our Web site using our computers and software. We can show you how to use the user-friendly software.

We also need folks to update our display boards that we use so often. The boards go to all kinds of events. They inform people about the work of Genoa Main Street, Inc. and also show them why they should visit Genoa. We are forming a subcommittee to redo the boards, so you would not need to work alone.

If you are interested, call the Main Street office at 815 784-6961 or email us at [genoamainstreet@atcyber.net](mailto:genoamainstreet@atcyber.net).

### Get the Latest News Online

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

# Balance Chiropractic & Wellness

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

Since opening my doors a year ago, I have helped many people regain a pain-free and healthy life. I have always believed that becoming a doctor would allow me help many different people. I have always wanted to become a doctor ever since taking my grandma to her doctor's appointments when I was 7. It wasn't until my high school physiology teacher introduced me to chiropractic medicine did I decide to become a chiropractic physician. I had suffered from headaches since I was 10 years old and found that only a chiropractic adjustment helped alleviate my headache. I knew then that this was what I was destined to do.



I am committed to giving my patients the highest quality of care to achieve and maintain a healthy body. That is why I perform a thorough exam and spend an hour getting to know my patients on their first visit. If you have questions about how I can help you, I offer complimentary consultations.

My office treats people of all ages. Also, I treat a full spectrum of health conditions from back pain to allergies.

We offer massage therapy, dietary/nutritional counseling and acupuncture. Evening and Saturday appointments are available. For an appointment please stop in or call (815) 784-4346. Chiropractic is a natural, effective mean to getting healthy without the use of medications or surgery.

## *Briody Enterprises*

501 West Main Street 815-784-3040

### *Does Your Business Have a Lot of Stuff?*

Prairie Ridge Storage, located at 405 South Hadsall Street in Genoa can handle all of your office overflow – old files that should not be thrown away but your space is limited for keeping them, supplies and materials you just don't know where to put (as long as they are non-flammable), unused office furniture, etc. Let Prairie Ridge Storage act as your own personal warehouse.

Prairie Ridge Storage units are open and accessible 24 hours a day, 7 days a week. There are four different size units with flexible lease terms.

Give us a call today to reserve your storage unit and make things more organized at your business. Call 815-784-3040.

## *Dot's Pincushion Quilt Shoppe*

113A West Main Street 815-784-4100

Thank you for a great 2 1/2 years on Main Street.

Visit me on the Web [www.dotspincushion.com](http://www.dotspincushion.com).

Happy Stitches!

Dot

## *Crumpet's Tea Room*

221 West Main Street 815-784-6121



The long winter months make the perfect time to stop by Crumpet's for a nice cup of hot tea (or our coffee flavor of the day) with our homemade scones and lemon curd. Take some time to come in and see our newest arrivals of unique, animated Rhythm clocks.

We will be taking a long-awaited few days off this February. From Monday, February 4 through Thursday, February 7, we will be out of town and will re-open on Friday, February 8. We will be serving up something chocolate on the 9th for the annual "Chocolate Walk."

Join us for special Valentine's dinner hours on Friday, February 15, from 5 to 9 p.m. We are offering our regular menu and other dinner specials. Reservations recommended.

We hope everyone has a happy, healthy 2008. And remember we'll be off for a few days in February...then it's business as usual. Hope to see you soon.

## *MCR Framing/Cattywampus*

228 West Main Street 815-784-9595

Cattywampus and MCR Framing are extending their inventory clearance and picture framing sale thru January 27 to make room for all the cool new stuff we bought at the January gift show.

There will be tons of fun, affordable new jewelry, kitchen gadgets, home decor, yard & garden, and other cool stuff showing up during the next 30 days. And, don't forget to check out our expanded greeting card department (featuring Christian Expressions and Musical cards) for Valentine's Day.

## *Pete's Castle/ Marathon*

104 West Main Street 815-784-4060

Happy New Year to All!

It is so hard to believe the holidays are behind us, and a new year has begun! That means some new specials down at Pete's Deli! For the month of January (or while supplies last) get a free Coca Cola tumbler with the purchase of an Italian beef, potato wedge and fountain drink at \$5.95 or a BBQ, potato wedge and fountain drink at \$5.29. In the month of February, you get 29 days to buy any of our breakfast biscuit sandwiches at regular price and get a second one for 99 cents. Great deals! Great eats!

With the cold winter weather, do know we always have plenty of "ice melt" on hand for sale! We also have plenty of "winterizing car" items in stock as well!

Remember, "we pump for you" every Tuesday and Thursday from 9 a.m. to noon, rain or shine!

So stop in and say hi!

# POPPY SEED PRIMITIVES

316 West Main Street 815-784-4212

[www.poppyseedprimitives.com](http://www.poppyseedprimitives.com)

A winter blowout sale is now in progress at Poppy Seed Primitives. All holiday and winter merchandise is currently 50% off. Stop in soon to take advantage of these great savings. Sale continues through the end of January.

February will introduce the first "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?!! A qualifying purchase will get you one for free. The bags are also available for only \$9.95. See store for more details. Join our mailing list to receive this and other exclusive offers.

Please mark your calendars — Poppy Seed Primitives will be closed February 2-9 for vacation.

## PAINTED PONY BOOKS

415 West Main Street 815-784-4743

Painted Pony Books will be moving to the Cherryvale area of Rockford in the near future. Our last day in Genoa will be February 28. We will spend the month of March moving to our new location. Please visit us at our new location at 7326 Cherryvale Mall Drive, Cherry Valley. We are located in the strip mall outside of J.C. Penney (the old crafters mall). We will be sending a mailing out in February with directions and our new phone number. If you are not already on our mailing list be sure to stop in and put your name on the list.

We will miss Genoa and our wonderful customers. We hope to see you at our Grand Reopening on Saturday, April 5.

## Wild Thyme Herb Garden

438 West Main Street 815-784-4237

Start this year off right by taking better care of yourself and your loved ones.

Join us for an Immune Health Class at Wells & Associates in Sycamore. Learn which herbs to use and how to brew them into healing teas. Did you know that Elderberry ranks among the top 10 foods for free radical absorption? Join us to learn more:

Wells & Associates  
407 West State Street in Sycamore  
Tuesday, January 15, 2008  
6:30 – 8:30 p.m.  
Fee \$35

Register by e-mail at [WAAWconted@comcast.net](mailto:WAAWconted@comcast.net)  
or by calling 815-761-2854.

This workshop will be taught by Evelyn Cooley, professional herbalist practitioner, and owner of Wild Thyme. Evelyn also is a Bach flower essence consultant. The flower essences work on an emotional level, the root cause of disease (disease). There are 38 different essences, one for each emotional state. The most popular are Rescue Remedy for Stress, and Rescue Sleep for insomnia. Consultations are by appointment. The fee is \$35 and includes a treatment.

February is Heart Health month. Join us for the Chocolate Walk to sample some organic and Fair Trade teas and chocolate. These (heart health and chocolate) don't seem to go together, but chocolate does have its benefits!



While you are making your heart stronger for your sweetie, pick up a unique piece of vintage jewelry or a custom gem stone made by Laura.

Have a healthy new year. Evelyn

## REFLECTIONS HAIR SALON

207 W. Main St. 815-784-3100

Start the New Year with a new Do! Create a style or color to enhance your natural beauty. Our service is personal and unique with each client. Our salon goals are to provide a quality, professional, relaxing atmosphere for all to enjoy.

Reflections Hair Salon will be participating in February's Chocolate Walk. Stop by for some sweet treats and a sweet savings of 20% on all Redken and Hempz moisturizing lotions. Just remember, looking like a million bucks, doesn't have to cost you a million.



Thank you and Happy New Years to all our existing and new clients!



**We want you to be WILD ABOUT CITIZENS!**

**We offer you more than the "Bear" necessities!**

**Win a trip to Grand Bear Lodge & Waterpark!\***

**Stop in and ask about our PERSONAL CHECKING ACCOUNTS!**

327 W. Main St.  
**GENOA**  
(815) 784-5101



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## NEWS NOTES:

### Genoa Wins State Award

Genoa Main Street, Inc. was the winner of the Retail Event award and a finalist in three other categories at the 2007 Lt. Governor's Awards for Excellence in Downtown Revitalization at the 14th annual Illinois Main Street Conference in Danville.

"All the volunteers who are a part of Genoa Main Street should be congratulated on this recognition by the Lt. Governor's office. It is their hard work that makes all the Main Street projects possible," said Mim Evans, Genoa Main Street executive director.

Genoa won the Retail Event Award for its Main Street Scholarship promotion, which raised awareness of downtown businesses and attracted shoppers while generating a \$1,000 scholarship for a Genoa-Kingston High School graduating senior.

Genoa Main Street also was a finalist in three other categories: Membership and Development — Creative Fundraising Campaign, "Dinner and a Movie" program. Membership and Development — Partnership Development, "Partnership with Genoa-Kingston High School." Promotion — Special Event or Festival, "Quilt Walk."

Attending the conference in addition to Evans were Gordon Jones, vice president; Arlene Erickson, secretary; David Glaum, chair, promotion committee; and Jim Wilson, chair, economic restructuring committee.

### Raffle Raises \$502

Thanks to the support of Genoa businesses and members of the community during Celebrate the

Season, a record \$502 was raised to support the Genoa-Kingston Food Pantry.

### Illinois Main Street Day

Genoa Main Street reps will join others from Illinois Main Street communities in the Capitol Rotunda in Springfield on February 21. The event demonstrates to legislators the vitality of the Illinois Main Street program.

### Corner, from page 1

**Improving the Downtown Environment:** We continue to work to make downtown more attractive as a place to do business, shop, dine or attend an event. We have received a matching grant for new light pole banners. We also have applied for a grant for new awnings. We are working on a major trim painting project for buildings to improve the downtown's "curb appeal." We are bringing an Illinois Main Street architect to town to assist downtown building owners.

Maintaining a successful downtown is tough. Now more than ever, we need your support. Whenever possible, do your business and shopping downtown. Encourage your out-of-town contacts to visit Genoa. Keep an eye out for businesses that might be a good fit for downtown, and let us know about them. Volunteer to help with events and projects.

### Share Your Ideas

Got ideas? Drop us an email at [genoamainstreet@atcyber.net](mailto:genoamainstreet@atcyber.net), or give us a call at 815 784-6961. Use the form below to make a donation.

Working together, we can look back on 2008 as a year of change and success.

## DOWNTOWN GENOA BUSINESS OPPORTUNITIES

### Building For Sale

201 West Main Street  
prime corner location  
1st floor commercial w/ 3 leased  
apartments above  
first floor is 2,300 sq. ft. \$295,000  
Contact Trademark Properties  
815-784-4582

### Commercial Suites For Rent

113 West Main Street  
Suite A - 1,250 sq. ft.  
Off-street parking \$700 per month  
Suite B - 1,500 sq. ft.  
Off-street parking w/loading dock  
\$800 per month Call 815-784-3385

### Restaurant For Sale

Unique business Opportunity  
Crumpet's Tea Room  
221 West Main Street  
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

### 'Away from Home' Space

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

### For Lease

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

## Genoa Main Street, Inc. 2008 New Year Community Appeal

Like many non-profit organizations, we depend on donations.

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.

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.*

