

DOWNTOWN DIGEST

A NEWSLETTER PUBLISHED FOR MEMBERS OF THE HOLLISTER DOWNTOWN ASSOCIATION

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HDA Declares First Bridal Tour in Hollister a Success

Preparation for the Hollister Bridal Tour began early in the morning with the addition of wedding bells in trees along San Benito Street and last minute adjustments to displays in storefront windows.

With 40 retailers participating, Brides registered at the Veterans' Memorial Building and then spent the better part of the day discovering businesses that are prepared to make every wedding unique.

This was a walking event, and the weather cooperated perfectly with sunny skies and white puffy clouds. Twenty-five participants made their way to each of the 20 businesses located downtown with many owners reporting an increase in business directly related to



THE ROSE HAIR SALON WAS REPRESENTED AT THE BRIDAL TOUR BY (LEFT TO RIGHT) ERICA SANDOVAL, STACY CIRELLI, AND STACY FELICE.

the event. The Elegant Touch had one of their best Saturdays ever and Maddux Jewelry was also pleased with the number of new customers. The Bridal Tour ended with a session of *Bouquet Tossing 101* followed by a drawing for prizes. Winners included Allison Hurtado and Monica Chavez.

Overall, the event was a great success and the Promotion Committee is already formulating ideas to make next year's event even better. ☺

Committees Designing New Banner

Since the holidays, winter storms have been frequent, and the wind has played havoc with our street banners. Unfortunately, after nearly four years, nine more banners were recently removed due to their poor condition, and downtown is beginning to look a little bare.

The Design Committee is currently working on a new banner design that will add to the inviting atmosphere and historic character of downtown and welcome visitors, as well as promote businesses through sponsorship.

Fifty banners will be available for businesses or organizations to sponsor, and invitation letters will be mailed out by the Promotion Committee towards the end of May. Although the final design has not been approved, both Committees are hopeful that sponsorship will remain at \$300 per banner for a minimum of two years.

Once the new program has been put into place, the old banners will be available for businesses to enjoy even longer! They make a great wall hanging for the office.

Watch for more information and a preview of the new banner in the mail. ☺

ELECTION NOTICE

The Hollister Downtown Association, in accordance with its bylaws, has formed a nominating committee for the 2006-2007 membership year. Committee members are: Sheila Stevens, Yvonne Caporgno, Rick Maddux, Marilyn Ferreira, and Megan Ward. Hollister Downtown Association members interested in becoming a member of the Board should notify a committee member, or contact the HDA office by Friday, April 14, 2006.

Elections will be held at the Quarterly Breakfast on Wednesday, April 26, 2006. Nominations will be accepted from the floor. ☺



POINTS OF INTEREST

- ♦ The HDA Quarterly Breakfast will be held on April 26, 2006 at Las Palmas Restaurant. Breakfast will be served at 7:30 am followed by guest speaker Jeff Miller, Hollister Chief of Police. Please RSVP with your check for \$10 per person. Breakfast will be \$13 at the door.
- ♦ Each Wednesday, rain or shine, the Hollister Farmers' Market will be open from 3:00 pm to 7:00 pm at the corner of San Benito and Fourth Streets. Shop for fresh fruits, vegetables, fish, chicken, and beef. Volunteers are always welcome!
- ♦ The annual Spring Clean-up event will be held Saturday, April 22, 2006 from 8AM to Noon.
- ♦ A Volunteer Appreciation Open House is scheduled for Sunday, May 7, 2006. Volunteers are encouraged to RSVP with the HDA office.
- ♦ *Spotlight on Hollister and San Benito County* is May 17, 2006. Businesses that would like to participate should contact EDC at (831) 636-1882.

COMMITTEE REPORTS

- ♦ **The Organization Committee** is working on the Volunteer Appreciation Open House to be held in May and is also getting ready to hold its annual Board retreat to establish goals and a direction for the upcoming year and beyond. Pulte Homes representatives talked to the Committee about their hopes to establish an active senior community approximately four miles north of town.
- ♦ **The Promotion Committee** is awaiting delivery of the Downtown marketing brochure. The Bridal Tour in February was a tremendous success and will be added to the calendar for 2007. The Street Festival Committee is already meeting to plan the 20th anniversary of this event. A quilt show, in conjunction with Pinnacle Quilters of San Benito County, is planned for May 2007.
- ♦ **The Design Committee** is in the final stages of approving a new Historic Homes Blanket. The City Public Works Department has started to install Downtown directional signage—watch for brown signs with date proclaiming the year Hollister was established. A Historic Walking Tour Documentary of Downtown Hollister, in partnership with CMAP, is in the works. We are awaiting the new sign ordinance draft from the City of Hollister, now scheduled for release in May.
- ♦ **The Economic Restructuring Committee** approved a grant application submitted to the Urban Land Institute, which if funded, will provide the funds to do a needs analysis for Downtown with a subsequent action plan. The RDA has agreed to also contribute funds towards this project if funded. Pulte Homes representatives talked to the Committee about their desire to establish an active senior community near the airport.

Hollister is the Real Deal

Last January, the Hollister Downtown Association and City of Hollister Redevelopment Agency sponsored workshops and one-on-one consultations with Lani Lott, a revitalization professional and downtown management consultant.

Lani began her three day visit to Hollister with a presentation at our quarterly breakfast, providing information on marketing strategies, advertising, and promotional plans. Following the breakfast, Lani presented two workshops including information on visual merchandising, as well as company image and branding. In addition to her formal presentations, Lani completed 16 on-site store front assessments, addressing issues and offering solutions to specific problems.

As business owners and regular shoppers in downtown Hollister, we become very comfortable with our surroundings, but Lani's visit provided an opportunity for Hollister to be seen for the first time. She was generally impressed with what she saw and said, "Downtown Hollister is a true traditional downtown that is genuine—the real deal" and poised to become something special.

Lani has provided the Hollister Downtown Association with a summary of her impressions, as well as recommendations for the long-term economic vitality of Hollister. Anyone interested in reading her summary may contact the HDA office. ☎

Spring Clean-Up Scheduled for Earth Day

March 20th was the official first day of spring, but the Hollister Downtown Association has scheduled Spring Clean-Up to coincide with Earth Day on April 22nd. This is an annual event that provides local youth organizations an opportunity to be involved with the community and/or to fulfill badge requirements. Of course, adult organizations and individuals are encouraged to participate as well.

Some of the activities that take place during the Spring Clean-Up include removal of trash, weeds, tree suckers, and graffiti—basically any unsightly foreign material. The alleys will be inspected for piles of trash and other unsightly material including cardboard boxes. New plants will be provided and established in existing planter boxes.

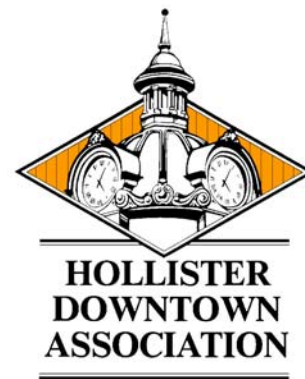
Anyone who would like to participate is encouraged to contact the HDA office at (831) 636-8406. Small garden tools, brooms, and strong backs are all that is required. ☎

Historic Documentary in Production

CMAP is creating a documentary based on the Historic Downtown Walking Tour booklet published by the Hollister Downtown Association and the San Benito County Historical Society. This documentary will highlight some of the 50 historical buildings featured in the walking tour booklet using video footage, still photographs, music, and voiceovers of historical figures who lived in the featured buildings over the last century.

Three sponsors have offered to help underwrite the making of this documentary: Marilyn Ferreira, DMB El Rancho San Benito, and most recently, Pulte Homes Corporation.

The HDA is looking for one more sponsor to cover the cost involved with making the documentary. The sponsors will receive a 15 second underwriting spot at the end of the video including video or still shots of the business, contact information, website address, music, and a voiceover acknowledging the sponsors support. Each sponsorship will cost \$250 and anyone interested in underwriting this project should contact the HDA office immediately. ☎



**REVITALIZING HISTORIC
DOWNTOWN HOLLISTER
TO BE THE HUB OF SOCIAL
AND ECONOMIC ACTIVITY
IN OUR COMMUNITY**

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**FOR MORE INFORMATION
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DOWNTOWNHOLLISTER.ORG**

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