

DOWNTOWN DIGEST

A QUARTERLY NEWSLETTER PUBLISHED FOR MEMBERS OF THE HOLLISTER DOWNTOWN ASSOCIATION

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PBID Process to Begin in July with a Steering Committee



THE RDA OFFICE IS LOCATED IN THE HISTORIC PORTER HOUSE ON MONTEREY ST.

A panel of local property owners and city officials convened at the Hollister Redevelopment Agency office last month to interview two consulting firms that were interested in helping the HDA establish a PBID in downtown Hollister. After a lengthy discussion, the panel selected Kristin Lowell Inc., a public finance solutions firm based in Roseville, CA. President Kristin Lowell Schubert said, "This will be a very ex-

citing opportunity for the downtown Hollister community to envision a brighter business corridor."

Specific PBID project objectives include:

- Respond to property owner priorities in an effort to increase occupancies, sales, and values
- Create a plan with flexibility, adapting to changes in the growing commercial market
- Maximize property owner accountability and participation in the design and implementation of PBID initiatives

The interview panel consisted of Liz Smith (K&S Properties & Realty), John Barrett (McKinnon Lumber), Mark Paxton (ER Committee), Doug Emerson (City Council Member), Bill Chow (Hollister RDA), and Jerry Muenzer (ER Committee Chair & Muenzer's).

After the interviews were completed, it was very clear that the process of forming a PBID will not happen overnight. Liz Smith said, "A tremendous amount of edu-

cation will be required for everyone" prior to making any decisions.

Currently, there are more than 400 business and property-based districts in California. Even in these difficult times, cities like Hollister are realizing that general services normally provided by local governments (i.e. graffiti removal, tree maintenance, economic development, etc.) may be reduced, and downtowns will need to rely on district funds to fill in the

CONTINUED PAGE 2

NEW MEMBERS

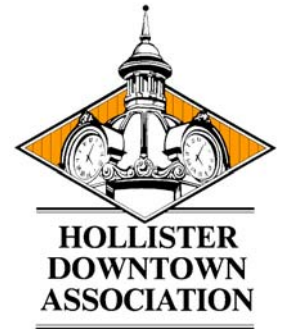
Santana Ranch
Brian Curtis
1851 Airway Drive Ste E
Hollister
831.630.1853
Developer

What to Expect on the Fourth

Independence Day will be here before we know it, and although there may not be the usual roar of motorcycles, there will be an increased police presence in downtown.

In a conversation with Executive Director Brenda Weatherly, Hollister Police Chief Jeff Miller indicated that while the number of officers on the street will increase, "they will be sensitive to all concerned and allow merchants to conduct business as usual."

Business owners are encouraged to communicate with the officers on duty—strike up a conversation and get to know the men and women who will be working through the holiday. ☺



POINTS OF INTEREST

♦ Las Palmas Restaurant will host the next quarterly breakfast on July 22, 2009 at 7:30 am. Kristin Lowell Schubert will be our guest speaker. Kristin will briefly discuss the planning steps and timeline for the downtown Hollister PBID. Seating is limited, so please RSVP *with a check* for \$13 per person. Breakfast will be \$15 at the door.

♦ Fireworks are on sale at the HDA booth in the Safeway parking lot. We need EVERYONE'S support this year—the purchase of fireworks will enable "Jamie the Elf" to keep the lights glowing during our *Lights on Celebration* in November. ☺



MOVIES UNDER THE STARS

Bring the kids and join the fun this summer with !

July 2
Nacho Libre (PG)

July 9
Ghostbusters (PG)

July 16
Journey to the Center of the Earth (PG)

July 23
Kung Fu Panda (PG)

All movies begin 30 minutes after dusk—check our website for specific times.



RAY PULVER FROM UPBEAT PARADE PRODUCTIONS CONDUCTED AN AMATEUR FLOAT BUILDING WORKSHOP IN MAY WITH NEARLY 40 PEOPLE ATTENDING FROM VARIOUS NON-PROFITS AND BUSINESSES IN THE COMMUNITY. RAY LOVES A PARADE AND SHARED SOME REALLY GREAT, EASY IDEAS FOR FUTURE PARADES...WHO THOUGHT YOU COULD USE A GROCERY CART AS THE BEGINNING OF A SMALL PUSH FLOAT, AND WHAT BETTER WAY TO HAVE A "GREEN" PARADE? ADDITIONAL INFORMATION CONCERNING FLOAT BUILDING IS AVAILABLE IN THE OFFICE.

COMMITTEE ACTION

- ♦ **The Executive Board** and staff attended a retreat in May, at Blak Sage Gallery, facilitated by Kathleen Sheridan. For the next year, the Committee will focus on filling board vacancies with qualified, effective candidates, training opportunities, and an adequately equipped, functional, professional office.
- ♦ **The Organization Committee** is beginning to take shape with members that include Peggy Thorning, Julie Rossi, and Millard Strohn. Strengthening the HDA's public presence to help build more awareness about the value and role of the association will be one of the key goals for this committee.
- ♦ **The Promotion Committee** is selling Downtown Club Cards and soliciting businesses to participate by offering a discount to card holders. Club cards are available for purchase on line, the Farmers' Market, Drapoel, Muenzer's Cyclery and Sports Center, and the HDA office. The Committee is also looking for volunteers that would like to help with the County Fair booth. Members that are interested in manning the booth should call the HDA office.
- ♦ **The Design Committee** is in the process of updating the Street Pole Banners with sponsorship by new businesses. K&S Properties is helping with the project by temporarily removing nine banners and then completing the installation once the banners have been reworked. The Committee is also working on a new brochure entitled 'Take a Hike!' – a collection of city walks throughout downtown Hollister.
- ♦ **The Economic Restructuring Committee** is working with COG in regards to their Bike and Pedestrian master plan and is excited about incorporating bike lanes on San Benito Street. In addition, the Committee is also working with COG to improve the pedestrian crossings at the railroad tracks downtown. Union Pacific has not cooperated in the past, but improved crossings are vital in order to connect downtown with neighborhoods to the east—the Committee is prepared for a tough battle. ☺

DOWNTOWN CLUB BUSINESS PARTICIPANTS

San Benito Bank
Hollister Free Lance
Precious Petals
Paine's Restaurant
The Elegant Touch
Las Palmas Restaurant
The Knife & Fork Café
Marla A. Pleyte, Attorney
Hollister Paint Company
Muenzer's Cyclery & Sports Center
French's Kitchen & Bath
Tiffany Ford Motor Company
Drapoel–Teezerz
Maddux Jewelry
Penny Wise Drug
She's Apparel & Shoes
Autoworks
Precision Laser Engraving
West Coast Music & Dance FX
Rustic Turtle Embroidery Works
Helen's Photography
SBC Chamber of Commerce

Where Do Employees Park?

With enforced parking in downtown Hollister only a matter of time (no pun intended), business owners should not wait until the last minute to have a conversation with their employees concerning long-term parking. An employee who is watching the clock rather than the till, is not utilizing their time effectively!

The most obvious (and least used) place for long-term parking in downtown is the Briggs Parking Garage, capable of housing 140 vehicles. The garage comes equipped with many standard options, including a security guard, shaded parking, and an elevator. Employees may even enjoy increased health benefits should they choose to use the stairs.

Beyond the parking garage, there are five public parking lots conveniently located in downtown, these are posted as two-hour parking only and employers should discourage the use of these parking lots by employees. Alternatively, West, Monterey, and Sally Streets offer free parking all day long, as well as portions of Seventh Street.

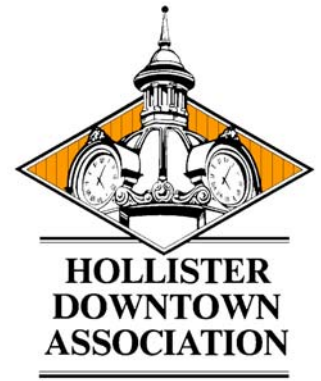
Finding a legal location for employees to park is not really that difficult and will ultimately provide better service for all of our customers! ☺

Funding Supports Historic Theatre

The HDA received a grant from the Community Foundation in support of a Historic Structure Report for the Granada Theatre. Along with funds from San Benito County via the Arts Council, and building owner, Julia Maheu, the HDA will solicit proposals from consulting firms to assist with the completion of this report.

A Historic Structure Report includes research and review of archival documentation, an existing condition survey, evaluation of significance, rationale for the most appropriate approach to treatment, and development of specific work recommendations.

The Granada Theatre is one of three catalyst projects recommended in our Downtown Strategy—along with the Arts community, the HDA is very excited to be taking this first step towards creating an Arts Center in downtown. ☺



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

455 SAN BENITO STREET
SUITE 21
HOLLISTER, CA 95023
(831) 636-8406
FAX (831) 636-5909

FOR MORE INFORMATION
VISIT OUR WEBSITE AT
DOWNTOWNHOLLISTER.ORG

THANK YOU FOR
SUPPORTING
OUR EVENTS!



CONTINUED FROM PAGE 1

PBID TALK CONTINUES

gap. John Barrett is fully aware of the hardship an additional tax will create for his business, "I have a lot of questions that need to be answered before deciding if a PBID is good for downtown."

A Steering Committee with 10 to 12 people will form and begin meeting in July. If you are interested in having a voice on this project, please contact the HDA office. ☺

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