

# DOWNTOWN DIGEST

A QUARTERLY NEWSLETTER PUBLISHED FOR MEMBERS OF THE HOLLISTER DOWNTOWN ASSOCIATION

AUGUST 2009

VOLUME 4, ISSUE 3



NO MATTER WHAT TIME OF YEAR, SANTA IS ALL ABOUT GIFT GIVING—DEBI AND LUKE LEWIS WERE THRILLED TO RECEIVE THEIR FREE PACKAGE OF TNT FIREWORKS FROM THE MAN HIMSELF!

## Santa Claus Makes Early Visit to Town

Santa and Mrs. Claus always make an appearance at the HDA's fireworks booth, and this year was no exception. Funds raised during this week-long sales event are used to support *Lights on Celebration*, Santa's big introduction to many of the children who live in Hollister.

Appropriately, Santa left his red fleece suit at home and wore a patriotic hat in honor of the holiday celebration—he does have a passion for the color red. Children who came to the booth with their parents to purchase a Crackling Cactus, Mini Monster, or Galactic Orbiter (Santa's favorite) were surprised to hear a familiar "Ho-Ho-Ho, Merry Christmas" coming from behind the counter. The afternoon was filled with fun and laughter, and after working a four-hour shift, Santa and Mrs. Claus disappeared out of sight exclaiming they would be back to help again next year. ☺

### THANK YOU! THANK YOU! THANK YOU!

As always, our volunteers make the difference between success and failure—a total of 98 man-hours is required to run the Fireworks booth, with many volunteers completing more than one, four-hour shift.

Julie Rossi  
Mark Paxton  
Kristina Wyatt  
Dan Wright  
Paul Espinosa  
Charity Kay  
Joe Garcia  
Terri Maddux  
Emily Millar  
Kerry Lorincz  
Dara Tobias  
Liz Smith

Sandy Hughes  
Jason Guerra  
Frankie Arballo  
Lisa Adamson  
Dan Recht  
Cesar Flores  
Leticia Suarez  
Jerry Muenzer  
Jeff Pyle  
Peggy & Zeph Thorning  
Angie Bocanegra  
Chris Di Salvo

Cindy Ramsey  
Linda Daughenbaugh  
Barbara & Charlie Scott  
Denise Cauthen-Wright  
Yvonne Caporgno  
Deborah Wood  
John & Diane Gibbs  
Gordon Machado  
Frank Van Rooy  
Shannon Wilkinson  
Miriam Martinez  
Mary Hubbell

## HDA Signed-Up for Booth at Fair

If you have always wanted to participate in the County Fair, but your booth request form has never made it to the top of the list, this is your lucky year! With help from Director Barbara Scott, the HDA has acquired a space for the first time in many years.

This year's fair dates are October 2nd – October 4th, so clear your calendar now and plan to advertise your business or organization and have a great time at "Your Old Time Town & Country Fair".

The walls of the booth will be tastefully decorated, but space will be provided for a small business banner. The booth will also contain a table and two chairs, but the rest is up to your imagination. Get your creative juices flowing and sign-up today by calling the HDA office. Space is limited so don't delay! ☺



THE HDA WOULD LIKE TO THANK THE CITY OF HOLLISTER, ESPECIALLY EMPLOYEE JUAN LOPEZ, FOR THEIR CONTINUED SUPPORT OF MOVIES UNDER THE STARS. JUAN ATTENDS THE MOVIES WITH HIS FAMILY AND HAS ASSISTED OUR STAFF AND VOLUNTEERS ON SEVERAL OCCASIONS WITH TECHNICAL DIFFICULTIES—ENSURING THAT THE "SHOW GOES ON".



### POINTS OF INTEREST

- ♦ August 15th is the 23<sup>rd</sup> Annual Car Show & Street Festival. To date, over 50 cars have registered, and there is still plenty of room for businesses and non-profits to set-up a booth and/or provide raffle prizes for the Poker Walk. Please contact the HDA office if you would like to participate—as always, we are looking for a few good volunteers.
- ♦ Hollister City Council and Redevelopment Agency meetings are scheduled for the first and third Mondays of the month. Be part of the decision making process for agenda items affecting business in downtown Hollister—have your voice heard on issues that concern you. ☺

### MOVIES UNDER THE STARS

Bring the kids and join the fun this summer with!

**August 6**  
ET: The Extra-Terrestrial (G)

**August 13**  
Over the Hedge (PG)

**August 20**  
Twilight (PG-13)

**August 27**  
Hairspray (PG)

Movies begin 30 minutes after dusk—check our website for specific times. As a reminder, all children under the age of 18 must be accompanied by their parents.

## COMMITTEE ACTION

- ♦ **The Executive Board** approved the budget for 2009-2010 including payroll services to be provided by Bianchi, Kasavan & Pope, LLC, enabling direct deposit for a growing staff of four employees.
- ♦ **The Organization Committee** has scheduled their meetings for the second Friday of each month and are five persons strong with the addition of Sue Rocha and Yvonne Caporgno to the Committee. This energetic group will begin working on plans for our annual cocktail party in October as well as membership renewal.
- ♦ **The Promotion Committee** has finalized the design of the next downtown brochure highlighting members and points of interest within and around downtown with help from Schipper Design. Members who would like to be included in the brochure need to renew their membership by August 31st. The 23rd Annual Street Festival is just around the corner and the Committee is still looking for volunteers to help with a variety of tasks.
- ♦ **The Design Committee** is accepting RFPs from consulting firms to prepare a Historic Structure Report for the Granada Theatre with funds received from Community Foundation, San Benito County, and the Mahue family, owners of the building. The contract will be awarded by August 31st. The Committee will publish the *Take a Walk in Downtown Hollister* brochure, sponsored by Hazel Hawkins Memorial Hospital and YMCA of San Benito County in August. Finally, the Committee will be submitting a request to RDA for funding of the hanging flower baskets along San Benito Street.
- ♦ **The Economic Restructuring Committee** has heard from Chief Miller that he hopes to have parking enforcement in place by late summer or early fall. A Jeep Wrangler has been purchased and he is now going through with the hiring process. The Committee also participated in a public presentation for the design of the new courthouse, a two story building with a glass front facing Fourth Street. ☺

## Farmers' Market Extended Another Month

Our new Market Manager, Tammy Jackson, has harvested a huge basket of farmers, artists, and food vendors for the 2009 Market season, and thanks to your support, everyone is willing to extend the Market through the end of September.

If you have not had an opportunity to attend, the Market is held each Wednesday on Fifth Street between San Benito and Monterey Streets, from 3:00 to 7:00 pm. Free parking is available in the parking garage via Briggs Alley at Monterey Street (reverse direction).

Many of our local farmers are participating again this year—Swank Farms, Pinnacle Farms Organic Produce, B&R Farms (Elsie, we miss you), Hain Ranch Organics, Ron Borba Farms, and Cindi's Country Produce, but Tammy has also charmed many farmers into giving the Market another opportunity—really an opportunity for customers to enjoy fresh fruits and vegetables from their own backyard. Northridge Farms, Heirloom Organics, Guerra Nut Shelling, McLellan's Botanicals, and Brigantino Organic Olive Oil are either new this season or returning after a long absence. ☺



IN ADDITION TO FRUITS AND VEGETABLES, CUSTOMERS MAY PURCHASE FLOWERS FROM RUALCABA NURSERY, AND A VARIETY OF LOTIONS AND POTIONS FROM FOXHOLLOW FARMS AND BELL HILL.

### PBID FORMATION SCHEDULE

After an initial meeting with consultant Kristin Lowell Schubert, the following individuals have joined the PBID Steering Committee: John Barrett, Bill Chow, Marilyn and Richard Ferreira, Phil Fortino, Victor Gomez, Gordon Machado, Jerry Muenzer, Rose Ortiz, Mark Paxton, Steve Rosati, Liz Smith, Sheila and Bob Stevens, Don Winn, and Brenda Weatherly.

Define programs/budgets	Oct 09
Assessment Methodology	Nov 09
Finalize Mgmt Plan	Dec 09
Petition Drive	Feb-May 10
City Process/218 Ballot	Jun 10
District Established	Jul 10
Form Mgmt Organization	Fall 10
Services Begin	Jan 11



Limited Offer

This is the most wonderful time of year—children of all ages going back to school—and in honor of this momentous event, the HDA is promoting a back to school special. Buy a Downtown Club Card for \$20 and receive \$5 in tokens valid at the Farmers' Market through the remainder of the 2009 Market season.

Your child will be the envy of the cafeteria with a brown bag lunch filled with fresh fruits and veggies—healthy snacks to get your student through the day.

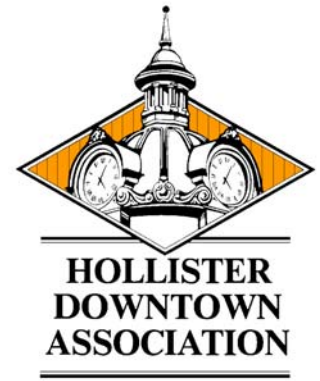
Cards are available at Drapoel—Teezerz, Muenzer's Cyclery & Sports Center, Farmers' Market, and the HDA office. This special offer expires on August 31st so get your card today and enjoy the many discounts offered by our members all year round. ☺

MORE INFORMATION IS AVAILABLE AT [WWW.DOWNTOWNHOLLISTER.ORG](http://WWW.DOWNTOWNHOLLISTER.ORG)

THANK YOU FOR SUPPORTING OUR EVENTS!



*Santana*  
RANCH



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

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FOR MORE INFORMATION VISIT OUR WEBSITE AT [DOWNTOWNHOLLISTER.ORG](http://DOWNTOWNHOLLISTER.ORG)

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