

DOWNTOWN DIGEST

A MONTHLY NEWSLETTER PUBLISHED FOR MEMBERS OF THE HOLLISTER DOWNTOWN ASSOCIATION

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Hotel Landmark has Possibilities

Photographic history for many of our commercial buildings in downtown Hollister begins with a postcard, and the SBC Historical Society recently received such a photo of the Hotel Pendergrass, one of two buildings included in the Hollister Downtown Association's Strategy Plan for preservation.

A restored hotel building, with approximately 28 hotel rooms on the top two floors, would provide a sense of pride to the downtown community and help attract visitors to Hollister—giving them an upscale place to spend the night.

When J.E. Pendergrass built the hotel in 1927, his thoughts were not much different. A Free Lance edition dated June 11, 1927 includes the following quote, "So he [Pendergrass] bought the property and built the new four story hotel and office building that today graces this dominating corner and constitutes one of Hollister's greatest attractions—a landmark to be proud of and one of the several recent improvements that tells the world this community has emerged from its Rip Van Winkle sleep."

The HDA's Economic Development Committee is meeting with building owner Tim Lantz this month to discuss the possibilities. ☞



THIS PHOTO WAS TAKEN FOR A POSTCARD CIRCA 1930 WHEN THE GROUND FLOOR WAS STILL A SMALL CAFÉ—THIS PHOTO IS COURTESY OF THE SBC HISTORICAL SOCIETY.

THEFT & LOSS PREVENTION WORKSHOP

Wednesday, November 4, 2009
5:30 to 7:00 pm
Veterans' Memorial Building, Room 218

Guest Speakers
Candice Hooper, SBC District Attorney
Jeff Miller, Hollister Chief of Police

\$5 per business
RSVP SBC Chamber 637.5315

NEW MEMBERS

Sue Rocha
Hollister
831.630.2286
Friend

EDC of San Benito County
Nancy Martin
2440 Bert Dr
Bldg 100 Ste 101
PO Box 1265
Hollister, CA 95024
831.636.1882
Non-Profit



POINTS OF INTEREST

- ♦ A float building workshop will be held on Tuesday, October 13th from 6:00 to 8:30 pm at City Hall, 375 Fifth Street. A fee of \$10 will be charged for each business or organization that would like to send representatives. Please RSVP by Thursday, October 8th.
- ♦ Your business or organization may sponsor lights in a tree along San Benito Street during the *Lights On Celebration* for only \$75. Applications are available on our website and must be completed by Thursday, October 15th.
- ♦ The San Benito High School Homecoming Parade will proceed down San Benito Street on Friday, October 16th at 2:00 pm. Wear your "Baler Red" in support of this event.
- ♦ "Candy Cane Lane" is the theme for the *Lights On Celebration*, and this year five awards will be given, including \$100 for Best of Parade. Applications for the parade are available by calling the office or visiting our website. Deadline for entry is Tuesday, October 20th.
- ♦ Paine's Restaurant will host the next quarterly breakfast October 28, 2009 at 7:30 am. Gavilan Joint Community College is the breakfast sponsor this quarter, and representatives from the college will present their Community Spirit Awards for San Benito County. Seating is limited, so please RSVP *with a check* for \$13 per person. Breakfast will be \$15 at the door. ☞

Candy Cane Lane LIGHTS ON CELEBRATION THEME SELECTED

The Committee for the 2009 *Lights On Celebration* is working furiously, selecting a theme, soliciting applications for the parade, and enlisting the expertise of Ray Pulver from Upbeat Parade Productions. Sweet!

Committee Co-Chair Geri Johnson said, "With Ray's help, 2009 is sure to be a fantastic celebration, and we are looking forward to our 20th anniversary in 2010."

SPONSORS NEEDED

As always, the HDA is looking for sponsors—thanks to Santana Ranch, Presidential Protective Services, Hazel Hawkins Memorial Hospital, and Pacific, Gas & Electric, the Committee is off to a great start. Additional funds are required, and anyone interested in becoming a sponsor may contact the Events Coordinator, Denise Cauthen-Wright at the HDA office.

The Committee is also focusing on the history behind *Lights On Celebration* and why Jaime the Elf came to Hollister to lead the parade down San Benito Street, a story written by Kathleen Sheridan

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COMMITTEE ACTION

♦ **The Organization Committee** is finalizing the HDA's annual cocktail party—a luau atop the Briggs Parking Garage on Friday, October 23, 2009 from 6–8 pm. Invitations will be mailed out to members and volunteers on October 1st, but start looking for your Hawaiian shirt today! Once the party is over, the Committee plans to concentrate on recruiting new members for the Association.

♦ **The Promotion Committee** will be able to move forward with the new Downtown brochure now that the deadline for membership renewal has passed. Schipper Design will be able to complete the brochure now that the allocated space for members has been set. The best attendance for Movies Under the Stars was in June and July, so the Committee is considering shortening the series to eight weeks next year. The Committee would also like to thank all the businesses that donated items for the raffle prize to be given away during the County Fair.

♦ **The Design Committee** has published the *Take a Walk! In Downtown Hollister* brochure, sponsored by Hazel Hawkins Memorial Hospital and YMCA of San Benito County. The brochure is available at Elegant Touch, Mars Hill, Knife & Fork Café, Chamber of Commerce, and the HDA's website. With regards to the City of Hollister forming an official Historic Preservation Commission, the Committee is waiting for changes to the Historic Preservation Ordinance to be reviewed and approved. Downtown directional signage has been installed along the Highway 25 Bypass.

♦ **The Economic Restructuring Committee** reported that former CHP Captain Bob Davies is the temporary parking enforcement officer. He is very approachable and is working to find a parking solution that will meet the needs of everyone. Don't be afraid to bend his ear, as now is the time to get ideas out there. Thirty-nine business and property owners attended one of two PBID focus groups and received first-hand information on the process of forming a district in Hollister. Completed surveys are being compiled by Kristen Lowell, Inc. for future analysis. ☺

Don't Forget—Visit HDA Booth at the Fair

In order to build more awareness about the value and role of the HDA, participation in events like the San Benito County Fair are crucial to strengthen our public image. With help from three of our downtown businesses, the HDA will have a manned booth at the County Fair for the first time in many years.

Serene Home, located at 243 Sixth Street, has a wonderful selection of home goods and offers a Bridal Registry service as well as gifts for men. Downtown Club Card holders will receive a 10% discount.

Drapoel—Teezerz is two stores in one. Drapoel has contemporary apparel, footwear and accessories

and right next door, Teezerz has junior clothing and accessories along with menswear. They are located at 731 San Benito Street and offer a 15% discount (not valid during sales or on Brighton products) to Club Card holders.

Presidential Protective Services is licensed throughout the state of California as a private security and investigative company, but they focus primarily on the Central Coast in serving clients with professional security and investigative services. Their office is located at 650 San Benito Street, Suite 210. Give them a call whenever you need a second pair of eyes. ☺

Downtown Businesses Offer Discounts

To date, 26 businesses have chosen to participate in the Downtown Club Card program—while most of the businesses fall into the category of shopping, nine businesses offer a discount for their services, and four restaurants offer a discount while dining in downtown.

If you aren't a member of the Downtown Club yet, call the office and we will sign you up for all the discounts for just \$20 a year. For a complete list of participating businesses, visit our website or call the office and we can send you a hard copy—in the mean time, here's a sample! ☺

AUTOWORKS

561 East Street
831-636-1072
\$10 off any service \$50 or more (excludes sales tax)

FRENCH'S KITCHEN & BATH

202 Fifth Street
831-637-6919
Extra 5% off Color of the Month

LAS PALMAS RESTAURANT

449 San Benito Street
831-636-4636
Carnitas family dinner special (1 lb. carnitas, 1 dozen corn tortillas, refried beans, pico de gallo) for only \$9.75

—LIGHTS ON (CONT.)

when she was the Executive Director of the HDA.

It seems that Jaime was asked by Santa to help light up downtown, but he wasn't talking about "just flipping a switch." Santa was talking about the light brought about through acts of kindness—a lesson that is always worth repeating.

The Committee is hoping to share Kathleen's story in full during the celebration and bring this integral piece of the event back into focus. ☺

THANK YOU FOR SUPPORTING OUR EVENTS!



Santana
RANCH



**HOLLISTER
DOWNTOWN
ASSOCIATION**

**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**

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