

# DOWNTOWN DIGEST

A MONTHLY NEWSLETTER PUBLISHED FOR MEMBERS OF THE HOLLISTER DOWNTOWN ASSOCIATION

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## Association has Community Spirit

Gavilan Joint Community College trustees, Tom Breen, Kent Child, and Elvira Robinson presented their annual Community Spirit Awards for San Benito County at the HDA's Fall Quarterly Breakfast in October.

These awards are presented annually to individuals, businesses, and organizations that have contributed significantly to the community—Morgan Hill, Gilroy, and San Benito County—including the Hollister Downtown Association, as announced in an earlier press release from Gavilan College.

"The Hollister Downtown Association organizes the events that bring the community together. These include the popular *Lights On Celebration*, Farmers Market, Street Festival and Car Show, the Downtown Club Program, Downtown Spring and Fall Cleanup, and this past summer's popular free *Movies Under the Stars*. There is a large amount of work that goes on behind the scenes to make it all happen, and that makes it possible for people to come together and celebrate their community."

Trustee Elvira Robinson, one of the newest members of our organization, was excited to present the award to the HDA, "in recognition of your dedication and contributions to the community." Elvira admitted that Hollister was her own little paradise, due in part, to the many events organized by the Association.

In addition to the Spirit Award presented to the HDA, an award was also presented to K&S Properties & Realty for their continued support of the community—countless gift baskets and donations to organizations, as well as subsidized security for events with Presidential Protective Services and to Jim West for always being there with a helping hand—providing many organizations in the community with "true servant leadership". ☺

Join the YMCA, 339 Fifth Street

Fridays at 11:30 am

WALK FOR YOUR HEALTH

In Downtown Hollister



PRESIDENT LIZ SMITH (LEFT) AND VICE-PRESIDENT BARBARA SCOTT (CENTER) TAKE A MOMENT TO PAUSE WITH THREE OF OUR ORGANIZATION'S EXTRA SPECIAL VOLUNTEERS, BARBARA COSIO, VIVIAN ROMERO AND DOTTIE CAUTHEN. THANK YOU LADIES FOR ALL YOUR HELP!

## NEW MEMBERS

**Pat's Place**  
101 Fifth Street  
Hollister  
831.637.1725  
*Non-Profit*

**Elvira Zaragoza Robinson**  
Attorney at Law  
345 Fifth Street, Ste 6  
Hollister  
831.635.9854  
*Attorney*



## POINTS OF INTEREST

### Nani Ahiahi at Rooftop Luau

The HDA celebrated its 23<sup>rd</sup> anniversary with a luau atop the Briggs Parking Garage, and by all accounts, everyone had an enjoyable evening (nani ahiahi).

The Organization Committee would especially like to thank the restaurants that provided the delicious food. Mahalo!

## RUNNING ROOSTER

THE KNIFE & FORK CAFÉ

HAIN'S ORGANIC CHICKEN

SAN BENITO PASTA

CHEAP SEATS

PAINE'S RESTAURANT

MARS HILL COFFEEHOUSE

ELEGANT TOUCH

PAPA MURPHY'S PIZZA

B&R FARMS

♦ Businesses and organizations that have signed up for the *Lights On Celebration* parade must send a representative to a mandatory parade workshop—the parade route is new this year and we want to make sure everyone understands the guidelines. The first workshop will be held on Wednesday, November 4th at 7:00 pm and the second workshop will be held on Saturday, November 7th at 9:30 am. Both workshops will be held at City Hall, 375 Fifth Street.

♦ Your business may want to participate in the annual *Lights On Celebration* window decorating contest. Judging will take place the Friday after Thanksgiving and prizes (a free ad in the local newspaper donated by Main Street Media Group) will be awarded in three categories: Best Display Window, Best Window, and Best Use of Theme— "Candy Cane Lane". Please contact the HDA office for more information. ☺



CINDY RAMSEY RECEIVED THE "YOU ROCK" AWARD FOR HER DEPENDABILITY DURING *MOVIES UNDER THE STARS*—SHE HAD PERFECT ATTENDANCE ALL SUMMER.

TOTAL  
VOLUNTEER  
HOURS  
FOR  
OCTOBER  
**131**

## COMMITTEE ACTION

◆ **The Organization Committee** would like to thank all of the volunteers that helped with the Luau Anniversary Party—between decorating before the party started, and taking down all the decorations after the lights went out, volunteers contributed 25 hours of their time to make this event successful.

◆ **The Promotion Committee** is hoping to work with Leadership San Benito County to sell Downtown Club Cards as a fundraiser for Leadership. In addition, the Committee is working to create a Downtown Club banner for the corner of Fourth and San Benito Streets that will be on display beginning in 2010. The 24th Annual Street Festival will be held on July 17, 2010. This is the third Saturday in July, more in keeping with the traditional date—the Street Festival moved to August in 1997 to make room for the motorcycle rally. The Committee is also working on a new brochure, *How to Make Downtown Events Work For You*. The publication should be ready for distribution prior to *Lights On Celebration*.

◆ **The Design Committee** is pleased to report that funding for the hanging flower basket project along San Benito Street has finally made it onto the Hollister Redevelopment Agency Consent Agenda for their meeting on November 2, 2009. The Design Committee has been working on this project for years and has all the other components in place—they are looking forward to approval of funds for this project.

◆ **The Economic Restructuring Committee** has decided to work with Nancy Martin at EDC on a county-wide economic development brochure that would include a section specifically about Downtown Hollister. The Committee has asked COG to talk with a representative from Union Pacific Railroad concerning a proper pedestrian crossing at the tracks on Fourth Street. Jerry Muenzer also attended a COG meeting and expressed concern that the connection of Meridian Street to Fairview Road is no longer on the 2010 Regional Transportation Plan—city council members Victor Gomez and Doug Emerson said they would look into the matter. ☞

## PBID Survey Results Tallied

The PBID Steering Committee has achieved a 20% return on the surveys sent to all businesses and property owners concerning services that might be possible with a PBID established for downtown. Kristen Lowell, Inc. is very pleased with the percentage—usually the rate of return is only 10% at best.

Of the five services listed in the survey—public safety, maintenance, economic development, downtown identity, and parking—economic development was the number one service identified, followed by downtown identity and maintenance.

With guidance from Kristen Lowell, the Committee is currently determining the boundaries of the PBID district and what services should be provided. These two factors will determine the ultimate fee accessed for each property owner, and then the Committee will be able to poll the district one last time for approval.

If you would like more information, please contact the HDA office. ☞

## 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! ☞

**HELEN'S PHOTOGRAPHY**  
508 Powell Street  
831.636.9052  
40% off portrait session

**MADDUX JEWELRY**  
535 San Benito Street  
831.637.3481  
Free jewelry cleaning kit

**PAINE'S RESTAURANT & BAR**  
421 East Street  
831.637.3882  
Buy first meal, get second meal 50% off (equal or lesser value) M-Th

## JAIME THE ELF

By Kathleen Sheridan

Every child knows, and so do most grownups if they don't forget, that Santa and Mrs. Claus live at the North Pole. Because the Claus' have a big job to do every holiday season, they have a community of elves to help them.

One young elf named Jaime, had red hair, a big smile and a peculiar habit of sneezing four times in a row.

Because Jaime was young, she was an Elf-in-Training, and had to wear a badge that said "Trainee". She was not allowed to do the things the older elves could do, like make toys or take care of the reindeer. She was stuck with chores like sweeping and taking out the garbage. More than anything, she wanted Santa to give her the chance to prove herself worthy of full Elfhood.

One day in November...

Visit our website to read the rest of the story, and discover the meaning of *Lights On Celebration*. ☞



K. Sheridan



**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**

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**THANK YOU FOR SUPPORTING OUR EVENTS!**



**Santana RANCH**