

DOWNTOWN DIGEST

A MONTHLY NEWSLETTER PUBLISHED FOR MEMBERS OF THE HOLLISTER DOWNTOWN ASSOCIATION

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People Power Fuels Celebration

There is no way the Hollister Downtown Association could pull off an event like *Lights On Celebration* without the support of sponsors and the power of volunteers—a total of 108 people moved quietly in the dark, while an estimated crowd of 8000 enjoyed the sights along San Benito Street last Saturday.

Barricade officials, parade monitors, escorts, and traffic directors organized parade units along Monterey Street and started the parade moving forward without any glitches, while light switchers waited for their cue—standing ready at power boxes located in alleys throughout downtown. All designed to provide Jamie the Elf center stage to officially start the parade in front of Veterans' Memorial Building with a wave of her magic lantern.

The HDA would like to say thank you to everyone who helped make this event a success. The Committee is already looking forward to our 20th anniversary next year! ☺

EVENT SPONSORS

Hollister Free Lance
 Earthbound Farm
 Gavilan Joint
 Community College District
 Greenwood Chevrolet—
 Pontiac—Buick—GMC



POINTS OF INTEREST

- ◆ **Sponsorship Opportunity Available**—the next quarterly breakfast will be held on Wednesday, January 27, 2010 at Running Rooster. Our guest speaker will be Enrique Arreola, Deputy Director of Community Services & Workforce Development, and he will talk about a variety of programs promoting and fostering employment opportunities. Sponsorship for this breakfast is still available—if your business or organization would like an opportunity to speak before a captive audience, please call the HDA office for more details.
- ◆ The San Benito County Chamber, Hollister Police Department, and HDA have formed a partnership to promote WE PRINT (We Participate to Reduce Identity and Name Theft). Businesses are encouraged to display signage available from the HDA at their cash register to combat the use of counterfeit checks this holiday season. ☺



Photos by Wolfgang Leitenberger—another volunteer extraordinaire

JUST A FEW OF THE VOLUNTEERS THAT MADE THIS EVENT POSSIBLE: CLOCKWISE, NATALIE PEER (JAMIE THE ELF), ORIANA CHORALE, KENDALL WHITE (MAX THE BUNNY), INGRID LEITENBERGER AND GERI JOHNSON (PARADE MARSHALS), FOUR ON THE FLOOR BARBER SHOP QUARTET, FIRST PRESBYTERIAN CHURCH BELL RINGERS, KATHY BISBEE (PARADE ANNOUNCER), REBECCA RICE, JOE RICE, AND VERONA FLINT (SANTA'S HELPERS), RICHARD STEELE (BARRICADE KING), TIM & NANTS FOLEY (PARADE ANNOUNCERS), FRANK VAN ROOY AND DAN WRIGHT (JUST TROUBLE)

**TOTAL
 VOLUNTEER
 HOURS
 FOR
 LIGHTS ON
 535**

COMMITTEE ACTION

◆ **The Organization Committee** reviewed the HDA's Statement of Financial Position that was prepared by Treasurer, Chris DiSalvo. This new report was made possible by a mini grant from the Community Foundation for San Benito County for this purpose. The committee also reviewed the annual cocktail party event, making notes for next year and are proud to say that plans are already under way for next year's event.

◆ **The Promotion Committee** was happy with decorations along San Benito Street during the High School's Homecoming Parade and determined that an effort should be made again next year to show our true "Baler Spirit". The list of members for the 2010 Membership Directory has been submitted to Schipper Design, and after a final proof, the brochure will be ready by January. Charming Chairs is scheduled for April 10-24, 2010, and Barbara Scott will be the Event Chair. The HDA will partner with the San Benito County Arts Council and the artists involved with Open Studio as this was a very successful partnership last year.

◆ **The Design Committee** has received funding from the Hollister Redevelopment Agency and has ordered the hanging flower baskets for San Benito Street and a watering cart. Once the baskets are in place, HOPE Services will maintain the plants on a daily basis.

◆ **The Economic Restructuring Committee** received notification from COG that the transfer of San Benito Street is moving on schedule for the fall of 2010. Pedestrian friendly railroad crossings within the City of Hollister are also being supported by COG. A partnership between Economic Development Corporation, Workforce Development, HDA, and RDA has been formed to create a 24 page brochure to help stimulate economic development in Hollister, with a portion of the brochure dedicated to downtown. The plan is to print 10,000 copies for distribution.

◆ **The PBID Steering Committee** has established boundaries for the district and are working to set the budget between \$125,000 and \$150,000. ☺



MERCHANTS OPENED DURING CELEBRATION, CATERING TO CUSTOMERS—CLOCKWISE: THE ELEGANT TOUCH—ALL HANDS ON DECK TO SERVE SWEETS ON CANDY CANE LANE; SERENE HOME—ELENA HERNANDEZ ENJOYS A FRIENDLY TRANSACTION WITH CUSTOMER BILL HEIDRICH; MARS HILL COFFEEHOUSE—CUSTOMERS FORMED A LINE OUT THE DOOR AS DAR-RIN LOCSIN PREPARED WARM DRINKS; PENNY WISE DRUG—AURELIA BOZZO (HISTORICAL SOCIETY PHILANTHROPY DAY NOMINEE) SERVED COOKIES

Downtown Club Card Key to Savings

With all the patrons downtown for *Lights On Celebration*, those that were shopping in the stores, could have received numerous discounts with a Downtown Club Card—a great gift for any stocking!

Need to spruce up your home before Christmas? Receive a 15% discount on paint from Hollister Paint Company. They have a color for every décor.

Drapoel-Teezerz is offering a 15% discount on clothing for women, juniors, and men. Get all your shopping done at one location.

And lastly, don't miss a single event in the community by signing up for a business subscription to the Hollister Free Lance for just \$25.12...such a deal. ☺

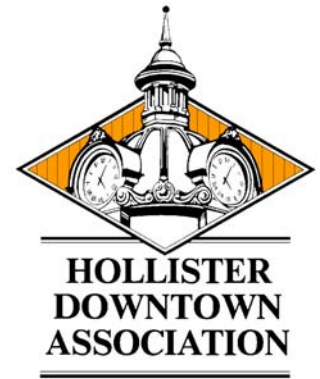
For a complete list of discounts available, visit our website:

www.downtownhollister.org



Get your
card for just
\$20

**THANK YOU FOR
SUPPORTING
OUR EVENTS!**



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

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