

T O W N C R I E R

Clarence Hollow Association

Our mission: To promote and maintain the quality of life, prosperity of business and historic charm of Clarence Hollow

Periodical Newsletter from the Clarence Hollow Association

SPRING 2011

Clarence Hollow Association
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Clarence Hollow Business Summit set June 13

The Clarence Hollow Association is planning a summit meeting for area businesses on June 13. **The summit will provide a forum in which we can sit down, brainstorm, exchange thoughts and ideas, and hopefully come up with a consensus on taking some concrete steps toward improving the business climate in the Hollow.** We believe that making the Hollow more inviting to new enterprises will help fill vacancies, give reason to existing companies to enhance their presence, and generally spur economic development in this once vibrant commercial district.

We are inviting all business owners on Main Street to attend. You do not have to be the owner of the property. We view your presence and participation as vital to turning things around and we are asking that you make every effort to attend. While the input of non-business property owners and residents of Main Street is welcome, the focus will be on ideas to help businesses.

This meeting is a follow-up to the information survey that was sent out in April. The results from the survey indicate that there is a desire on the part of many of the business owners to discuss the issues that concern the Main Street corridor. **The meeting will be held at the Asa Ransom House and will run from 7 to 9 p.m.** Refreshments will be served. For more information, please contact me directly at 912-6697 or jeff@dayspringdistributing.com.

Jeff Baran, President – Clarence Hollow Association

U P C O M I N G E V E N T S

Questions: 759-1055 or clarenehollowassociation@gmail.com

MONDAY, MAY 30, 2011

MEMORIAL DAY CHICKEN BBQ
Clarence Town Park, Main Street
Large Pavilion
Noon until sold out (See flyer)
Chinese Auction, Music, Children's Activities and More!

Support Your Organization!
This event is a fund raiser
for the CHA.

THURSDAY, JUNE 2, 2011

**MEMBERSHIP MEETING!
YOU'RE INVITED!**
"Clarence Town Park Club House Historical Presentation."
Wally Smith, vice president of the American Automobile Association of Western and Central New York
7 p.m., Clarence Town Park Club House, Town Park, Main Street

CLARENCE HOLLOW FARMERS' MARKET

Sats. 8 a.m. - 1 p.m.
June 4 through October 29
Flower Days, Sats., May 7- 28
Main Street, In the Hollow

MONDAY, JUNE 13

CLARENCE HOLLOW BUSINESS SUMMIT
Business owners on Main Street invited (see above article)
7-9 p.m.
Asa Ransom House

MONDAY, JUNE 20

AN EVENING WITH CHARLES ROHLFS
(Rohlf impersonator tells tales. Rohlf was the creator of the clock in the Club House)
Town Park Club House, Main Street
6:30 p.m. (See enclosed flyer)
Refreshments will be served.

SATURDAY, JULY 2, 2011

DAY IN THE PARK and CLARENCE TOWN PARK CLUB HOUSE CENTENNIAL CELEBRATION
Clarence Town Park, Main Street
CLUB HOUSE CENTENNIAL CELEBRATION:
11 a.m. - 3 p.m.:
Grand Exhibit of Period Automobiles; architectural tours, historical speakers and displays in the club house.
DAY IN THE PARK FESTIVITIES
Noon: Food, beverages and some entertainment
(from 2 p.m.)
Games, activities, food service by town organizations
Grand fireworks at 9:45 p.m.

CHA Welcomes New Members

The Hollow Bistro & Brew

10641 Main Street
Kati Yu, Owner
www.thehollowclarencelance.com
759-7351

McDuffies Bakery

9920 Main Street
David and Brian Thomas
759-1598

The Perfect Setting

10678 Main Street
Ron Wigan
759-2400

Rainbow Int'l Carpet Cleaning and Restoration

Bob Wiepert
896-1317 / 759-6458
www.rainbowinternational.com

Spa Hollow

10580 Main Street
Hannah Zackey, Owner
www.spahollow.com
759-1074

J. O'Connell & Associates, Inc.,

Grant Writers
Jean O'Connell, President
10646 Main Street
759-8580

Welcome Baskets Delivered to New Businesses

Clarence Hollow Association delivers welcome gift baskets to new businesses moving into the Clarence Hollow area. They include promotional items from CHA member businesses.

Curves & Hips Plus Size Consignments – Main and Shisler

McDuffies Bakery, 9920 Main Street

Spa Hollow, 10580 Main Street

The Hollow Bistro & Brew, 10641 Main Street

The Perfect Setting, 10678 Main Street

Thrifty Threads Consignment Shoppe, 10255 Main Street

Antiques by Dave Drummond, 10225 Main Street

Dragon Fly Studio and Salon, 8290 Main Street (Hair Dresser, Massage and Photography)

QuaDPharma Inc., 11342 Main Street, (Stephen Panaro, Ph.D., president and CEO)

To participate, please deliver 10-15 of your promotional items, business cards or brochures to Asa Ransom House, marked "Welcome Baskets." For more information please call Flora Leamer at 984-5235.

*Join in the activity. Join in the planning. Join in the fun!
Call 759-1055 to get involved!*

What's Happening in the Hollow?

BEAUTIFICATION COMMITTEE REPORT

The Beautification Committee has launched two programs for 2011

Red and white landscaping: The first is the symmetry of color through the Hollow. We are asking businesses and residents along Main Street and throughout the Hollow area to feature red and white plantings in their landscaping. We are hoping for a dramatic appearance as people drive and walk through the area.

We have selected and delivered red "Home Run Roses" for businesses to plant in front of their buildings. These roses are a "knock-out rose" which is extremely hardy. This is a pilot program to test whether they will withstand our winters along NYS Route 5. If successful, the plan is for these roses to form the foundation plantings along Main Street and provide color to the Hollow corridor.

Locomotive Mural: Plans continue to evolve as the Locomotive Mural project is gaining steam. A replica of one of the locomotives that once passed through the Hollow will be painted on the outside wall of Clarence Bowling Academy. Architect and Hollow board member Bill Henderson has been working on developing the grid for volunteers to paint. Although it will not be life size (as the wall is not large enough) the locomotive will be an exact scale model and something for motorists and walkers to observe as they approach the center of the Hollow.

We hope that these are projects that you will participate in and help to beautify our Clarence Hollow.

Ron Walkowiak, Chair

CLARENCE HOLLOW FARMERS' MARKET

"Buy Fresh, Buy Local, It Matters"

Spring's warming breezes and gentle rains mean for us, at the Clarence Hollow Farmers' Market, that our season is just around the corner. We begin our ninth season with May Flower Days. Each Saturday in May (7 to 28 – 8 a.m. to 1 p.m.) you will find early bedding and vegetable plants, spring produce and selective vendors at the Market lot.

We have just launched our very own Web site, www.clarencefarmersmarket.com. Our fund raising and sponsorship drive is moving along nicely. We'll kick-off our "Market Bucks" program at the Memorial Day Chicken BBQ, on May 30 at the Main Street Town Park. **Booklets of five Market Bucks each (a retail value of \$5.00) can be purchased for \$4 – a one day pre-season special.**

Events: Our event line up this year begins with Market Opening Day on June 4, followed by a Chicken BBQ, June 11; Fire Safety Day and Chicken BBQ, July 16; Chalk Art Contest and Chicken BBQ, August 6; and Farm & Tractor Day, September 24.

Local produce and so much more! Our long-time farmers will be returning with locally grown fruits and vegetables, organic honey, maple syrup, cut flowers, plants, baked goods, eggs, natural beef and chicken, handmade sausage, and homemade jams. Our specialty vendors complete the mix for a unique Market experience – specializing in handmade soaps, designer cards, gourmet cocoas and cookies, pasta, balloon art, dried flower arrangements, alpaca woven wear, iron sculpture and garden art. We are also looking forward to a few newcomers joining us this year.

The Market will once again include our Li'l Sprouts Tent, in its second year, offering crafts and other weekly activities centered around farming and our special events. The Country Store continues to offer a variety of NYS products, like Kreher's farm fresh eggs, Kutter's cheese, Family Chocolate Shoppe candies and lots more. The Wine Haus will feature a different local winery each week, offering wine tasting and bottle sales. The Coffee Hut offers a fine selection of fresh brewed coffee sold by the cup or by the pound (whole bean or ground). The Snack Shack, features mom's home cookin' at its best - so delicious! Weekly local entertainment, wine raffle chances, a community service booth along with animal rescue/adoption groups round out the Market experience.

Come – bring a friend – stroll, shop the Market, set a spell, sip a fresh brewed cup of coffee along with one of the Snack Shack's renowned fried egg breakfast sandwiches, greet friends and enjoy the Hollow's unique "Saturday morning shopping experience."

The Clarence Hollow Farmers' Market, New York State's only "Rails-to-Trails" Farmers' Market is located at 10717 Main Street, between Ransom and Salt Roads. The hours are Saturdays 8 a.m. to 1 p.m., June through October, "Rain or Shine." Visit our new Web site, or become a friend at facebook.com/clarencehollowfm.

Carol Conwall