

March 2010



Clarence Hollow Crier

NEWSLETTER OF THE CLARENCE HOLLOW ASSOCIATION

To Promote, Improve, and Maintain the Quality of Life, Prosperity of Business, and Historic Charm of Clarence Hollow

From the President

Discover Historic Clarence

by John Leamer

I am pleased to let you know that your Clarence Hollow Association has introduced a new visitors' brochure, "Discover Historic Clarence." The association has been printing and distributing a brochure for many years under the name "Discover Historic Clarence Hollow." Now we have dropped the name "Hollow" and the brochure includes all of Clarence.

The brochure, "Discover Historic Clarence," is the only tourism publication for our town. It is distributed from Rochester to Jamestown and into Niagara County. The association prints over 100,000 brochures annually in an effort to promote our town and the businesses that are in it. That in itself is a good thing. Additionally, by dropping the one word, we have made the brochure a marketing tool town-wide. The brochure is available in many businesses within our town and has a lot of good information.

The cover depicts four scenes: Main Street in the Hollow; the Scarecrow Contest from last year; Clarence Center; and the Great Pumpkin Farm. Flip it over to the back side and the entire panel features the Clarence Hollow Farmers' Market, which is entering its eighth season in May. Inside the brochure is a great narrative about the history of Clarence and the various hiking and biking trails that are here. Again there are pictures depicting our lifestyle in Clarence.

Open the brochure a little more and one will find two full panels of the Calendar of Events for 2010. Such dates include the Summer Concert Series, Golf Outings, Garden Walks, Farmers' Market special events, Pumpkin Farm activities, and more. Inside that is a list of the advertising sponsors of the brochure and we encourage you to visit them with your patronage.

Open the brochure completely and the brochure contains the names and locations of 175 Hollow Association business members. You will also find pictures and historical information on 15 area buildings that make up the history of our town. There is a new section listing Clarence Center and its member businesses.

The board of directors of the Clarence Hollow Association is pleased that we can present this brochure to you. **We invite you to Discover Historic Clarence.** Comments and brochure requests are invited by email to clarencehollowassociation@gmail.com.

Membership Meeting

Thursday,
March 25, 2010

8:00 to 9:00 a.m.

Clarence Youth
Bureau
10510 Main Street



**"Economic Issues in the
Current Macro Economy"**

Speaker to be announced.

Networking Event Dates Announced



Simone Rowan, chairman of the Clarence Hollow Association Networking Events Committee, has announced dates and locations through August.

Business After Hours events scheduled are:

- ◆ **April 12, Monday**, 5:30-7 p.m. -- Merrill Lynch (Linda MacLeod), 6245 Sheridan Drive.
- ◆ **May 18, Monday**, 5:30-7 p.m. -- Evans Bank, 8411 Main Street.
- ◆ **June 21, Monday**, 5:30-7 p.m. -- Steve Baldo Car Care & Resale Center, 11234 Main Street.
- ◆ **July 17, Monday**, 5:30-7 p.m. -- Brian Parisi Copier Systems, 8316 Main Street.
- ◆ **August 16, Monday**, 5:30 - 7 p.m. -- Backyard Retreats and Adventures in Heat, 10189 Main Street.

Business After Hours events are designed to inform members of member businesses and afford an opportunity to exchange business information. There is no charge for members and refreshments are served courtesy of the host.

For information, call Simone Rowan at 630-0888.

This issue sponsored by:

**Eagle Systems
Inc.**



Clarence Hollow
CRIER

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Mission Statement

The Clarence Hollow Association is a not-for-profit volunteer organization working to promote, improve, and maintain the quality of life, prosperity of business, and historic charm of Clarence Hollow.

Officers and Directors

President & Editor

John Leamer, *Resident Member*

Vice President

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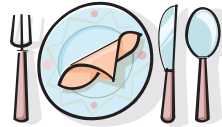
Tony Kutter, *Kutter's Cheese*

Gary Mong, *Bank of Akron*

Simone Rowan, *Clarence Community & Schools FCU*

Elaine Wolfe, *Resident Member*

Dining Extravaganza Chosen as Fundraiser



Your CHA Board has approved a new fund raising program for the association. "Dining Extravaganza" is a program that will involve our 18 member restaurants and you the CHA member. Beginning in May tickets will go on sale for you to purchase in the anticipation of being one of nine winners. Each winner will get dining gift certificates at two of our members' restaurants.

The tickets will be good throughout 2011 and you do not have to visit both of them in one day. An example of a winner might be a \$40.00 gift certificate at Orazio's and a \$40.00 gift certificate at Brennan's Bowery Bar. Someone else may win a \$40.00 gift certificate at Sala Restaurant and a \$20.00 gift certificate at Goodrich Coffee.

Tickets will be \$10.00 or 3 for \$25.00 with the drawing to take place in September at the Farmers' Market. You will be able to purchase your tickets from your CHA Board members, at the Farmers' Market, and at some of the participating restaurants. Watch for more information on this exciting event.

- John H. Leamer

Town to Submit Grant Application To Fund Clarence Hollow Improvements

A letter from Clarence Supervisor Scott Bylewski was sent to all Clarence Hollow residents in early March announcing that the Clarence Town Board has contracted with grant consultants to submit an application for the 2010 New York Main Street Grant Program through the New York State Division of Housing and Community Renewal.

"Based on community demographics as stipulated in the grant application, the properties that are eligible to participate in this year's application are located on Main Street in Clarence Hollow, from 10465 to 10984 Main Street," the letter stated.

Property owners in this district were invited to attend an informational meeting on March 12 at the Town Hall to further explain the parameters of the grant and how to apply. The application deadline was March 22, 2010.

It was explained that this grant provides moneys to property owners for facade improvements and interior renovations. The maximum amount that will be awarded a town is \$500,000. However, the Town of Clarence will be in competition with other towns and villages for the money the state has allocated to this program.

If a grant is awarded to the

Town, the participants will need to fully fund the renovations and will then receive a 50% reimbursement for approved renovations. Applicants must be prepared to provide a minimum 25% cash match toward the improvements. Representatives from several banks were on hand on March 12 to provide information on loans. All work must comply with the standards of the State Office of Parks, Recreation and Historic Preservation which, among other mandates, stipulate that all wood windows be used and vinyl siding is not permitted.

Once the applications are submitted to the Town, a review committee will look at "bundling them" (selecting those properties to participate that relate to one another geographically) to maximize streetscape enhancement in the Hollow. A representative of the CHA will sit on that committee. The application must be submitted by the Town by April 23, 2010 to the state.

The Town of Clarence Building Department will administer the grant if it is awarded to the town. Awards will probably be made in late summer or early fall of this year.

- Elaine Wolfe, Chair
Renaissance and Revitalization
Committee

Promotional Baskets Continue to Welcome

Last month's newsletter included a two-page insert explaining one of the popular projects of the Clarence Hollow Association, the making and delivery of Welcome Baskets to businesses moving into the Clarence Hollow area. They are assembled with promotional items from member businesses.

During the last month, baskets have been delivered to Clarence Country Store, 10863 Main Street; Uncle Sam's Antiques, 11111 Main Street; Catnaps Feline Hotel, 9175 Main Street; and 78 West, 7566 Transit Road.

To participate, leave 10-15 of your small items at the Asa Ransom House, marked CHA Welcome Baskets. For more information, call Flora Leamer at 984-5235.

Raymond W. Walter To Speak April 29

County Legislator Raymond W. Walter will be the speaker at the monthly membership meeting of the Clarence Hollow Association on Thursday, April 29, at the Clarence Youth Bureau, from 8 to 9 a.m.

Mr. Walter represents the 4th District which includes Clarence, East Amherst, Newstead, Akron, and part of Cheektowaga. He serves on the government affairs, health & human services, and economic development committees.

Ray and his wife, Jennifer, reside in East Amherst with their two sons. After graduating from SUNY Geneseo and a successful career as a manager at area auto dealers, he earned a law degree at the University at Buffalo. He is an attorney at Magavern Magavern & Grimm, LLP, where he specializes in elder law and estate and trust planning.

His free time is spent coaching Amherst youth basketball and serving on the board of the Amherst Senior Citizens Foundation.

On April 29, he will discuss the promotion of economic development in Erie County.

Lights Installed, Clock Tells Time

Pat Brace, delegate from the Clarence Hollow Association to the Club House Restoration Committee, has reported that the balance of the period lights sponsored by the association have been installed in the main room. In 2008, the association donated \$2000 to complete the David Brace Lighting project.

She also reported that the 1901 Charles Rohlf clock in the club house is now in working order thanks to Fred Robjent, a member of the National Association of Watch and Clock Collectors, who volunteered to repair it. Return of the clock to the club house and installing it in a custom-made glass display case was another project of the Restoration Committee. In appreciation of his pro bono work, March 15 was declared "Fred Robjent Day" by the Town of Clarence.

CHA Chicken Barbecue Coming Memorial Day

Clarence Hollow Association will again hold a Chicken BBQ on Memorial Day, Monday, May 31. Following the American Legion parade and Memorial Ceremony the Chiavetta's Chicken BBQ will take place at the Town Park Pavilion, 10405 Main Street, from 12 noon until sold out. There will be a Chinese auction, music, children's activities, displays, and more.

Many helping hands are needed to make this event a special one. If you have a display or would like to help with the event, please contact Flora Leamer at 984-5235 or email: flora_leamer@yahoo.com.



Areas for help include ticket sellers, food serving line, marching in the parade, children's activities, set-up and/or tear down.

- Flora Leamer

MAIN-ly BUSINESS

CITED FOR SERVICE - Clarence Community & Schools Federal Credit Union recently received the Dora Maxwell National Award, sponsored by the Credit Union National Association, for outstanding community involvement. Marsha Brauer and Simone Fancher-Rowan accepted the award in Washington, DC.



RETURNS TO OWNERSHIP - Effective April 1, Sam Antalora and Mike Mrozinski, Clarence residents, will return to ownership of Uncle Sam's Antiques by leasing from Kelly Schultz the building formerly known as Antique World

Co-op at 11111 Main Street. For the past 13 years they have been managers of that building and three others on the Antique World complex. Previously they operated Uncle Sam's Antiques at 9060 Main Street, now occupied by Monkey See, Monkey Do.



OPENS STORE - Clarence Country Store has opened at 10863 Main Street, appropriately in the former Weinauge & Co. building (1884-1953) which is on the tour of historic Hollow buildings listed in the C.H.A. brochure. The new store features Amish jams and jellies, pickled eggs, pancake mixes, old-fashioned candy, and other typical country-store items.



CHA Monthly Meeting
Thursday, May 27, 2010
"History of Kreher's Farm
Fresh Eggs in the Clarence
Hollow and Modern Egg
Production"

New Members During Year Exceed Members Dropped



The 2010 “Discover Historic Clarence” brochure, which lists all business members of the Clarence Hollow Association, has approximately 25 more members included than the 2009 edition. Forty-seven members joined since last year’s brochure was printed. More than 20 who were in the 2009 edition are not in this year’s brochure.

The rule of thumb for organizations such as the Clarence Hollow Association is that you lose approximately 20% each year through businesses moving, closing, or declining to renew.

Gaining 47 in one year is thought to be a record for CHA. Thanks go primarily to Flora and John Leamer for their recruiting efforts assisted by several other members.

New Members, April 2009 - February 2010

A&B Landscaping Services Inc.
 A Frame in Time
 Allstate-Herm Clouse Agency
 Arthur’s Executive Cleaners
 Aurora Sewing Center
 Backyard Retreats by Larry Booth
 Birgit’s Hair & Skin
 Brentwood Technical Services
 Christian Counseling Ministries of WNY
 Clarence Community Association
 Clarence Pizza Company
 Clarence Presbyterian Church
 Cozy Fireplaces
 Curves
 Doodle Bugs Children’s Centers
 Drs. Thomas Dougherty & Ryan W. Weber Family Medicine
 Mary Beth Dunn, DDS, Pediatric Dentistry
 Eagle Systems Inc.
 Eastern Hills Mall
 Eastern Hills Sunrise Rotary Club
 Evans Bank, N.A.
 First Stop Realty LLC
 Garden Friends of Clarence

Get Heeled
 Jeffrey I. Goldberg, DDS, PLLC
 Key Bank
 McDuffies Bakery
 Merrill Lynch
 Monkey See, Monkey Do
 Children’s Bookstore
 The Orange Dog Garage
 Brian Parisi Copier Systems
 The Perfect Gift
 The Podge
 Print King Inc.
 SEFCU
 Salon in the Tower
 Sammi’s Ice Cream Parlor
 Scheff Investments
 Send Out Cards
 Spruce Meadow Farm
 Staybridge Suites
 Sunbridge Management, Inc.
 Tip Topp of WNY Delivery
 Town & Country Gifts
 Tri Spot Multi-Sports
 USA Bird Supply
 Unfinished Art Studio

2009 members who no longer belong are:

Alley Cat Copiers
 JoAnne Arnold, MD
 Beachy Cabinetmakers
 Berrafato’s Catering
 Chuck Eckert/Mary Money Video Photography
 Clarence Eye Care
 Craftsmen Cafe
 First Niagara Bank
 Flying Bison Brewing Co.
 Harden Furniture
 Hydrangea Patch Primitives

Newstead Historical Society
 Ohlson’s Bakery...Cafe
 The Pet Nanny
 Phil’s Char-Pit
 The Summit Federal Credit Union
 Ranaiah Sunstar Realty USA
 Transitowne Used Cars of Clarence
 The Urban Bros. Funeral Home
 WNY Event Centre
 Waasdrop Inc.
 Warner Financial Services



Area-Wide Garden Festival To Include Clarence Hollow

A five-week National Buffalo Garden Festival, scheduled from June 18 to July 25, 2010, will include the Clarence Hollow Garden Tour on July 17, it was announced by Sally Cunningham in the March issue of Buffalo Spree magazine. Ms. Cunningham, a garden writer, lecturer, horticulture consultant, and author, is project coordinator for the National Buffalo Garden Festival.

The festival is an outgrowth of the nationally-heralded Garden Walk Buffalo which has brought more than 40,000 visitors annually to Buffalo’s West Side the last full weekend in July. The idea to go beyond a two-day festival was promoted by the Buffalo Convention and Visitors Bureau with input from Garden Walk Buffalo, Buffalo Olmstead Parks Conservancy, Buffalo & Erie County Botanical Gardens, and Spree Editor-in-Chief Elizabeth Licata. Over 16 existing garden walks and tours plus other events will be included and the festival will be presented to the national market this spring.

The Clarence Hollow Garden Tour was inaugurated in 2006 and is under the direction of the Beautification Committee of the Clarence Hollow Association aided by the Clarence Garden Club. JoAnn Barnes, a former director of the C.H.A., chairs the committee.