

ONTARIO CHAMBER OF COMMERCE, INC.
P.O. Box 100, Ontario, NY 14519-0100 – (315) 524-5886

Officers: (terms expire in 2014)

President – Donna Burolla (315) 524-8286
Sherry Verstraete, Vice President
(585) 820-8801
Jim Switzer, Treasurer – (585) 750-2277
Cheryl Legg, Secretary – (315) 524-9856



Board of Directors: (3 year terms)

Roger Legg - 2016
Nadia Niniowsky - 2015
Thomas Mizelle – 2014
Ray Cedruly, Community Liaison
(585) 734-5526

Website: www.ontarionychamber.org

~Travel and tourism information is located in the display racks, sponsored by the Ontario Chamber, in the Ontario Town Hall foyer, 1850 Ridge Rd., Ontario, NY ~

Newsletter – March – April, 2014

**SAVE-A-LOT – ONTARIO PLAZA
NOW OPEN FOR BUSINESS**

On March 18, 2014 Save-A-Lot representatives, along with Ontario Chamber members and local officials proudly celebrated the opening of the newest business to locate in the Ontario community. Suzanne Schmitz, franchise owner, said all the hard work to renovate the store located at 1250 Rt. 104 was well worth it as she smiled looking around the 20,000 square foot store. The project entailed pouring a new concrete floor, installing a new ceiling and new drywall. Ms. Schmitz said Save-A-Lot offers a New Store Incentive Program which lead her to consider opening a store in our area. The new grocery chain will employ 17 part-time, and 6 full-time employees. Hours are from 8 AM to 9 PM, seven days a week. Save-A-Lot accepts credit cards, debit cards, checks, and food stamps and carries fresh produce, dairy products, frozen foods, fresh meat, pet products, and a wide variety of general grocery merchandise.

Save-A-Lot is a subsidiary of SuperValu headquartered in Earth City, Missouri. The company was founded in 1977 by Bill Moran as an alternative to large supermarkets. The first store opened in Cohokia, Illinois. In 2009, newly hired SuperValu CEO Craig Herkert announced a goal to double the Save-A-Lot locations within five years.

Save-A-Lot is the second anchor store to occupy square footage as part of the rejuvenation of the Ontario Plaza, (formerly Ames Plaza). Big Lots opened a location in the plaza in November, 2012. Other improvements include a complete re-pavement and marking of the parking lot and a facelift to the building façade.



Ontario Plaza – 1250 Rt. 104, Ontario, NY



Cutting the Grand-Opening Ribbon, Front Row, L to R: Vicki Steele, Save-A-Lot employees, Jessica; Suzanne, Store Owner; Melissa, Store Manager; Ray Cedruly; Frank Robusto; Town Councilman; Second Row, James Switzer, John Smith, Ontario Supervisor, Deb DeMinck, Town Clerk and Mike Melino, Town Councilman

COMMUNITY EVENTS ~ SAVE THE DATE

May 2, 2014 (Friday) – Veterans' Jobs & Resource Benefits Fair, Palmyra, VFW Post 6778 located approximately 3 miles east of Palmyra, NY at 4306 Rt. 31. Time: 11 am – 5 pm. Contact: Roger Legg (315) 524-9856.

May 3, 2014 – Pines of Peace Auction and Luncheon at The Heights Restaurant at Sodus Bay Heights Golf Club. Guest Auctioneer Carol Ritter-Wright. Call (315) 524-2388 for reservations and to purchase tickets.

May 15, 16, 17th – Gigantic Spring Barn Sale, Heritage Square Museum, 7147 Ontario Center Rd., Ontario. Hours: May 15th 9 am – 8 pm; May 16th – 9 am – 4 pm; May 17th 9 am – 12 Noon Bag Sale. **DONATIONS ACCEPTED:** Thursdays, April 24 and May 1; 6 pm to 8 pm and Saturdays, April 26 and May 3; 10 am to 12 noon at the Barn at Heritage Square. In need of good saleable donations. Such items as jewelry, dishes, and other kitchen items, furniture both indoor and outdoor, books, toys, games, small electrical appliances in working condition, gardening equipment, flowerpots and other yard ornaments. Special drop off arrangements can be made by contacting Ann Welker at 315-524-9330. Donation slips are available upon request.

June 1-7, 2014 – Pines of Peace Garage Sale at Casey Park. Save your donations or mark your calendar to shop!

June 7 & 8 – Opening weekend – Heritage Square Museum, 7147 Ontario Center Rd., Ontario.

June 7 – Ontario Chamber Business Fair; Museum Tours, Food – 1:30 – 4 p.m.

June 8 – Open House & Reception **Heritage Square Museum** – Buggy of Floyd D. Thompson, M.D.

Ontario Chamber Events – Save the Date!

April 3rd –Business After Hours – Sustainable Energy Development – 317 Rt. 104 (just west of Harbec Plastics). 4 pm – 6 pm. 30-minute presentation on Solar Panels including incentives available for commercial and residential properties. Light refreshments. RSVP to Sherry Verstraete at email: sverstra@rochester.rr.com

June 7th – Ontario Chamber Business Fair held at Heritage Square Museum, 7147 Ontario Ctr. Rd., 1:30 p.m. – 4 p.m. Registration \$10. To reserve your space, contact Cherly Legg at email: cllegg@rochester.rr.com.

August 9th (Saturday) – Blood Drive at Casey Park – 9 am – 2 pm

September 18th – Annual Chamber Community Banquet – The Brookwoods Country Club. If you would like to nominate someone for Volunteer of the Year; Citizen of the Year; Community Organization; or for the Business Improvement Award, go to our website(www.ontarionychamber.org) under Awards for a Nomination Form or send a letter to the Ontario Chamber, PO Box 100 Ontario, NY 14519.

SMALL BUSINESS UPDATE

Ariel Haradon-Chrisler, Program Coordinator for the Small Business Assistance Program, reports that the NY State of Health has introduced a new, easier to use web-based premium estimator tool available on the NY State of Health website:

<http://infonystateofhealth.ny.gov/calculator>.

The new tool allows you to:

- ~Estimate eligibility for tax credits for individuals and families;
- ~View and compare all metal level of plans;
- ~Sort options by insurer, metal level, or premium.

This new tool works on a range of devices including tablets and smart phones. It can be accessed using all web browsers, except Internet Explorer 9 and older.

As a reminder, individuals and sole proprietors must enroll by 3:00 PM on March 15th for an April 1st start date. The marketplace will accept applications until March 31st for a May 1st start date. The last day to apply for health insurance to avoid a penalty of \$95.00 or 1% of your household income is March 31st. The Small Business Marketplace will accept applications until March 29th for a May 1st start date, and will continue to offer health insurance throughout the year.

If you believe you are eligible for an exemption, you must apply for the exemption; you are not automatically granted it. If you opt out of having insurance in 2014 that means you have no protection against catastrophic medical bills. Questions, please email Ariel at arielharadon@gmail.com

ONTARIO FOOD PANTRY ACCEPTING DONATIONS

Collection sites are located in the town hall lobby, at Sue's Hair Trends and Cam's NY Pizzeria on Main Street, in the lobby at Lyons National Bank at TOPS Plaza, at Edward Jones Investments' Office and the American Legion Post Home on Knickerbocker Rd. and local churches. Suggested donations are posted at the collection sites. Expired or damaged items are not accepted. For pickups, call Tim King (315) 524-7938.

RIDGE ROAD RUMMAGE SALE

*SPONSORED BY ONTARIO BUSINESS
IMPROVEMENT DISTRICT*

This is a two-day, six mile, garage sale event:

Friday and Saturday, May 30 – 31st

9 AM – 4 PM

Location: Along Ridge Road in Ontario from the Webster County Line border going east to Fisher Road.

Contact Matt Mazura with questions,
585-770-4807

COMPLETE STREETS WORKSHOP

March 26th at Ontario Town Hall

This is a workshop hosted by Cornell Cooperative Extension and is funded by the NYS Dept. of Health. **The focus will be helping communities design, build, and operate streets to serve all users.** The workshop will take place on March 26th, at the Ontario Town Hall, 1850 Ridge Rd., Ontario, NY from 6 – 9 pm. The agenda is as follows: 6 pm – Introductions and lite dinner; 7 pm – Walking Assessment; 8 pm – Policies and Next Steps. This is open to the public. Please RSVP to Sandi Bastedo, 315-331-8415 or email: sb932@cornell.edu.

NEW WAYNE COUNTY BIKE GUIDE



Wayne County Tourism is proud to announce a new Wayne County Biking Guide is now available to the public.

This new guide was made possible through the New

York Bicycling Coalition. The Coalition received a \$6,000 reimbursement grant from the Erie Canalway Heritage Corridor Fund to help four counties along the Canal System create and publish bicycle loop maps. The guide highlights 5 bicycle loops with directions, distance in miles and estimated ride times. A copy of the bike guide is available in the lobby at the Ontario Town Hall or by calling the Wayne County Tourism Office at 8 0 0 - 5 2 7 - 6 5 1 0 o r e m a i l a t tourism@co.wayne.ny.us.

ONTARIO CHAMBER DISCUSSES MURAL PROJECT FOR TOWN

On March 20, 2014, Mr. Gene Bavis was the guest speaker at the Chamber's regular meeting. He discussed the details of constructing a historical mural for the Town of Ontario and presented a slide show of various murals throughout Wayne County and the United States. Mr. Bavis is a member of the Mural Mania Advisory Committee (MMAC). The mission of Mural Mania is "the preservation of history through community art." MMAC will also assist local groups in any way possible to create more murals for our area. Local murals now exist in the towns of Williamson, Walworth, and Macedon. Sodus is also in the planning stages. MMAC will also coordinate with tourist promotion agencies, the Seaway Trail group, the Erie Canalway National Heritage Corridor, local historical societies, and any other groups to help carry out the mission of constructing murals. A long term goal is to bring the World Murals Conference to Wayne County or the Finger Lakes Region.

LAKE ONTARIO WINE TRAIL OFFERS COMBO TICKETS

The Lake Ontario Wine Trail now has combo tickets available for their upcoming events (all events are 12 to 5 pm):

"Roll out the Barrels" – April 5 & 6

"Cinco de Vino" – May 3 & 4

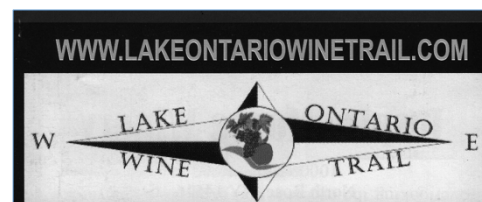
"Christmas Around The World" – Dec. 6 & 7

Event "Combo Tickets" are a \$45.00 value for just \$30.00. To buy tickets go to:

www.lakeontariowinetrail.com. Purchases can be made online for each event or for a combo package.

A brochure featuring all of Wayne Counties Wineries is available in the lobby of the Ontario Town Hall, 1850 Ridge Rd., Ontario, NY. *"Travel the Trail – Taste What All The Buzz Is About"*

Also, congratulations to Ontario's local winery, **Ontario Barn Vineyards**, 513 Whitney Rd., Ontario, for the feature, 3-page article published in the recent Lake Affect magazine! The article provided nice photos of the winery plus a brief history. To view the article, go to www.ontarionychamber.org



CLEAN SWEEP PLANNED FOR ONTARIO BY B.I.D.

The Ontario Main Street 5th Annual Clean Sweep will be held on Saturday, May 17, 2014 from 2 pm – 4 pm. Washing windows, sweeping sidewalks, picking up trash will be part of the activities to clean Main Street prior to the Memorial Day Parade. Meet at the Village Green next to Furguson's Hair Care at 2 pm or stop in at Old Ridge Corner Antiques after 2 pm. Questions, contact Matt Mazura at 585-770-4807.

WELCOME BACK RENEWING CHAMBER MEMBERS! ***Thank You For Being So Prompt With Your Dues*** ***Your Continued Support Is Appreciated***

Ontario Laserwash, LLC, George & Martha Vargo, 1770 State Rt. 104, Ontario
Shirley Lockwood-Kushall, Lockwood's Old Time Stuff, 7713 Tamarack Lane, Ontario
Paul V. Carr Heating and Plumbing, 6817 Knickerbocker Rd., Ontario
Eric and Dawn Mehserle, Project Management & Engineering, 1088 Hillsboro Cove, Webster
Debora Ann Furguson-Leaty, Furguson's Haircare, 2005 Ridge Rd., Ontario
Teon Kowalyk, Ontario Family Chiropractic Cold Laser, 1422 Rt. 104, Ontario
Tobin Center, LLC, David Tobin, PO Box 482, Ontario, NY
Marie Thomas, Edward Jones Investments, 6323 Knickerbocker Rd., Ontario
Profetta Enterprises, Inc., Dana Profetta, 6362 Dean Parkway, Ontario
Mama Lor's Café, Lori Rosenzweig, 1891 Ridge Rd., Webster
Katharine McNally, 433 Ontario Dr., Ontario, NY
Deidre Reed, Deidre's Hair Design, 1781 Ridge Rd., Ontario
Joseph Meyers, Genesee Valley Penny Saver, 32 E. Main St., Webster
James Pedulla, Altra Rental & Supply, Inc., 2127 State Route 104, Ontario

WELCOME NEW CHAMBER MEMBERS

Save-A-Lot grocery store, 1250 State Rt. 104 in the Ontario Plaza, (formerly Ames Plaza), Ontario, owned by Suzanne Schmitz. The new Save-A-Lot will be located in the newly renovated space formerly occupied by Super Duper. Ms. Schmitz is also the franchise owner of two other stores, one in Mount Morris and another in West Seneca.

3-D Contracting, owned by Dean Leeson, 4113 Prospect St., Williamson, NY 14589
Phone: 315-589-3702 or 315-576-4816; email: dleeson@rochester.rr.com. Residential Contractor. Mr. Leeson has been in business since 1991.

The Brookwoods Country Club, 2101 Country Club Lane, Ontario, NY 14519. Now under new management by Wayne Coyle. Open for dinner and lunches beginning April 1, 2014. Phone: (315) 524-8495. Website: www.thebrookwoods.com. Open to the public and ready to serve your banquet, luncheon, and dinner needs. Watch for Friday night specials! Open until 12/31/14 – And available for your Christmas Party! Email: businessoffice@brookwoodssc.com

Citizens Bank, Timothy R. Johnson, Manager, 6272 Furnace Rd., Ontario, NY 14519. Citizens Bank is located within the Tops Supermarket at the Tops Plaza. Hours: Mon – 11 AM-7PM; Tues – Fri – 10:30 AM – 7 PM; Sat – 10AM-4PM; Sun – 11 AM-3 PM. Phone: 315-524-8370 and website: www.citizensbank.com.

Fresh Roots Natural Foods Cooperative, Inc., Vivian Trevithick, PO Box 513, Ontario, NY 14519. Fresh Roots is a food co-op. Email: freshrootscoop@gmail.com. Phone: 315-945-3327. www.facebook.com/freshrootscoop. Watch for news on a new location!



Pictured L to R: Tom, Susan, John and Tony

Ontario Chamber of
Commerce
March, 2014
Business of the
Month
***Gerber Patriot Corner
Apartments***
1260 Ridge Rd.
Ontario, NY

John Graziose, Vice President of Gerber Homes states that the lack of market rate apartments in Ontario prompted Gerber Homes to build their first apartments in Ontario, about 17 years ago. That was phase one of the apartment building endeavor in Ontario. With the completion of phase three, two and a half years ago, Gerber Apartments now has thirteen buildings containing 100 apartments. All of our apartments are surrounded by a lot of open space which includes walking trails. There is even a trail to the Redstone Plaza. This trail could be very useful now that the plaza is being revitalized. In the future as we build more units we could include three bedroom units and maybe units with garages.

According to Susan Gerber, rental agent and apartment manager for Gerber Patriot Corner Apartments, our apartments are 100% full right now, with a waiting list. We have quite a variety of renters. Retirees tend to stay with us for longer periods, about nine years or so. Younger families stay for shorter periods. We have one tenant that has been with us since the very beginning. For customers that rent from us and then decide to have us build them a home, we will offer small incentives on the new home. The amount of the discount depends on how long they rented with us. Another strategy that is very helpful for our clients is the opportunity for purchasers of a new home to stay in one of our apartments while their home is being built. This is usually a short term stay and depends on the availability of vacant apartments.

When an apartment becomes vacant, we have them commercially cleaned, carpets shampooed or replaced as needed and repainted. We want the apartments to look brand new when new families move into them. We encourage people to make our apartments their home. However when we paint, we use the same colors for all of our apartments. It is much easier for us to maintain the apartments this way. When we first built the apartments, we built them with the understanding that we would hold them for long term. Consequently we used higher end products throughout.

We do have open house on Saturdays for people who would like to see the apartments. They can also stop in or call to make an appointment to view apartments.

Three full-time people are employed to manage the apartments.

Gerber Patriot Corner Apartments can be reached on the web at: gerberapartments.com

Phone: 315.524.7890 ext. 100

Fax: 315.524.7994

Congratulations to Gerber Patriot Corner Apartments as Business of the Month for March. Ontario Chamber of Commerce is pleased to salute this Ontario Business as the "Business of the Month." The customized "Business of the Month" announcement sign is posted at their business. They are also featured in the WAYNE COUNTY MAIL