



Taughannock Falls  
on Taughannock Creek  
Trumansburg.  
Thirty-three feet higher  
than Niagara Falls.

Wednesday, July 2, 2008

No Regular Meeting  
Happy 4<sup>th</sup> of July!

Wednesday, July 9, 2008

Winter Fest  
Planning Meeting  
Village Porch  
7:45 – 9:00am  
Open to Everyone

### Trumansburg Farmers' Market

Rt. 96 & 227 Village Park

Wednesdays  
4-7pm June-October

40 Vendors &  
Entertainment

[www.trumansburg-ny.gov](http://www.trumansburg-ny.gov)

# Trumansburg Area

## CHAMBER OF COMMERCE

Trumansburg ♦ Interlaken ♦ Jacksonville ♦ Sheldrake

## July 2008 Newsletter

### It Pays to Plan Ahead

Read any bad press news lately about the economy? How about changes in weather and climate? How's your health? Recent events have shown us that developing plans for financial survival is a business practice none of us can afford to neglect.

Start by writing "My Plan to Survive". Second, develop a process outline.

- Ask for help – in-house, attorney, accountant
- Review insurance coverage
- Identify disasters your business is susceptible to
- List critical personnel and equipment
- Collect information/inventory lists

Use all the above information to write a formal plan. Identify specific disaster plots and create steps that protect the business before a disaster happens, and ones to get your operation up and running again quickly and efficiently. Test the plan and then 'time-test' it whenever significant internal/external changes occur.

The Small Business Administration [www.sba.gov](http://www.sba.gov) and the Institute for Business and Home Safety [www.ibhs.org](http://www.ibhs.org) have resources for the small business owner to start this project. Due to a variety of circumstances, any business can suffer such loss that it faces long-term closure or forced sale. Don't leave it to chance.

### Something 'Olde', Something New

The new headquarters for Interlaken's Historical Society Museum opened for Olde Home Day. Its Main Street location was the previous site of the Trumansburg Telephone Company. Previously housed in the library's second floor, exhibits will be more street accessible for viewing.

Collected for its first season are

these exhibits - *World War II on the Home Front*, *the Village of Farmer in the Civil War*, *Interpretation and Artifacts from Backbone Ridge Homesteads*, and *A Celebration of Village Life in Photographs* along with a special *Farmer Boy* exhibit at the Farmers' Museum a block away.

Hours open are Saturdays in July and August, 10am – 2pm.

[www.trumansburgchamber.com](http://www.trumansburgchamber.com)

## Town Entertainment

Why NOT go to a public meeting? What a way to enjoy yourself. First, you get in a visit with friends before a call to order - not that anyone there is disorderly. The rules are simple. Obey the time keeper and state your name and address. Now here's an opportunity. Finally, you get to put faces with names - people you've read about in the town paper and maybe you formed a hasty impression about?

The fun begins when people begin to pop up and speak. There are a few shaky voices. Some aren't familiar with speaking into a mike or to an audience but Mr. B, a veteran, is there to help. "Use the

*microphone", he yells!* Others in the audience discreetly give silent hand-to-mouth gestures. Leading the speaker parade is Mr. H. familiar with debating techniques; he makes a strong argument. Ms. R. is up next sharing with us her Web research - until she runs out of time. Being a neighborly crowd the viewers invite her to finish. Next speaks Mrs. S. Wow! She blows a hole in Ms. R's theory in 30 seconds or less.

During the show there was one shoot-out and later, a hold-your-breath scene - one character threw a pitchfork barbing a lot of folks but no one was seriously hurt. Here are the plots for the next meetings:

- The Trumansburg Village Board agrees to explore other options to meet rising costs of EMS services. Praise for the department's service, the board's due diligence, and community support were unanimous.

- The Trumansburg Planning Board heard a unanimous voice welcoming Byrne Dairy's business and potential tax income to the village. New suggestions for site and building modifications will be considered by the board.

View [www.trumansburg.ny.us](http://www.trumansburg.ny.us) for meeting reports and future meeting dates.

## A World Class Festival

GrassRoots is "becoming a world class event" says marketing agent Megan Romer. Speaking to the Chamber of Commerce at their June lunch meeting at Woodland Roadhouse, her easy references to GrassRoots history, performers, and demo-psychographics of festival goers comes naturally to Megan. She has volunteered or worked on the festival for 18 years. Originally, GrassRoots started as an AIDS awareness and fundraiser event at the State Theatre in 1990. Building on its success, coordinator Jeb Puryear took it outdoors, making the Trumansburg Fairgrounds a destination place every July since.

The notes Megan used were written on the back of recycled paper. Piecing the notes together, it was a 1995 festival information sheet written by Puryear. Back then a weekend ticket was \$35 available by phone/post. Today they are \$110 sold by e-mail. Or stop at their permanent office on Main Street. Planning the event today involves a thousand performers - 70 bands from around the world - and an equal number of volunteers. GrassRoots entertains a daily average of 12,000 people. After expenses, gifts are awarded to local needs and world causes.

Plans to track visitors' place of

origin, age, and travel plans are a priority this year to help GrassRoots and TC Tourism Boards measure attendance, gauging the event's economic impact on the area. Securing national attention, the 18<sup>th</sup> annual festival will be visited by a Boston Globe media crew to write an article called "A Weekend in Trumansburg" to be published in 2009. Megan sums it up this way. "The festival's goal is to be world-class - to develop year-round partnerships, work with tourism resources, and keep an even keel of growth." [www.grassrootsfest.org](http://www.grassrootsfest.org)

### Visitors are Asking for Souvenirs

Do you make items that can be sold as souvenirs in area stores that are uniquely Trumansburg? Shop owners say visitors are looking for take home items representative of their visit or say Trumansburg. If you have ideas or sell/make such items please contact anyone on the Chamber Board. Let's capitolize on this!

### Seek Cooler Side of Trumansburg

Local blacksmith is taking the heat off summer by organizing outdoor family entertainment during the month of July. With businesses and organizations to help underwrite the costs, Durand Van Doren, has hit on a great idea - showing movies after dark on the lawn behind the Village Hall. Families can gather at 7:30pm for activities and entertainment followed by the film at 8:30pm. Free and open to everyone.

## Who's Who Around T'Burg Area

**Member Name:** Town of Ulysses Supervisor, Doug Austic

**How Many Years Have You Served?** "15 - I think I have served the longest."

**How Many Employees Work for the Town:** 8 staff and 5 elected officials

**What is Your Biggest Challenge?** "Personally, it's getting people to realize what the town development is. There is a lack of community memory, how we got this way to begin with. We need to phase in infrastructure when opportunity makes it affordable - we lost the deal with the State Park. Its' not feasible to do it all at once; to send out a water survey that builds up resident expectation that it will come to anyone who wants/needs service is setting ourselves up for failure."

**What is the Town's Greatest Need?** "I think its affordable housing (commercial space). Whatever your price-range anyone who wants to live here should be able to. Conservative tax spending helps make housing affordable. With commercial, the town needs to fill up what it has before building more. Realtors come in everyday to ask about available space, property and I work with them to get business/technology in here."

Contact Information: [www.ulysses.ny.us](http://www.ulysses.ny.us) or 387-5767

**Business Name:** Austic Farms

**Owner:** Bruce Austic

**Location:** 8938 Rt. 96, Interlaken, NY 14846

**When Did You Start Farming?** "In High School I rented 100 acres and used our farm machinery. Dad's farm was on Bates Road and I worked the McLallen and Robinson farms. Rent was about \$40/acre, its still around that today." Bruce owns 3100 acres of land and rents 4700 acres, a total of 7000 tillable acres.

**What is Your Opinion about Land Development?** "Let development happen. Don't split up the fields and waste it with 2, 5 acre housing lots. New homes don't need more than an acre and should be in a development area with water, sewer. People wanted to take the road frontage from Ithaca to Trumansburg to live or build a business and could offer the farmer big money and you can't blame him for taking it. They created the problem and the fields are broken up. In 40 years I have sold only one building lot. Keep it farmland."

**What Do You Think About Organic Farming?** "It's fine, but there is a shortage of food in the world. You aren't going to produce enough food practicing organic farming. It's more expensive, the yields are lower. The chemicals to correct crop disease and poor soil are not what they used to be - less dangerous now. Dick (brother and professor at Cornell Agricultural College) would know more about that, but they are regulated by the EPA, USDA and NYS."

## Brochure Rack at Taughannock

The Henninger family (Trumansburg Optical) has offered to take business, organization brochures for the brochure rack at Taughannock Park through the summer months. Please drop off literature to their business, 11 E Main Street. The rack is getting old and needs tender loving care. Anyone interested in this project contact Sue or Neil [tburoptical@zoom-dsl.com](mailto:tburoptical@zoom-dsl.com)

### NEED HELP THIS SUMMER?

Hard-working graduating senior (Tburg) looking for summer employment. Food service, office work etc.

Contact Megan Carey at 387-5928 or [careymr@twcny.rr.com](mailto:careymr@twcny.rr.com)

## Visit the Cayuga Nature Center!

The Cayuga Nature Center is a non-profit organization located on 120 acres of land on Route 89 about 6 miles north of downtown Ithaca. As a member of Ithaca's Discovery Trail, CNC's mission is to cultivate awareness, appreciation, and responsibility for the natural world.

CNC houses many live animals, including birds, snakes, turtles, a fox, and a peacock. Behind the lodge you will find TreeTops, a six-story tree house, as well as ponds, miles of hiking trails, and a seasonal Butterfly House filled with several species of

native butterflies and beautiful domestic and wildflowers. Finger Lakes Permaculture Institute is also run out of CNC and offers several exciting workshops this summer. (Check out [www.fingerlakespermaculture.org](http://www.fingerlakespermaculture.org) for more information.)

Think about booking a program on the TEAM Challenge high ropes course or about renting the lodge for a special event, such as a wedding, family/office gathering, or a birthday party.

This year CNC Summer Camp is joining forces with the Museum of the Earth to provide more special programming than ever before. There will be 9 weeks of Summer Camp for kids ages 5-12 and 6 weeks of Adventure Camp for kids ages 12-17, which features TEAM Challenge, backpacking, and canoeing.

For more information, call the center at 273-6260 or check out the website [www.cayuganaturecenter.org](http://www.cayuganaturecenter.org).

## Down on Main Street

Two business women were talking and sent this idea in. How about a sidewalk sale this summer? Darlyne Overbaugh (Life's So Sweet Chocolates) and Diane Richards (Sundries) suggested holding one on the day of the street dance. That's

September 5<sup>th</sup>, a Friday. That idea led to another, and here's what the Chamber Board proposes. If merchants can organize themselves, the sidewalk sale can be incorporated in the advertising about the dance. To give a larger presence,

retailers might ask "off Main Street" members to set up a table in front of their stores or share in-door space. *Caution: The sidewalk area at Main & Union intersection and both sides of Union must be reserved for band and dance space.*

## A Red Star Rises

Samantha Izzo continues to grab fame, this time with the release of her first cookbook *MAMA RED'S COMFORT KITCHEN Recipes from Monday Nights at Simply Red*. Several years ago Sam made her culinary mark when she opened Simply Red in Trumansburg fulfilling a chef's dream. On Monday nights she packed the house serving up live music and simple food with Sam's signature style. She prepared each meal taking the time to talk to everyone - like sitting in Mom's kitchen when she cooked. Sam left Main Street and started Simply Red Bistro at Sheldrake Point Vineyard in 2005. This was a perfect marriage - her cuisine using locally grown products paired with great wines. Always striving for professional growth, Sam put

together recipes and stories of her first restaurant days. A limited publication of *Comfort Kitchen*

releases June 19. Preview on-line [www.simplyredbistro.com](http://www.simplyredbistro.com)

