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MONTHLY NEWSLETTER: JUNE/JULY 2015

Volunteer participation and partnerships are key to the downtown's revitalization effort. We are thankful for everyone's support and cooperation as we work towards improving the commercial core. Read on for details!

Above: Enjoying the music during the Bikes, Blues & BBQ event on June's First Friday.

Graffiti Paint Out

On June 14th, the Alliance participated in a Graffiti Paint Out, which was organized by Hazleton POWER!, in association with the office of State Representative Tarah Toohil. Paint for the effort was generously donated by Sherwin Williams.



The volunteer DHAP team, which was led by Krista Schneider, DHAP Executive Director, was comprised of children and young adults from the Good News Community Church. In total the team painted out five graffiti tags on downtown buildings.

Broad Street "Pocket Park" Beautification



Jen Barnasevitch, owner of Smith Floral Co., prepares a planter with flowers she donated to the beautification effort.

Over the past few weeks, the Alliance has been leading the effort to beautify the vacant lot it now owns (next to the historic Security Savings bank building) so that it can be used for community events until the lot is developed as part of the City Arts Center complex. The "Broad Street Pocket Park," as it is now called, is a partnership effort between the Alliance, Hazleton POWER!, the Greater Hazleton Chamber of Commerce, the City of Hazleton, Smith Floral Co. (who donated flowers for the planters) and Hayden Electric (who donated electrical power connections). The park has already hosted the Bikes, Blues, and BBQ festival and an outdoor movie. Additional outdoor movies (hosted by Hazleton POWER!) will continue throughout the summer. The Chamber of Commerce will also be utilizing the park for music and other special events in association with the Downtown Hazleton Farmers Market, which will be held on Fridays from 10AM-2PM beginning July 17th through September 4th. A \$1,000 grant from the Keep America Beautiful Program will help fund additional improvements throughout the summer.

Governor's Team Visits Downtown



From left: George Leitner, Krista Schneider, Gary Baker, Jim Rose, Cassandra Coleman-Corcoran, Mary Malone, Kevin O'Donnell, and Jim Kelshaw.

On June 1st, officials from the state government visited with members of the Downtown Hazleton Alliance for Progress to hear about the revitalization projects underway as well as plans for the future. The team included Cassandra Coleman-Corcoran, Director of the Governor's Northeast Regional Office, Gary Baker, Regional Director of the Department of Community and Economic Development, and Jim Rose, Local Government Policy Specialist of the Governor's Center for Local Government Services. This is expected to be the first of many discussions that the Alliance will have as it seeks technical assistance in implementing the downtown's strategic plan and applying for Main Street Program designation and grant funding programs.

Crime Prevention Survey

In cooperation with the Keystone Job Corp Security Training Program, the City Police Department, and the Chamber's Downtown Committee, the Alliance will soon begin distributing "CPTED" Surveys to downtown

merchants. This acronym stands for "Crime Prevention Through Environmental Design," which includes a nationally recognized set of strategies designed to deter crime through control of the physical environment. Among others, these strategies include maximizing visibility of the street from inside a store, improved security lighting, better control of entrances, etc. The survey also includes questions designed to build understanding of particular security concerns that business owners may have, and their recommendations for improvements. The survey is also online (in both English and Spanish) and can be accessed on the DHAP website: www.downtownhazleton.org.

Mark Your Calendars: July 3rd First Friday



Celebrate your Fourth of July holiday in Downtown Hazleton. In addition to merchant promotions, there are many events to enjoy, including a music, games, food, and fireworks at historic Harman Geist stadium; a walking tour highlighting the downtown's renaissance; a "Meet the Artist" event at the Dragonfly Café; opening night of "Mister Roberts" at the Pennsylvania Theatre of Performing Arts (to include a dinner buffet prior to the show); and a live professional wrestling event (free) at The Sanctuary. Kids can also take part in a "Bike Rodeo" hosted by the YMCA/YWCA, which is designed to teach kids how to have fun riding their bikes safely. The Shop 2 will also be hosting a "Sidewalk Art Sale" all day.

Featured Event: Walking Tour of Downtown Hazleton

Beginning at 6:00 PM on First Friday, Krista Schneider, Executive Director of the Downtown Hazleton Alliance for Progress, will lead a free walking tour that will cover highlights of the downtown's ongoing revitalization. This is the second of four free "Keystone Active Zone" walking tours in downtown Hazleton this summer. It will include an "insider" tour of the downtown's ongoing and planned bank building renovations, facade projects, new businesses, landmark eateries (with samples), planned public improvements, and ambitious plans for the future. The walk will begin at 6:00PM in front of the Chamber of

Commerce (20 W. Broad St.). For more information about the walk, contact DHAP at 570-455-1509 or visit www.downtownhazleton.org.

June First Friday Highlights

"Say Hello to Summer" was the theme for June's First Friday. Thanks to nice weather, several hundred people attended the events offered that evening. These included art exhibits, a historical walking tour, professional wrestling, live music, and several children's activities. Special thanks to the Lackawanna Police Academy Cadets who helped out at the Bikes, Blues & BBQ event, as well as Gottstein Corporation for help with fencing, and Damon's Grill for hosting the BBQ. And let's not forget the great music from Friar's Point Band, and all the bikers who made the special trip into town!



Bikes line Broad Street while Friar's Point Band performs during the Bikes, Blues & BBQ Event.



Walking tour participants stop inside the historic Markle Library to learn about its history by director Jim Reinmiller.

Featured New Business

Arias Fabrics and Decorations

Est. 2015

Owner: Ileny Arias

227 W. Broad Street



Ileny Arias and her sister Aralis opened their store in January 2015 shortly after relocating to Hazleton from the Bronx. Drawn to the city's relatively low cost of living, they decided to sell their sewing and decorating services, a skill they learned as children in their native Dominican Republic and mastered in New York. A family-owned and operated business, Arias Fabrics and Decorations primarily sells custom-made curtains, pillows, and other linens. Fabric can be purchased at the store, or customers can supply their own. They also sell handbags and some clothing, as well as rent chairs, tablecloths, and decorations for special occasions.

Alliance Hosts Blight Workshop



On June 19th, in partnership with the office of State Representative Tarah Toohil, the Alliance hosted a workshop on legislative tools and planning approaches to address blight. The workshop, conducted by Bill Fontana, Executive Director of the PA Downtown Center, spoke to an invited group of participants representing Hazleton City Council, the City's Redevelopment Authority, the City Code and Community Development offices, local engineering firms, realtors, and members of the city's blighted and vacant property committees to discuss issues related to blight within the City.

The Alliance is moving forward with plans to form a working group that will identify blighted properties within the downtown so that action plans can be developed for priority properties.

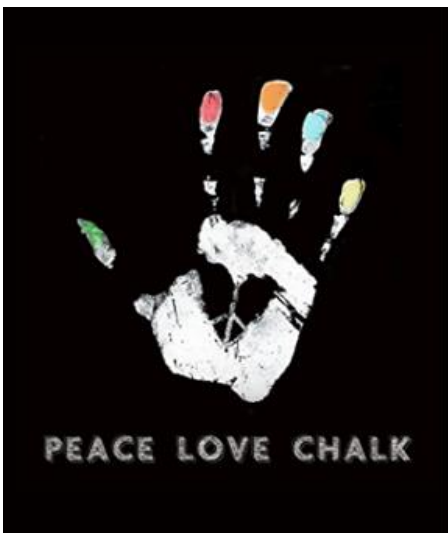
Cars, Peace, Love, & Chalk

Plans are already underway for August's First Friday events (August 7). The featured event will be the Greater Hazleton Chamber of Commerce's 2015 "Classic Car Cruise-In," which is being sponsored by AutoZone (with dash plaques provided by Lehigh Tire). There will be live music by the Legends as well as live entertainment by Tony Pacelli and JD the DJ. For more information on this event contact the Chamber at 570-455-1509 or visit www.hazletonchamber.org.

Other events that same evening will include another free walking tour (this one led by John Probert, which will feature downtown churches and cemeteries), as well as a mixer and outdoor movie in the Pocket Park, which is being hosted by Hazleton POWER! Mary Poppins will also open that evening at the Pennsylvania Theatre of Performing Arts.

On August 7th & 8th, the Hazleton Art League, in partnership with Joe Maddon's Respect90 Foundation will be hosting a free "Peace, Love and Chalk" street festival in Downtown Hazleton. On Friday, August 7th from 6-9PM, in conjunction with the Car Cruise-In, an old car will become a live street canvas.

On Saturday, August 8th, artists will spend hours turning Broad Street into a display of chalk art. There will also be family friendly activities and great food!



Above: The winning logo for the Peace Love and Chalk event was designed by Jamie Pesotina. Congratulations Jamie!

The Art League is currently looking for chalk artists, musicians, community groups, and event sponsors. Prizes will be awarded (\$1,000 for first place; \$500 for second place; \$250 for third place).

If you would like more information on this event please check out the event album on the Hazleton [Art League Facebook page](#), or contact: Marie Hayes, Hazleton Art League, Phone: 570-956-5560 OR Carmine Parlatore, Shop2, Phone: 570-861-8455. Email: hazletonartleague@outlook.com.

Spotlight on Fundraising



Top: A \$5,000 grant to the Alliance was presented by Bettie Sitoski (left), PNC Vice President, Hazleton Branch Manager to Krista Schneider, DHAP Executive Director.

Above: A \$5,000 grant to the Alliance was presented by Melinda Stumpf (right), PPL Regional Affairs Representative, to Krista Schneider, DHAP Executive Director.



Above: \$2,000 check presentation of donation to the Alliance by FNCB Bank representatives. From left: Nicoline Pane-Evans, Patrick Barrett, and Gerard Champi of FNCB, Neal DeAngelo III Krista Schneider, and Neal A. DeAngelo representing the Alliance, and Brian Mahlstedt of FNCB.

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Mark Your Calendars

First Fridays

July 3, 2015: Fourth of July
August 7, 2015: Crusin' Downtown
September 4, 2015: Tastes of Home
October 2, 2015: Latin Arts Expo
November 6, 2015: Veteran's Day
December 4, 2015: Christmas

Farmer's Market (10AM – 2PM)

July 17, opening day; July 24, July 31, August 7, August 14, August 21, August 28, and September 4

Pocket Park Picture Series (formerly Movies at the Markle)

July 17, July 24, August 7

Classic Car Cruise-In

August 7, 2015

Peace, Love & Chalk

August 7 & 8, 2015

Funfest

September 12 and 13, 2015

PTPA Shows

July 3-12, 2015: Mister Roberts
August 7-16, 2015: Mary Poppins
September 11-20: A Little Night Music
December 3-13, 2015: Scrooge the Musical

Hazleton Town & Trail Race Series

October 17, 2015 (8:30am)

Ustynoski & Marusak, LLC.

Est. 1954

101 West Broad Street, Suite 205

P: 570-455-3683

Featured Legacy Business

Downtown Hazleton has been home to many multi-generational and family-owned small businesses. This section is dedicated to recognizing and celebrating those that have had a meaningful and long-lasting impact on the community. Each has evolved in different ways to meet the challenges of a changing economy.

Ustynoski & Marusak, LLC, much like many Hazleton businesses, started from humble beginnings but grew to become a successful and integral part of the community.



From left: Lisa Morris, Attorney Richard J. Marusak, Attorney Susan M. Sernak-Martinelli, Attorney Joseph D. Ustynoski, Jeananne Ustynoski, Sandy Kuklis, Barbara Anderson, and Dana Miller. Absent from the photo: Mike Warnitsky.

Attorney Joseph J. Ustynoski was born in 1921 as one of seven children of Ukrainian immigrants, who raised their family on a coal miner's salary in West Hazleton. Saving enough money for college, Joe graduated from Albright College with a degree in English and History and later received his Juris Doctorate from the Dickinson School of Law in 1954.

Attorney Ustynoski established his practice in a one-room office in the former HNB Bank building, the same building that now houses Ustynoski & Marusak, LLC, and literally built the business from the ground up. He started with no money and used his mother's kitchen table as his office desk. His first client installed carpet in the office as payment of services. What he lacked in money, however, he made up for with heart. Ustynoski wanted to become a lawyer because he was driven by a desire to better himself and his family

and was intrigued by the idea of serving in an honorable profession where he could have a day-to-day impact on people and help his family, friends and clients.

Attorney Ustynoski didn't just serve the people as a lawyer, he was also a member of many key groups ranging from the local to national level, including Solicitor for the Greater Hazleton Joint Sewer Authority and the Borough of West Hazleton, Luzerne County Assistant District Attorney, and a member of the Lawyer's Advisory Committee of the U.S. Federal District Court.

Ustynoski's desire to give something to everyone was a basis behind designing his business to serve clients with all their legal-related needs. To this day, the firm continues to handle estate planning, real estate, social security disability, family law issues, and business and corporate matters. A primary focus continues to be personal injury compensation.

Joseph J. Ustynoski continued to grow his business by becoming a founding member of the Falvello, Ustynoski, Giuliani & Bernstein firm, which was one of the largest and most prestigious firms in Hazleton until it dissolved in December 1977. He then transitioned to the Ustynoski, Sharkey & Marusak partnership, which continued until September 1992.

After that time it became Ustynoski & Marusak, LLC.

Joseph J. Ustynoski served as Senior Partner of the firm until his death on January 8, 2003. He continues to be considered one of the top civil trial attorneys in Luzerne County. His legacy of fighting for the people remains alive as the next generation of the law practice helps other family-owned businesses thrive in Hazleton's downtown.

Joe's nephew, Richard J. Marusak, Esquire, joined the Falvello, Ustynoski, Giuliani & Bernstein firm in 1976 after getting his Bachelor's Degree from the University of Scranton and his Juris Doctorate Degree from Dickinson School of Law. Although busy working for a successful law practice, Marusak said the biggest challenge was to "live up to the public's expectations of the

firm and the level of service of the lawyers above him," as well as to work to establish his own client list and build his own presence and reputation. He continues to engage in the general practice of law.

Joseph J. Ustynoski's son, Joseph D. Ustynoski, Esquire, was admitted to the Pennsylvania Bar in 1997 after earning a Bachelor's Degree from Providence College and a Juris Doctorate Degree from Roger Williams University School of Law. Attorney Ustynoski practices primarily in the field of personal injury.

Today, both Ustynoski and Marusak engage in the general practice of law and are licensed to practice in various Pennsylvania County Courts of Common Pleas, Pennsylvania Appellate Courts and the U.S. Federal Court for the Middle District of Pennsylvania. Ustynoski also took over his father's roll as Solicitor for the Greater Hazleton Joint Sewer Authority.

Susan M. Sernak-Martinelli, Esquire, joined the firm in 2002. She earned a Bachelor's Degree from Virginia Commonwealth University and a Juris Doctorate Degree from Temple School of Law in 1996. She was admitted to the Pennsylvania Bar in 1996 and began her career with the firm of Laputka & Pedri. She engages in the general practice of law and specializes in all aspects of family law.

The lawyers at Ustynoski and Marusak feel they face the same challenges any second generation business faces today: the ability to balance service to their existing clientele while striving for continued growth. They are proud of the base clientele they built through their reputations and the fact that they have grown their practice via word of mouth and referrals with minimal advertising.

"The firm was here during the best of times when downtown Hazleton was a thriving area and the place to be. We've seen the decline and we stayed and continued to thrive. We were a cornerstone that was in place. We're glad we stayed through the tough times and now see positive things happening. We hope to help with the continued success of downtown Hazleton, which has been spearheaded by the Downtown Hazleton Alliance for Progress and the other business people who have stayed."
- Attorneys Joseph Ustynoski and Richard Marusak

Credits: Thanks to DHAP volunteer Kelly Kostanesky who collected this information, and Joseph D. Ustynoski, Richard Marusak, and Susan Sernak-Martinelli for participating in the interview.