

# The Official Newsletter of *Our Town Foundation*

Hamburg's Community Revitalization Corporation

## Our Town News

[hamburgpa.org](http://hamburgpa.org)

Summer 2024

610.562.3106

### Main Street Matters

Our Town Foundation is excited about the future of Hamburg's downtown with a resurgence of new businesses and opportunities for residents and visitors. Recently, Pennsylvania passed the State's Main Street Matters program which is bringing additional funding opportunities to small towns. We are completing the necessary steps and will be submitting our application for re-designation as a Main Street Program in order to bring this support to Hamburg. Main Street Programs use a comprehensive, community-based approach to revitalizing downtowns and central business districts, which has been applied across the United States since the early '80s. We have found success as a designated program in the past and see a great need for this approach to continue in Hamburg.

Main Street Matters offers downtowns and commercial districts targeted investment and development for a period of five years. Nonprofit organizations like Our Town Foundation, as well as other economic development focused organizations, are eligible to apply for designation to carry out the goals of the program. The program focuses on these four areas of community development; Economic Vitality, Design, Organization, and Promotions. The program promotes preserving and strengthening existing retail, local government, and business centers of communities, improving the quality of life in a community by making traditional downtown areas a more attractive place to live and work, working with Main Street businesses to find opportunities for business growth, and other goals to improve and develop economic opportunities in town.

The qualifications for this selective program are extensive and include a five-year strategy, sustainability plan, resolution of support from the local municipality, a designated staff to implement the program, regular reporting, and a focus on historic preservation, among other requirements. OTF started the application process earlier this year with a survey and public visioning sessions to assess the current status of the town and hear feedback from residents and businesses in order to determine goals for the town and form a strategy for the future. OTF continues to gather the necessary information for application and plans to apply before the deadline in November.

This designation will have a huge impact on OTF and Hamburg as it will give the organization the necessary resources to carry out important economic development goals for the town based on the feedback from people who live and work in Hamburg. For more information and to participate in the town's continued revitalization, please contact Our Town Foundation at 610-562-3106 or [otfmanager@aol.com](mailto:otfmanager@aol.com).

### State Street Square

Our Town Foundation is getting closer and closer to completing our development project at State Street Square and can't wait to invite the community to special events held there. Due to grant funding and local community support we were able to complete the exterior of the building. At the Taste of Hamburg-er Festival, Classic Rock group, Mere Image, played the first ever song on the completed stage!

We are now moving into our next step of construction which includes finishing the interior of the building with bathrooms, kitchen, and a storage area. Our goal is to have these items completed by spring, 2025. We received a grant in the amount of \$35,382 from the Commonwealth Financing Authority's Local Share Account program to help cover the costs of the plumbing fixtures which will kick start this phase. We also applied for a grant in the amount of \$25,000 through Berks County's Greenways, Parks and Recreation Program to assist with purchasing the kitchen equipment and should know if our application was approved in the very near future. However, with construction and equipment costs rising, we are still in need of donations to get us to the finish point. Those whom are interested in supporting this development project can find a link to donate at [www.hamburgpa.org](http://www.hamburgpa.org), or scan the QR code.

At this point we are also starting to look for additional volunteers who would like to join the State Street Square Events and Promotions committee and be a part of making this project a success in the town. If you are interested, please request a volunteer application at [otfassistant@verizon.net](mailto:otfassistant@verizon.net).



Grand Opening and ribbon cutting at The Mill on 3rd, 202 S. 3rd Street, Hamburg. (See page 6.)

## New Business Members



Rich Counseling, LLC

Hello! At Rich Counseling, LLC we offer Individual Counseling and Conflict Resolution Services.

Our mission is helping people to feel good about themselves, live the life they want, and enjoy their relationships with others. By creating a comfortable environment with our clients and by really listening to them (giving them the floor), we help them to truly understand the circumstances that brought them into counseling. We work together with our clients, as their supporter to help them decide what they want to do about their circumstances.



We rely on creative therapeutic techniques that result in meaningful shifts and change for our clients. We are passionate about providing a trusting and safe environment (no judgment zone) in which clients can express their concerns so that we can work together to create a customized approach that will truly work for them. We offer a wide range of services covering anxiety, relationships, depression, healing, PTSD and more.

We also have a sub-specialty for elderly clients and their family caregivers as well as offering conflict resolution for difficult family matters related to the important nature of eldercare. Counseling sessions are offered in person in our main office located in Orwigsburg and at satellite locations in Berks and Lehigh counties.

Please check out our website at <https://www.richcounselingllc.com/> or use the QR code included.

Call us at 610-202-7887 or email us at [richcounselingllc@yahoo.com](mailto:richcounselingllc@yahoo.com)

Office: 1120 Centre Turnpike, Orwigsburg, PA 17961

We look forward to helping you with your needs!



## Mayfield and Company/Hazel's Cafe



After nearly 4 years in Kutztown, the Mayfield and Company (formally Mayfield on Noble) owner Malorie Waters Ezolt and family decided that a coffee shop would be an excellent complimentary business. With the trusted mentorship of a decades long "coffee guru roasting guy," Hazel's Cafe was born in 2022. Mayfield and Hazel's have been named to honor Mayfield Kentucky, the hometown of the family Matriarch Hazel, who celebrated her 101 birthday on July 13!

When an opportunity presented itself to move the coffee shop to Hamburg, a town in which we live, work, play, shop and go to school, the Mayfield and Company family made the decision to combine both Hazel's and Mayfield and Company and move the businesses together in one shop.

Hazel's is a full service coffee shop currently featuring iced coffee, hot coffee, teas, flavored energy drinks, boba tea, house made chai, matcha and other assorted beverages. In addition to coffee and beverages, Hazel's offers daily house baked goods provided by our favorite local baker, BAKE ME HAPPY!

Hazel's celebrated a soft opening on September 7th and plans to expand hours and provide in house seating after the completion of the kitchen. Upon completion of our kitchen area, we will also provide locally sourced bagels, breakfast options, sandwiches and light lunch options all for take-out or dine-in. Look for this to be fully operational for our GRAND OPENING ribbon cutting ceremony on October 12 at 10am. Look for our Namesake Hazel to be there to help us cut the ribbon!

Mayfield, our original business - along with the support of our amazingly supportive vendors - continues to offer local handcrafted one-of-a-kind items for our customers! While the space may be significantly smaller in the Hamburg location versus our large warehouse style environment in Kutztown, you can be certain that our vendor items are the best of the best! In fact we were blessed to have over 30 vendors from our Kutztown location join us! We are equally blessed to have over 10 new vendors join us!!

We are very excited to give back to our community and look forward to serving our customers for many years to come!

## New Business Members



H&B Site Services, LLC was founded to provide streamlined testing services to developers for their land development and subdivision projects throughout the State of Pennsylvania. We specialize in stormwater infiltration testing, which is a necessary component in preliminary planning for land development projects where stormwater management is of concern. Comprehensive reports are generated from testing in the field to provide our

clients' engineers with important information about the sites underlying soils and the rate at which water passes through the soil, known as the infiltration rate. This information is critical in an engineer's design process for appropriate sizing and placement of Stormwater Best Management Practices (BMPs). Stormwater BMPs include infiltration basins, raingardens, vegetated swales, and other methods of stormwater control. Stormwater management is an integral part of any large land development or subdivision project, but may also be required for smaller residential projects based upon a municipality's ordinances regarding stormwater management. Completing infiltration testing early on in the design process of a site is important to provide engineers with the information they need to accurately design and size stormwater BMPs and to meet stormwater management requirements of the municipality in which they are working in, as well as the requirements set in place by the Pennsylvania Department of Environmental Protection (DEP).

In addition to performing infiltration testing, H&B Site Services also provides shallow excavation services to dig the test pits for soil investigation. Test pits help to determine any limiting zones that are present in the underlying soil (such as bedrock or a high-water table) that may limit the rate at which water moves through the soil. By providing excavation services in conjunction with infiltration testing, the testing process is streamlined for our clients, who often have to seek out a separate excavator for digging the needed test pits. H&B Site Services also offers percolation testing for determining general site suitability and aiding in the design of on-lot septic systems.

Branden Bialek is the president of H&B Site Services, and has over 8 years of experience in stormwater management design and implementing infiltration test results. He attended Wilkes University and obtained a bachelor's degree in environmental engineering in 2017. Since then, he has worked at a local firm as a civil engineer, where he has assisted in stormwater management designs for many projects ranging from residential single-family homes to larger commercial development sites. He is also a certified PA Sewage Enforcement Officer (SEO). Branden resides in Lenhartsville, PA and has performed work throughout southeastern Pennsylvania, but has provided testing and excavation services as far as the Pittsburgh area. Do not hesitate to reach out with any inquiries regarding your upcoming development projects!

H&B Site Services, LLC  
 Branden Bialek, President  
 PA SEO#: 04195  
 Phone: 610-621-8185  
 Email: [bbialek@HNBSS.com](mailto:bbialek@HNBSS.com)  
[www.HNBSS.com](http://www.HNBSS.com)  
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## Best Kept Secrets Tour

Get your tickets for Berks County's Best Kept Secrets Tour, happening November 7th - 23rd. With the self guided driving tour, you will find 44 off-the-beaten path small businesses hand picked for their uniqueness, including the Art and Craft Gallery of Hamburg and Know;Body Botanicals in town! Your ticket entitles you to all the perks; a tour map and guide, coupons and special things from every business, and a chance to win lots of prizes.

BERKS COUNTY'S  
 Best Kept  
 Secrets Tour  
 NOV 7 - 23  
 Tickets \$12  
 Purchase Tickets at the  
 Art and Craft Gallery  
 320 State St. Hamburg

## New Artist Member

### Linnae Goda \*Correction\*

The incorrect bio was listed for Linnae in the Spring newsletter. The correct bio is included here.

Linnae has lived in Berks County most of her life. Since she was young, she has always enjoyed being outdoors, using her imagination and creating things out of various materials. Not professionally trained, she learned how to sew and do needlework from one of her grandmothers. Her other grandmother, an artist, didn't have a lot of money, but always procured the money for art supplies. She appreciates that while growing up her parents were supportive in fostering her interests and creativity. Linnae finds that so much of her inspiration comes from nature, colors, patterns, shapes and light. Most recently she has been creating items from hand dyed cloth using a powdered dye and ice. "It is fascinating, almost addictive, to scrunch, fold, and twist, add color and see what emerges." The finished cloth becomes an inspiration itself.



Linnae and her husband live outside of Virgenville, PA with a dog and five chickens. In addition to her crafting and art-making, she also enjoys cooking, gardening, hiking, biking, swimming and reading, when she gets a chance. She has also been a lifelong traveler, most recently to Iceland and Costa Rica. She

is especially grateful to Martha & Jay Ressler, fellow hikers, for encouraging and mentoring.

She is excited to be part of Hamburg Area Arts Alliance and hopes others will find beauty and enjoyment from viewing, and perhaps purchasing, some of her creations.

## Upcoming Art Classes

### Be An Interior Decorator: Make Your Own Lampshade

When: Friday 10/4/24  
Time: 6-7pm Ages: 18+ (21+ to consume alcohol)  
Deadline to register: 9/28/24  
Cost: \$45 includes all supplies  
Where: Lucky Leprechaun Winery  
Hosted by Linnae Goda  
Class Description: Make your own cloth covered lampshade.



### Blacksmithing Classes

When: Mondays-October 7, 14, 21, and 28  
Time: 6-9 pm Ages: 18+  
Deadline to register: 10/1/24  
Cost: \$190 for a series of 4 classes  
Where: Fisher Forge 572 St. Michaels Rd. Hamburg  
Hosted by: Dave Fisher  
Class Description: Hands on experience in forging while creating unique take home projects.

### Spooky Woven Witch's Hat

When: Monday 10/7/24  
Time: 6-9pm Ages: 16+  
Deadline to register: 10/1/24  
Cost: \$45  
Where: Hamburg Strand Theater Party Room  
Hosted by Deb Zvanut  
Using continuous weave, weave a black hat and embellish when weaving is done. Great fall decoration. Please bring a pencil and measuring tape and an old towel.



### DIY Personalized Ice Dyed Backpack

When: Sunday 10/13/24  
Time: 1-2pm Ages: 12+  
Deadline to register: 10/8/24  
Cost: \$35 supplies included  
Where: Hamburg Strand Theater Party Room  
Hosted by Linnae Goda  
Class Description: Learn about the 6 basic folds used in the ice dyeing process. Dye your own string back pack.



### Make A Blue Bird Art Quilt

When: Friday 10/18/24  
Time: 4:30-7pm Ages: 15+ (21+ to consume alcohol)  
Deadline to register: 10/12/24  
Cost: \$20 supplies included  
Where: Lucky Leprechaun Winery  
Hosted by : Martha Ressler  
Class Description: Martha Ressler is known for her realistic bird art quilts. She will guide you through making your own 5x7 blue bird quilt. You will also learn about how to attract blue birds to your property. Wine available for purchase 21+



## ART & CRAFT GALLERY UPCOMING FEATURED ARTISTS

### SEPTEMBER

**CANDACE THOMAS**  
MIXED MEDIA

### OCTOBER

**ERIC SAYLOR**  
ACRYLIC PAINTING

### NOVEMBER

**MARTA TOMOSY-HERMAN**  
PAINTING. POTTERY

**PIRJO L'ESPERANCE**  
CERAMICS

## Art Classes

### Learn to Crochet: Make and Take Water Bottle Carrier

When: Sunday 10/20/24  
 Time: 1-3 pm Ages: 12+  
 Deadline to register: 10/15/24  
 Cost: \$25 supplies included.  
 Where: Hamburg Strand Theater Party Room  
 Hosted by: Linnae Goda  
 Class Description: Learn the basic crochet stitches and make a simple water bottle carrier.



### Candy Corn Wall Basket

When: Tuesday 10/29/24  
 Time: 6-9pm Ages: 16+  
 Deadline to register: 10/22/24  
 Cost: \$45  
 Where: Hamburg Strand Theater Party Room  
 Hosted by: Deb Zvanut  
 Class Description: Using orange, yellow and natural reeds to weave in 8" triangle shaped wall basket. Learn start and stop weaving. Please bring pencil and measuring tape.



### Blacksmithing Classes

When: Tuesdays, November 5, 12, 19, and 26  
 Time: 6-9 pm  
 Deadline to register: 10/31/24  
 Cost: \$190 for a series of 4 classes  
 Where: Fisher Forge 572 St. Michaels Rd. Hamburg, PA  
 Ages: 18+  
 Hosted by: Dave Fisher  
 Class Description: Hands on experience in forging while creating unique take home projects.

### Pumpkin Basket with Handle

When: Friday 11/8/24  
 Time: 4-7 pm Ages: 16+ (21+ consume or purchase)  
 Deadline to register: 11/2/24  
 Cost: \$45  
 Where: Lucky Leprechaun Winery  
 Hosted by Deb Zvanut  
 Class Description: Start and stop weaving around a handle will set you up with a pumpkin to decorate with. Please bring a pencil and measuring tape and old towel.



### Holiday Gift Card Basket

When: Friday 12/13/24  
 Time: 4-7pm Ages: 16+ (21+ to consume or purchase)  
 Deadline to register: 12/7/24  
 Cost: \$40  
 Where: Lucky Leprechaun Winery  
 Hosted by Deb Zvanut  
 Class Description: Using basic start and stop weaving, create a small wall basket (or gift card basket) with holiday decoration on front. Please bring a pencil, and old towel.



## HAAA Picnic

The Hamburg Area Arts Alliance held their annual picnic at Bill Rhoades house on 3rd Street. Fun was had by all! Thank you to Bill Rhoades for hosting this event and sharing his home and garden. If you have not visited his sculpture garden at the corner of 3rd and Grand Streets in Hamburg, please make a trip to see his incredible art.



## Progressive Dinner

Abundant thanks to everyone who hosted, attended and contributed to the Hamburg Area Arts Alliance's first progressive dinner on September 14th. Participants enjoyed a four course meal, one course at each stop starting with appetizers at the Art and Craft Gallery of Hamburg and finishing with desserts at Lucky Leprechaun Winery. This event served as a fundraiser for the HAAA as well as a special way to build community and get to know others. Stay tuned for details about next year's event and be sure to participate!



Participants at the first stop of HAAA's Progressive Dinner on Sept. 14th.

## Ribbon Cuttings in Town

There are many new businesses opening up in town, and the commercial vacancy rate is low. On September 14th, OTF celebrated the grand opening and ribbon cutting of the Mill on 3rd with local business owners and community. Many people came out to support the commercial center while tasting great food and smoothies, touring the area, shopping, and learning about all the services provided by business owners. The Mill on 3rd is a collective of businesses housed in a historic multi-floor building at 202 S. 3rd Street Hamburg, weaving together a piece of the community to create a space where people gather to connect and grow mentally and physical. While some businesses have already been open and operating at this location, the grand opening celebration recognized the completion of this beautiful and inviting commercial space as a whole and opening of a new business, The Smoothie Distillery, offering smoothies, smoothie bowl, and other healthy treats. Other businesses at the location are The Vibe: Connect and Thrive, a yoga and fitness center; GO Getter Movement Studioz, a studio for fitness, pole dance, lyra and more; Massage & Wellness Co., offering various massage and bodywork techniques; The Animal Resource Cooperation, providing healing and support services for animals; Wild Sage Plants & Healing, selling charming plants and home décor; and Three Strands Community Center, a gym and community center promoting growth in Faith, Family & Fitness.

In the upcoming weeks, OTF will be holding multiple ribbon cuttings to celebrate the opening of additional new businesses in town. We invite Hamburg residents, businesses, and visitors to attend each event to show your support for these new businesses. Your presence is crucial to keep small, local businesses alive and well in our town.

Join in on:

**Sunday, September 22nd at 2pm** at Lagatta Bakery at 5 S 4th Street. They provide mouthwatering baked goods, coffee, and other drinks, specializing in croissants and pastries.

**Friday, October 4th at 4pm** at Nail Fairy Salon, 322 State Street. Nail Fairy offers many services including manicures, pedicures, nail art, skin care consultations, and more.

**Saturday, October 12th at 10am** for the Grand Opening of Mayfield and Company/Hazel's Café. Mayfield and Company is a gift shop chocked full of unique gifts and craft items made by local vendors. Hazel's Café features coffee and many drink choices as well as small eats for breakfast and lunch.

If you would like your business to be recognized with a ribbon cutting or if you are interested in hosting a networking mixer, please reach out to Lynn at [otfassistant@verizon.net](mailto:otfassistant@verizon.net) or 610-562-3106.

### Small Business SATURDAY

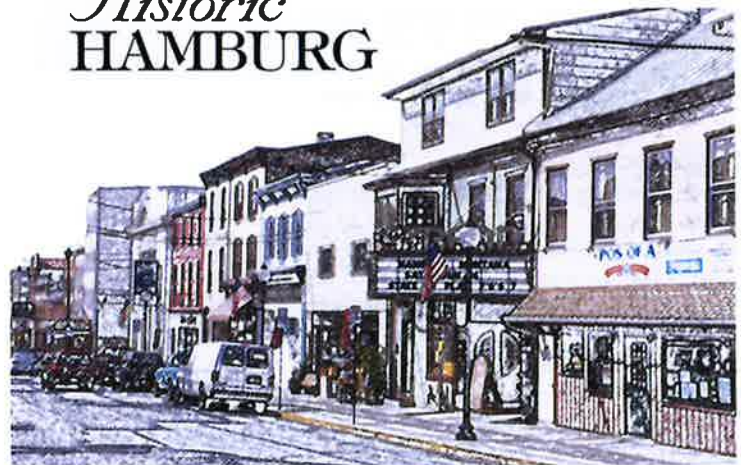
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# RIBBON CUTTING

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You Are Invited



# Ribbon CUTTING

**CELEBRATING HAZEL'S CAFE**  
**45 S 4TH STREET, HAMBURG**  
**SATURDAY, 12 OCTOBER 2024**  
**@ 10:00 AM**



OUR TOWN FOUNDATION



## 21st Annual Taste of Hamburg-er Festival



Thank you to all our sponsors, volunteers, vendors, and participants for making the 21st Taste of Hamburg-er Festival a success! This event is the biggest fundraiser of the year and supports the efforts of the Our Town Foundation, including building State Street Square. The festival brought in thousands of people to shop and dine in town, which also supports local businesses, and many non-profits.

Putting on a festival of this size is not an easy feat. The festival is run by a committee of 18 community members who plan all the details of the event. The day of the event takes the help from over 150 volunteers to man jobs from setting up, parking cars, working stands, cleaning up and more. This year we received help from Blue Mountain Wildlife, the Hamburg Moose, The Hamburg Gun Club, Perry Elementary Center's PTO, and Hamburg Area High School's Student Council. We also greatly appreciate the help from the Hamburg Police Department, Tilden Police Department, Berks County Sheriff Department, Union Fire Company #1 of Hamburg, Hamburg Emergency Medical Services, and Hamburg Borough.

The Festival highlights many contests and one of the most coveted being the Best Burger Awards. This year's Grand Prize winning burgers were from Copperz Brewing Co., Slide on By Food Truck, and Louie's Kitchen and Bar. Winners in appearance were from Bubba's Curbside Cravings, Salem Church, and Pip and Lily's Loaded Tots. (Continued on page 9.)



Participants in the All Star Burger Eating Competition.

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### Super Sonic Sponsor

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## Theater Talk

The Hamburg Strand Theater has been quite busy over the summer. With the screening of several block buster movies, we saw record attendance the past few months. We also rekindled a "Girls Night Out", the first one since the pandemic, and had a sell-out crowd! The Smooch-a-Pooch stand was a big hit again during the Taste of Hamburg-er Festival, raising over \$500 in donations which will be used for continued improvements at the theater. This past week, "Elvis" returned to entertain a large crowd. Jeff Krick Sr. has performed many times at the theater and was asked to return due to his popularity with the women. They can't seem to get enough of him!

The activities will continue into the fall and winter months with the annual showing of The Rocky Horror Picture Show, happening on Friday October 25th at 10 pm. This event is sponsored by 1787 Brewing Company, a great place to get dinner and drinks before the show. Get your tickets for this special showing and prop bag at the theater or online at hamburgstrand.org.

Save the date for the Polar Express movie and pajama party on November 30th, also the same day as Small Business Saturday in town. Tickets will go on sale soon and will sell out quickly.

We continue to make property improvements at the theater, with the latest being resurfacing the entrance tiles, creating a more inviting appearance. At the back of the theater, a damaged exterior retaining wall is currently being reconstructed to refresh the rear of the property. Within the next month or two, you will notice some changes to the Strand's historic marquee which will transition to LED lighting from the neon lights. This change is necessary for longevity of the marquee and less maintenance issues. The change will not affect the historic nature of the marquee.

Check out the upcoming regular movie showings and special events at hamburgstrand.org, and come out to visit the Strand soon!

### Upcoming Shows:

**Reagan:** September 20th - September 26th

**The Forge:** September 27th - October 3rd

**Joker:** October 4th - October 17th

Faith Night

Tuesday, October 8,  
7pm



I STILL BELIEVE




**St. John's Lutheran Church**  
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Special Thanks to: NIGEL MARSHALL, WILLIAM PETER BLATTY  
© 1973 by Warner Bros. Entertainment Company. All Rights Reserved.

Classic Night

Tuesday, October 22

7pm

Tickets \$8  
w. popcorn & soda

Thank you to the  
Hamburg Moose #523  
for sponsoring!

Let's Do the Timewarp!

THE HAMBURG STRAND

PRESENTS:



MOVIE ONLY

FRIDAY, OCTOBER 25, 10:00PM

DOORS OPEN AT 9:30

TICKETS \$23, INCLUDES PROP BAG  
AVAILABLE AT THE THEATER OR  
HAMBURGSTRAND.ORG

WARNING  
FOR MATURE  
AUDIENCES ONLY

Thank you to our sponsor!



HAMBURG STRAND THEATER  
6 SOUTH 4TH STREET, HAMBURG  
610-562-4750



## Hamburg-er Festival

*(Continued from page 7.)*

Burgers winning for taste were from Slide on By Food Truck, Albie's Burger Truck, and Louie's Kitchen and Bar. The winners for originality were from Copperz Brewing Co., Spuds, and Pip and Lily's Loaded Tots. Another popular contest is the The All-Star Burger Eating Competition, where four winners were awarded with cash prizes.

Over the years, this event has grown from more than just a fundraiser. It is now a renowned festival that brings in visitors from all over the region and beyond. It is a day of homecoming and celebration for residents and former residents. From the moment you step outside, the pleasing smell of grilling burgers and the slight fog of smoke fill your senses. The energy and excitement is felt as you walk around town and shown by the hundreds of hamburger hats and hamburger apparel sported by festival goers. We thank the community for coming together and supporting this festival on the Saturday of Labor Day Weekend each year!



*(Above) Classic Rock group, Mere Image, playing the first song on the new stage at State Street Square during the 21st Taste of Hamburg-er Festival. (Below) People enjoying the festival!*



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*WEEU and the Berks Dairy Princess at the Taste of Hamburg-er Festival for the annual Mooring Contest.*

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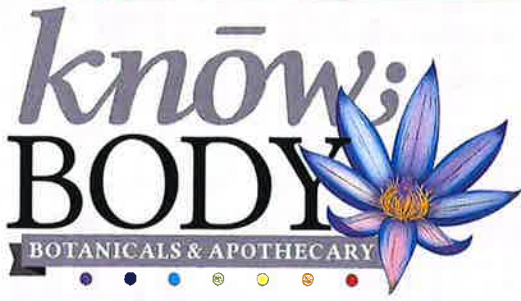
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**Our vision of Hamburg is one of vibrant streets adorned with restored historic buildings filled with shops, restaurants and professional services. The town will build on and prosper from the abundant natural, cultural, and historic resources with the community. Hamburg will once again be the premier location in Northern Berks to shop, dine, and be entertained.**