

OCTOBER 2011

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# HILTON

## VILLAGE NEWS

COMMUNICATION BRINGS UNDERSTANDING

### VILLAGE BIDS FAREWELL TO FURNAL'S AND WELCOMES TOPS MARKETS

At the end of September the Hilton community bid a fond farewell to Furnal's Fresh Market; the village supermarket for the past 41 years. The store was formerly known as the Hilton Big M. Originally owned by Ray Furnal, son Rick took over the business after Ray's retirement.

The Hilton Big M was first established in 1970 in the former IGA, at 25 Hovey Street. The store was one of two grocery stores in the village, the other being the Super Duper. In 1983 Ray Furnal sold the property at 25 Hovey Street and purchased the former Super Duper property at 138 South Avenue and remodeled. Being the only grocery store left in the village, there was an increased need for additional space. By January of 1990 a new 28,000 sq. ft. addition was built onto the end of the existing South Avenue plaza. The addition became the new home of the Hilton Big M.

In late 2009, P&C Foods, Big M's grocery wholesale supplier, went bankrupt, forcing the store to make some major changes. They became an independent retailer and switched suppliers to Olean Wholesale, and changed their name to Furnal's Fresh Market.

2011 brought more changes for Furnal's. An unexpected offer from a

real-estate development company to purchase the entire plaza on South Avenue was something the Furnals' could not easily refuse. Offers like that

don't come along everyday. While it was not Rick's intention to retire the business so soon, with mixed emotions he agreed to the offer.

Over the years, Furnals' avidly supported many Hilton-Parma community organizations and events, generously donating and discounting thousands of dollars of food and supplies for various

charitable causes; including - but not limited to - the annual Fire Department Turkey Party/Holiday raffle and the annual Hilton Apple Festival. Additionally, for many years Furnals' donated food 5 days a week to many homeless shelters in the city of Rochester, including the Open Door Mission, St. Peter's Kitchen and St. Joseph's House. Furnals' had an understanding with the Hilton Fire Department. Anytime the store was closed and there was a working fire, or an emergency - such as the village flood in 2004, Rick would arrange for the store to be opened for the Ladies Auxiliary to purchase food, drinks and supplies to feed the firemen and emergency workers. Rick was also active on several village committees. The Hilton community has much to be grateful for regarding the

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FATHER AND SON  
RAY & RICK FURNAL



Continued from cover... Furnal family and their many years of generosity and support.

In a parting statement, Rick Furnal had this to say, *"It has been my honor and privilege to serve the Hilton-Parma community. Customers have generously supported us over the years and in turn we hope we have provided a good, well stocked, clean store for their benefit."* *"Be patient and supportive of the new Tops. The village needs a supermarket and Tops will need your support to sustain their business in Hilton."*

Rick's future plans are to continue to work, but he is undecided as to where at this time. *Best Wishes and many thanks to Rick Furnal.* You have been an asset to this community and you will be truly missed.

A warm welcome to Tops Friendly Markets!

An interview with Tops management unveiled future plans.

- ◆ Benderson Development Co., of Buffalo, NY, is the real-estate developer who purchased the plaza. Tops purchased the business from Furnals and will lease its retail space from Benderson.

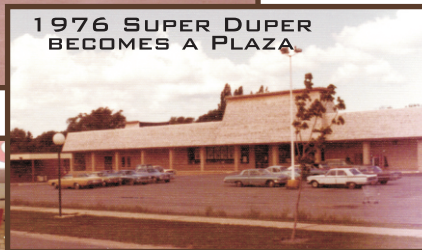
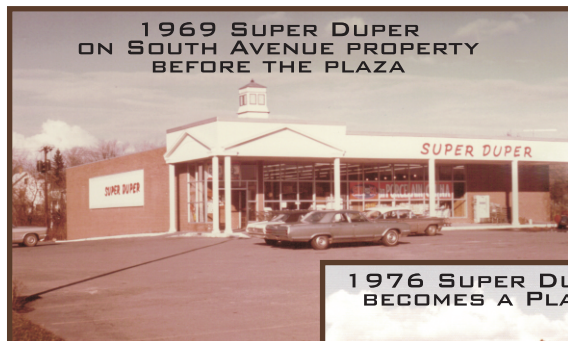
- ◆ Admirably, Tops offered all Furnal's employees a position in the new store. Only four people declined, so most of the familiar Furnal employees will continue working for the company, including former Manager, Scott

Carpenter, who was hired as Asst. Manager.

- ◆ Plans are currently underway to upgrade the whole plaza including the building, lighting, landscaping, etc. The interior of the store will be remodeled to resemble Tops in Spencerport.

- ◆ The store will be open 24 hours.
- ◆ Renovations will take place during normal store operations without closing.
- ◆ At this time there are no plans to expand or build.

- ◆ Tops will not have a pharmacy or a bank, but will offer expanded services at the service desk.
- ◆ Presently, there are no plans for a gas



"The Furnal family has built a tradition in Hilton and has served this community for many years."  
 "We are looking forward to building on that tradition while continuing to provide the exceptional service and quality that customers have come to expect." - Ken Golding, Manager

- ◆ The meat department will remain, including the butcher "Joe", formerly of Furnal's.
- ◆ Meats will be upgraded in quality, from "Select" to "Choice".
- ◆ Top's Hilton store will be the first in the Rochester area to go back to "frying" their own donuts.
- ◆ A wider selection of national brands and many specialty products will be offered.

Tops is entering their 50<sup>th</sup> year in business. They have 131 stores - including the new Hilton store and 15,000

associates. They want to be known as the *"friendly neighborhood store"* and they desire to build a relationship with the community, striving to provide quality services and support. Look for the many promotions they will provide in the weekly flyer, mailed to your home.



CONTRIBUTED BY  
DAVE CRUMB  
VILLAGE HISTORIAN

## RUTH WILLIAMS RICCI

HILTON NATIVE ONCE WORKED WITH ITALIAN DICTATOR, BENITO MUSSOLINI

Ruth Williams Ricci was born in 1894 to Dr. William Williams and Mrs. Loretta Burritt Williams of Hilton. She attended Hilton schools for her early education and later attended several



Ruth begged Mussolini to go on the Italian Ethiopian Military Campaign as a nurse-Journalist, but he refused. She later became secretary to the Inspector General, who granted her a commission to go. It was during this experience that Ruth kept journals, wrote letters home, and articles for the Hilton Record, describing in vivid detail her experiences. Ten years later, in 1944, Ruth came to hate Fascism.

colleges, graduating in 1926. She then received nursing training and became an instructor at the Women's Hospital in NYC, where she met and married Dr. James V. Ricci. The couple spent 6 months in Italy in the late 1920's. There, Ruth came to believe in the Italian cause and became intrigued with Fascism, an extreme political movement founded by Benito Mussolini, that became a military dictatorship.

In 1935, Ruth went back to Italy on her own as a nurse-journalist. It was at this time she met Mussolini, before he became an enemy of the U.S..

In 1941 Ruth returned to Hilton. She became assistant editor of the Hilton Record and continued working as a nurse. At age 50, she joined the WACs. After the war she and Dr. Ricci divorced and she remarried. She spent her last years in California and is buried in Berkeley.

Ruth's papers, photos and journals were left to Stanford University. Her passion for nursing, military service and journalism is a credit to the community of Hilton that she once called home. ■

## SUPPORT THE VILLAGE MUNICIPAL ELECTRIC PROGRAM

The Village of Hilton offers residents a Municipal Electric program. Please consider supporting this community program by enrolling and check out the benefits to our plan.

- ☑ Our staff is friendly and helpful and provides excellent customer service.
- ☑ The fixed rate for 2011 is currently \$.065/kw. For 2012, due to the lower cost of electricity, the rate is changing to \$.059/kw.
- ☑ We offer a variable rate plan
- ☑ We offer budget billing plans.
- ☑ We can deduct payments automatically from your bank account, saving you time and money from monthly mailings.
- ☑ We accept Mastercard and Discover credit card payments (*unfortunately Visa has declined to work with us*) -

Payments can be made in person or by phone if desired. *Note: credit card payments have a small transaction fee when used.*

- ☑ Annual customer savings over RG&E prices are approx. 2.5%. Additionally, customers enrolled in our program do not have to pay the 1% gross receipts tax charged by RG&E.
- ☑ We provide electricity to the Hilton Central School district - saving taxpayers money annually.
- ☑ We are providing electricity to 1,350 customers - both residential and commercial accounts located within the

Village and the Town of Parma.

- ☑ To join, log on to our website at [www.hiltonny.org](http://www.hiltonny.org) and click on "services" then "electric" and fill out the enrollment form. Forms are also available at the Village Office.
- ☑ We are investigating the possibility of offering online banking on our website. We currently accept payments from any bank website that offers on-line bill paying.
- ☑ We hope you will consider switching to the Village Municipal Electric program.

We are pleased to answer any questions that you may have about our program. Call 392-4144 for more information. We look forward to serving you in the future





FROM  
**MAYOR**  
*Joe Lee*

I would like to take this opportunity to inform you of an exciting, up-coming change in our Village government.

Over the last several months, board members and staff have been working diligently to improve the efficiency of our Zoning Board of Appeals (ZBA) and Planning Boards. The decision was made to combine both boards into a single board; there-by dissolving the Planning Board and transferring its duties to the ZBA. It has been determined that this major change will greatly improve the many functions and services that each of these boards have provided in the past.

There are many advantages to combining the two boards into one. The first advantage

will be the reduction in the number of paid officials from 10 down to 5; having one additional alternate member. This change alone will reduce costs.

A second advantage will be in communications. With only one board, communications will greatly improve and the need for additional meetings between boards will cease.

A third advantage will be shorter time-lines for decision making and project approval. Having one board will help to streamline planning initiatives and speed up processes such as applications, approval of plans, etc. Individuals will no longer have to go to two meetings, before 2 separate boards on different dates. Plans and projects can be discussed in front of a single board.

We are very excited about this new endeavor. ZBA officials are currently in the process of being educated in

their new duties. We hope to have the new Board in place by December 2011.

We are in the process of organizing an appreciation event to honor Ray and Rick Furnal, previous owners of Furnal's Fresh Market/Hilton Big M; in celebration of 41 years of business in Hilton and in appreciation for the many village committees Rick has volunteered on, and the various community events they have supported; having generously donated thousands of dollars towards the annual Apple Fest and other events. The celebration will occur on February 18, 2012 at the Hilton Exempt club and will be open to the public. Please keep your eyes open for an advertisement in the Suburban News and for local flyers after the first of the year.

As always, have a safe & happy holiday season!



## Refuse & Recycling 2011-2012 Holiday Schedule

If your normal pick-up date falls on the day departments are closed, your new pick-up date will be on the day that services resume. All other days remain unaffected and on normal schedule.

### HOLIDAY

### ALL DEPTS CLOSED

### SERVICES RESUME

Veterans Day . . . . .	Friday, November 11 . . . . .	Services unaffected
Thanksgiving . . . . .	Thursday, November 24 . . . . .	Wednesday, November 23
Floating Holiday . . . . .	Friday, November 25 . . . . .	Services unaffected
Christmas . . . . .	Monday, December 26 . . . . .	Tuesday, December 27
New Years 2012 . . . . .	Monday, January 2 . . . . .	Tuesday, January 3
Martin Luther King Day . . . . .	Monday, January 16 . . . . .	Tuesday, January 17
President's Day . . . . .	Monday, February 20 . . . . .	Tuesday, February 21
Good Friday . . . . .	Friday, April 6 . . . . .	Services unaffected
Memorial Day . . . . .	Monday, May 28 . . . . .	Tuesday, May 29





# LEAF COLLECTION

**October 17<sup>th</sup>  
through  
December 2<sup>nd</sup>**

**DO NOT** bag leaves.

Place in loose piles  
between the sidewalk  
and street.

**DO NOT** rake your  
leaves into the street.

Keep leaves out of the  
storm drains.



## WINTER IN THE VILLAGE OF HILTON

### Village Parking Restrictions

No vehicle shall be parked on any public highway  
within the corporate limits of the  
Village of Hilton between the hours of  
**12 midnight and 6am**  
during the period beginning  
**November 1st and ending April 1st**  
of each year.

Please respect this law and be considerate of  
those who keep our streets free of snow.  
Violators run the risk of having their  
vehicle towed at owner's expense

### Keep Snow out of Street

A reminder that  
**plowing, shoveling or blowing snow  
into a public street is illegal!**

This law also applies to hired contractors.  
Driver and pedestrian safety can easily be  
compromised by snow piles  
that become dangerous obstacles on a roadway.

### Keep kids off Road-side snow piles

Inform children about the dangers of playing on  
road-side snow banks and making tunnels  
in snow piles left in cul-de-sacs.

Children are dangerously concealed and  
hard to see to a person plowing the roadway  
and to other motor vehicles.

For the safety of all,  
**prohibit your children from playing  
on or in such snow banks.**

Children should also be advised to wait for the  
school bus in the driveway, safely away  
from the sidewalk during plowing operations.

## 2011 - A PRODUCTIVE YEAR FOR THE DEPARTMENT OF PUBLIC WORKS

The Village of Hilton Department of Public Works (DPW) has been making many improvements throughout the village in 2011. In addition to the normal daily and weekly services that the department provides, such as refuse and recycling pick-up, brush chipping, grass mowing, street sweeping, tree trimming, meter reading, etc., employees have had an extensive list of additional projects. You are invited to take a look around the village and see what's been going on behind the scenes in the Hilton community.

- ★ Annual road maintenance was completed on over 5 miles of village streets.
- ★ 1,962 feet of sidewalks were replaced on Gorton Avenue and Orchard Street.
- ★ Sidewalks and gutters were replaced at 11 properties in the village for residential driveway replacements.
- ★ The Hovey Square parking lot - flag pole area was modified with concrete work and paving and the addition of 4 new parking spaces.
- ★ Improvements were made to the parking lot at 11 South Avenue, including concrete work and paving and the addition of 2 new parking spaces.
- ★ Security cameras were replaced and updated at the Jennejohn lodge.
- ★ Demolition and removal of the old bus garage at 40 Grove Street, including the removal of the concrete slab foundation and contaminated soil remediation from the site; part of an on-going joint project with the Village, Town, School and Fire District to build a community salt storage shed.
- ★ Continued improvements to the sanitary sewer system including the relining of 1,354 feet of 8 inch main on the east side of South Avenue, and lift station replacement and pump rebuilding on Parma View Drive.
- ★ The collection of household hazardous waste for the west side of Monroe County; held at our Hilton DPW facility.
- ★ Implementation of the new Monroe County recycling rules.
- ★ Implementation of new commercial refuse billing rates to establish more consistency for businesses.
- ★ Maintenance and repairs to the Community Center.
- ★ Purchase of a new loader off of New York State bidding process which replaced a 1996 loader.
- ★ Leaf collection, which began October 17 and will continue through December 2. Leaf collection will take place every day. Depending upon volume, we may get through the entire village in a full day or it may take a full week. Be assured, all leaves that are put out properly on the final day, December 2nd, will be collected.



## OPERATION OF OFF-ROAD VEHICLES IN THE VILLAGE - STRICTLY PROHIBITED

New York State law strictly prohibits the operation of unlicensed vehicles, such as ATV's, moped's, dirt bikes and snowmobiles, on all public sidewalks, parking lots, streets, highways and properties, unless the area is specifically designated for such use and marked by



appropriate signs, indicating use is allowed; such as marked snowmobile trails.

**This law is inclusive of the Village of Hilton.**

Not only do these vehicles trespass on public property, disturb the peace, cause property damage to homeowners and farmers and cause a nuisance, but their operation is illegal.

To legally operate an off-road vehicle on private land, you must have permission of the land owner or lessee. Restrictions apply to all drivers under the age of 16, so owners and operators should be aware of the laws. If you receive permission, make

sure you know the boundaries of the property and respect any special restrictions or requests of the land owner.



Having fun on an ATV or other off-road vehicle does not include annoying others or taking foolish risks. Those who choose to willfully violate this law and trespass on public or private property are subject to arrest and will be prosecuted to the fullest extent of the law by the Monroe County Sheriff's Department.

Both the **owner** and the **operator** of an off-road vehicle may be held liable for injury and or damages resulting from an accident. Safety training courses approved by the Department of Motor Vehicles are available throughout the state. Phone **1-800-887-2887** to enroll.

More information on the use and restrictions of off road vehicles can be found at [www.nydmv.state.ny.us/](http://www.nydmv.state.ny.us/).

## BUSINESS NEWS

THE VILLAGE OF HILTON WARMLY WELCOMES  
THE FOLLOWING NEW BUSINESS TO THE COMMUNITY.

### FEDELE'S DELI

Fedele's Deli offers take-out foods for both lunch and dinner. They also offer catering services for parties and special events. Foods offered include cold and hot subs, salads, various Italian specialty foods, Italian cookies and Cannolis. Every Friday the Deli offers specialty home made desserts, sold by the slice and generously portioned fish fry dinners with all the trimmings. A small eat-in area is provided for customer convenience. Take-out menu's are available.

For speedy lunch time orders, phone orders are encouraged.

Visit the website at [www.fedelesdeli.com](http://www.fedelesdeli.com)



**75 LAKE AVENUE**

*In the Hilton Commons Plaza*

PHONE: **392-4550**

OWNERS: **JOE & JEAN FEDELE**

#### Hours:

Mon. - Fri., 11:00am-7:00pm, Sat., 11:00am -2:00pm,  
Closed Sunday

## REGISTER CELL PHONES FOR 911 ALERTS



The Director of the 911 Emergency Communications Dept., John Merklinger, is encouraging Monroe County residents to register their mobile telephones to receive emergency alerts from the 911 center.

Registration of mobile phones allows the 911 center to quickly send a recorded message to telephones in specific areas and alert residents to any emergency situations that may require immediate action. The system has successfully been used on a number of occasions for incidents such as hazardous chemical releases, missing persons and barricaded persons. The message delivers critical information to residents and provides guidance on what precautions need to be taken by residents during and after the incident. All hard-wired phones in the county are automatically listed, however there is no central registry of mobile phones, so individuals need to register them in order to receive the alerts.

To register a mobile phone, go to [www.911rochester.com](http://www.911rochester.com) and follow the Hyper-Reach registration link. Registration only takes a minute and all information is kept confidential.



VILLAGE OF HILTON  
59 HENRY STREET  
HILTON, NY 14468



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Hilton NY 14468

## CHRISTMAS TREE LIGHTING

Saturday, December 3, 2011  
7:00pm

Save  
the date!

FREE!



Celebrate the Christmas season with friends and family, singing carols with Denny and her Escorts. Watch as the Village tree is lit. Enjoy cookies and a drink, while waiting for a surprise visit from Santa.

Village Community Center 59 Henry Street.

### Hilton Village Office 392-4144

Janet Surridge, Village Manager  
Shari Pearce, Village Clerk  
Maryalice Edwards, Village Treasurer  
Mike Lissow, Code Enforcement Officer  
Amy Harter, Utility Billing Clerk  
Debbie Jones, Customer Service

### Board of Trustees

Joe Lee, Mayor  
Walt Horylev, Vice Mayor  
Jim Bimmler, Trustee  
Jim Gates, Trustee  
Larry Speer, Trustee

### Zoning Board of Appeals

Richard Bjornholm, Chairman  
Richard LaForce  
Tom Scheg  
Dave Wright  
Pat Holenbeck  
Bob Hunte

### Public Works 392-9632

Mike McHenry, Superintendent  
Keith Brown, Asst. Superintendent  
Crew After Hours Pager: 529-0822 or 525-0709  
Greg Brothers Jim Liese Karen Strassner  
Doug Jock Brian Lissow Tom Wright  
Carl Johnson Chad McManus Russ Zurick  
Cody Kelly Jeff Pearce

### Newsletter

Written, designed, photographed & edited by Mary Lissow  
Send comments & suggestions to:  
[marysemail@rochester.rr.com](mailto:marysemail@rochester.rr.com)