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Wheatfield water tower logo:

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Installing the Town of Wheatfield logo on the water tank near the Water & Sewer Department office are: Gary Ziomek of the Highway Department in the bucket; Water & Sewer Department Superintendent Mark Clark on the ladder to the left; Deputy Water Superintendent Matt Siegmann on the ladder to the right; Tim Kroening on the ground at the left; and Chris Harder holding the ladder, to the right. (Submitted photo)

BY KAREN CARR KEEFE
Senior Contributing Writer

When is a water tank a thing of beauty? The answer in Wheatfield is when it bears a big, beautiful and vivid version of the town's logo.

It's hard to miss. Driving by, you can easily see the huge logo at 3113 Niagara Falls Blvd., at the Wheatfield Water & Sewer Department. It bears the motif of a sheaf of wheat, signifying the town's history as a farming community.

The process of installing the prominent new logo began Oct. 25 and it went up about two weeks ago, in time to avoid a clash with the weather.

Water & Sewer Department Superintendent Mark Clark described how the huge Wheatfield emblem came to be.

"The water tank logo was painted on the tank and then faded over the years." He said they wanted something more permanent, so they brainstormed a solution. "My deputy, Matt Siegmann, and I came up with the idea of using Streamline Design to make us a new logo out of 3M vinyl to hold

up to the weather after the tank was recently painted," he said.

"Matt and I contacted Streamline Design in regard to the water tank emblem to be made by them to hang on the front of the water tank. The sign was made out of aluminum, and a vinyl decal placed on it with the Town of Wheatfield logo."

Streamline Design is located at 3475 Niagara Falls Blvd., in Wheatfield.

"It's a great company to work with, and they also do our vehicle logos, as well," Clark said. "My guys here at the Water Department did a great job hanging this 16-by-16-foot logo that consisted of eight 4-by-8-foot sheets."

Proofs from the company were sized around 10-by-10 feet or 12-by-12 feet.

Clark said Council member Curt Doktor suggested, "How about we go bigger with that - 16-by-16."

"The logo turned out pretty nice," he said. "That's going to last a long time." It has a UV-protectant on it, so this one won't fade anytime soon. He said it will

SEE WHEATFIELD, on Page 8

SHOP & EAT LOCAL



Susan Sullivan is shown at Sue's Frame of Mind. (Submitted)



#ShopSmall

Click the QR Code or visit us at www.wnypapers.com to find everything you need to know about Small Business Saturday 2023. Included is a list of participating merchants, feature articles and photos.

A new frame of mind for Sue

BY JOSHUA MALONI
GM/Managing Editor

Yes, Susan Sullivan can match mats with the best of them, but her true gift of framing lies in conversation - something that was sorely missed when a fire destroyed her Center Street storefront one year ago.

Sullivan worked from home in the first seven months that followed, continuing to bring treasured pieces new life and a better way to be showcased.

But it wasn't the same. So, residents rejoiced when Sue's Frame of Mind returned to Center Street in late-June. They left no less than 100 messages on Sullivan's Facebook announcement - not to mention smiley face and handclap emojis. Posts included sentiments such as "Makes my heart happy," "We are all grateful that you persevered and began again," and, of course, "So happy to hear this I need a portrait to be framed."

Per a website bio, Sue's Frame of Mind specializes in "all those special projects that need a distinct and unique presentation. ... Sue will guide you to a perfect framing choice for your home or office. ... We offer competitive prices, and guarantee your objects receive the best of care from start to finish."

Sue shared more about her new location - and the significance of the Lewiston Christmas Walk weekend - in this edited Q&A.

Sue: At the time I opened my shop in 2009, I had been working for a framer in the village for 16 years and was saddened when he closed his business. There was no question that my own framing business would be in Lewiston; and opened Christmas Walk 2009. Over the years,



Small Business Saturday logo courtesy of American Express

mas Walk weekend - in this edited Q&A.

Q: You are observing two significant anniversaries: One year since the fire and, on a more pleasant note, 14 years since opening in Lewiston. I would suggest a common thread is the support you've received from the community. Residents have told me how much you and your business mean to the River Region. When you reflect on these two dates, what thoughts come to mind?

Sue: At the time I opened my shop in 2009, I had been working for a framer in the village for 16 years and was saddened when he closed his business. There was no question that my own framing business would be in Lewiston; and opened Christmas Walk 2009. Over the years,

I've enjoyed working with my customers on their unique and special artwork, helping them to find the right frame and presentation for each individual piece. My shop was my creative sanctuary.

When the fire happened on Nov. 30, 2022, I was devastated at the loss - as were the other tenants and building owner. I was, and am,

honored and humbled by the outpouring of care, concern and support. That event just reemphasized that each day, and the people in it, are a gift.

As I reopened my shop this year, I thought of a quote, which I've adapted for my circumstances: "Where else would I rather be than right here, right now, in this village and with these people?"

Q: Tell me how the new location is working, and what appealed to you about this site?

Sue: My current location, at 900 Center St. (lower), came to me through invitation. My current landlord reached out to me. I went to see the space, and saw the possibilities. Although I'm still settling into the space, it is light, bright, and inviting.

SEE SUE'S, continued on Page 8

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