

# Niagara River Region Chamber of Commerce preparing to unveil new name & logo

**BY MATT VILLNAVE**

Chairman, Niagara River Region Chamber of Commerce Board of Directors

The Niagara River Region Chamber of Commerce is set to launch a new logo and name, reflecting a larger strategic shift that resulted from several months of market research, goal analysis, membership interviews, and polling. This rebrand is more than a cosmetic, marketing-driven initiative. It represents an elevation for the organization and its members.

The Chamber of Commerce is committed to supporting small businesses in Lewiston and surrounding communities. Our business community takes great pride in serving locals and tourists alike, and the Chamber will work tirelessly to create a stronger economic environment with more opportunities for



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growth and success. Promoting the region and marketing it as a premier destination is a key area of focus for the Chamber, as tourism dollars are critical to the success of businesses in a small community that experiences seasonal fluctuations in foot traffic. To address this, the board of directors has committed

funds to marketing Lewiston and surrounding communities.

The Chamber also recognizes that different businesses and organizations have distinct needs, so it is rolling out a tiered membership program to cater to these needs. The Chamber will continue to host amazing festivals, find opportunities to embrace and celebrate our history, and seek new strategic partnerships to make the community stronger and more prosperous.

The new logo represents an elevation that reflects a new strategic plan, aimed at creating positive change in the community. As chairman of the board of directors, I'm available to speak with member businesses, community members, and local elected leaders. I'm proud of my fellow board members who rose to the challenge of implementing

positive change so quickly. The Chamber staff will ultimately carry out the initiatives within the new strategic plan, and I thank them for their passion and dedication to this community.

The age-old adage, "What's in a name?" suggests that a name holds no significance until it comes to represent something greater. The Chamber's rebrand extends beyond a mere change of name and visual identity; it signals a renewed dedication to our business community and the entire region. Guided by a clear vision, we will embrace our mission, execute a well-defined strategic plan, and lead the way toward progress.

As the driving force behind a community's growth, a Chamber of Commerce often operates behind the scenes. Our Chamber, however, is prepared to step

into the spotlight, assuming the mantle of a steadfast partner committed to propelling the region to new heights. We will champion the interests of our businesses, invest in our region through innovative funding opportunities provided by a new foundation, and continuously work to establish this area as a world-class destination for living, nurturing a family, launching a business, and tourism.

With our brand launch approaching, we're energized by the opportunities ahead. We're eager to strengthen partnerships and unlock the boundless potential of Niagara County.

Please reach out to the Chamber office or myself to see how you can get involved.

## FeedMore WNY, community leaders partner during 'March for Meals' to spread awareness on critical need for Meals on Wheels services

Submitted on behalf of FeedMore WNY

Government officials and community partners will join FeedMore WNY to provide nutritious meals and companionship to homebound neighbors from March 20-24. The weeklong effort is a part of FeedMore WNY's and Meals on Wheels America's annual "March for Meals" campaign, which highlights the vital role Meals on Wheels programs play in maintaining the health and independence of our older community members.

FeedMore WNY's Meals on Wheels program – also known as home-delivered meals – provides a hot lunch and cold supper each weekday to homebound residents of Erie and Niagara counties who cannot shop for or prepare food.

In addition to delivering nutritious meals to older adults and people living with disabilities, FeedMore WNY's home-delivered meals volunteers offer a friendly greeting and well-being check to combat social isolation and loneliness.

The need for FeedMore WNY's home-delivered meals program continues to grow. In 2022, FeedMore WNY provided nearly 1.1 million meals to more than 6,000 neighbors throughout Erie and Niagara counties. FeedMore WNY also provided more than 235,000 meals to 2,000 older adults through community dining sites in partnership with Erie County's "Stay Fit" dining program.

"We deeply appreciate all of the community leaders who are

taking time to volunteer with FeedMore WNY during 'March for Meals' and spread awareness about the importance of critical nutrition programs like Meals on Wheels," said Tara A. Ellis, president and CEO of FeedMore WNY. "As the demand for our home-delivered meal services continues to increase, FeedMore WNY is in need of more volunteers to provide nutritious food and friendship to our homebound neighbors. We hope our 'March for Meals' campaign encourages community members to reach out if they are able to volunteer, or if they are in need of food assistance."

The following government officials are scheduled to participate in "March for Meals":

**Monday, March 20:**

- ✓ Rick Abbott, Niagara County legislator
- ✓ John Mills, Erie County legislator
- ✓ Mitch Nowakowski, City of Buffalo Common Council member
- ✓ Robert Restaino, City of Niagara Falls mayor

**Tuesday, March 21**

- ✓ Byron Brown, City of Buffalo mayor
- ✓ Lisa Chimera, Erie County deputy county executive
- ✓ Joel Feroletto, City of Buffalo Common Council member
- ✓ Randy Hoak, Hamburg town supervisor
- ✓ Michael Kooshoian, Erie County legislator

**Wednesday, March 22**

- ✓ Jason Keding, Boston town supervisor
- ✓ David Rivera, Buffalo Common Council member
- ✓ Charles Snyder, Town of Aurora Board member
- ✓ Chris Voccio, Niagara County legislator
- ✓ Thomas Whalen, Village of Angola mayor

**Thursday, March 23**  
Amelia Greenan, Town of West Seneca deputy supervisor

**Friday, March 24**  
✓ Bryan Bollman, City of Buffalo Common Council member  
✓ Gary Dickson, Town of West Seneca supervisor  
✓ Christopher Greene, Erie County legislator

### IN THE NEWS

#### First Presbyterian Church to host Lewiston Choraleers concert

The Lewiston Choraleers will perform an Easter program featuring "Once Upon a Tree" at 2 p.m. Sunday, March 19, in the main sanctuary of the church.

Words and music are by Pepper Choplin. The chorus is directed by Brad Wingert with accompaniment by Lynda Williams. A reception will follow the performance. Tickets at the door are \$5 for persons over 12 years of age.

First Presbyterian Church is located at 505 Cayuga St., and is handicapped accessible from the main entrance. Street parking is available, as well, as in a large lot behind the church.

#### Niagara County Parks Department accepting shelter reservations

Niagara County Legislator Jesse Gooch announced the Niagara County Parks Department is accepting reservations for picnic shelters at its parks. The county

operates five parks: Krull, Oppenheim, Royalton Ravine, West Canal Marina and Burmaster at Bond Lake.

"The Parks Department has opened its reservation system and, as many residents know, shelter availability will go quickly, especially for summer weekends," Gooch said. "If you are looking at a

specific date, perhaps for a graduation party or family reunion, I wouldn't wait to book your picnic shelter."

Jeff Gaston, director of County Parks, said reservations can be made at [www.niagaracounty.com](http://www.niagaracounty.com) under the "How Do I" tab. There are also shelter maps available and a list of parks rules and policies.

**Lewiston/NOTL Rotary Club**  
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