

Signs

by Lynne Belluscio

A couple of weeks ago, four signs appeared mysteriously: "Path Through History -- LeRoy House/ Jell-O Gallery." Two are on Route 19 as you come up to the corner of Route 5. And two are in front of LeRoy House. It's easy to miss them, but at this point, I'll take them, since three years ago we were receiving registered letters from the Department of Transportation telling us to move the sign on the back of the Wiss or we would be fined.

With the demise of the Wiss, the sign came down. I never could figure out why the State kept talking about heritage tourism as a major economic factor but God forbid that we would want to let people know how to find the Jell-O Museum, or for that matter, any other museum. So when Governor Cuomo declared that there would be a state-wide program called "Pathways

Clara Barton House in Dansville, the Women's Rights Museum in Seneca Falls, and Letchworth. Unfortunately, Letchworth couldn't participate because there is limited phone service in the park.

About a year ago, the students visited all the sites and took pictures of stuff that would trigger this game. It has taken quite a while to develop the program. I think that some of the sites were demonstrated at RIT at the "Innovation" event the first week in May. This week, there is a preview of the Path Through History project at Union Station in New York City. The Susan B. Anthony site will be the featured site from this region. (When the game program for the Jell-O Gallery is ready, I'll let you know.)

But I am digressing from the signs. The signs are apparently part of the Path Through History



Through History" to promote heritage tourism, it sounded like a great idea.

There were a lot of meetings to decide which sites would be included in the program. There were to be two sites in each county. We were told that it was necessary to have handicapped bathrooms and to be open all year and to have an annual attendance of over 10,000 people. So in my mind, we qualified. But someone out there picked sites that didn't meet those criteria.

I continued to lobby for the Jell-O Museum. And then we were notified that we would be one of twelve sites in the region to be included in a project developed by the students in the "game" curriculum of the computer science program at RIT. They would develop an app for your iPhone that would allow you to play a game at each site. It's a pretty neat idea.

The other sites included the Medina Railroad Museum, the Attica and Arcade Railroad, Ganondagon Native American site in Victor, the Rochester Museum and Science Center, the Susan B. Anthony House,

project. We were told, that signs would be placed on the NYS Thruway, directing folks to the Path Through History sites and indeed that has happened in Batavia and at some exits along the Thruway. However, that will not happen at the LeRoy exit, because Exit 47 is an exit to another Interstate -- Interstate 90 to Interstate 490.

attractions, and restaurants at those exits -- Interstate to Interstate. I discovered that fifteen years ago, when we tried to get signs on the Thruway. And that is why we found partners to help pay for the billboard that is on the Thruway between Batavia and LeRoy: "Next Exit -- Jell-O Museum -- LeRoy." That billboard is not cheap, but

The signage is governed by the Federal Interstate law, which does not allow those signs that tell us about gas stations, hotels,

thanks to McDonalds, Subway, D&R Depot, the LeRoy Business Council, and the Genesee County Chamber of Commerce, we've been able to keep that sign there.

We know it works because lots of people tell us, "We saw the billboard and decided to get off the Thruway." Of course the problem was that once they got into LeRoy, there weren't any signs telling them to turn left at the light and come down to East Main Street, but now there are signs, thanks to the "Path Through History" program. I guess good things come to those that wait. As they say, "It's a sign of the times."

Steamy
Menus
Banners
Posters
Mugs

LP Graphics 1 Church St, LeRoy, NY 14482 585.768.2201 www.lpgraphics.net