Seneca jazzing up Ram Cat Alley tonight

BY ANDREW MOORE
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SENECA — The city of Seneca is hoping to entice out-of-towners and locals alike to downtown tonight with the soothing subtleties of jazz music.

If Jazz On The Alley — scheduled for every Thursday in August — is a success, it could turn into regular occurrence, according Events Coordinator Riley Johnson.

"We're going to see how it goes for the first four and go from there," Johnson said.

Historic Ram Cat Alley will be blocked off for the event, allowing restaurants and stores to pull merchandise and tables into the streets while attendees listen and dance to the musical styling of Soul Fetch.

"We talked about bringing jazz here eight years ago," Councilman Joel Ward said Wednesday.



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Ram Cat Alley, the arts and dining destination in Historic Downtown Seneca, will host Jazz On The Alley tonight.

"Everyone here is looking for the same thing — for business in Seneca to prosper."

Though there will be outdoor activity for stores and restaurants, no alcohol will be permitted to be served to patrons outside, as the city has not yet voted on amending its open container ordinance.

John Guidera, who owns and operates Patina On The Alley with his wife Kim, said his store on Ram Cat would stay open for the event, which lasts from 6 p.m. to 8 p.m., and will have local artists demonstrating their art in front of the store.

"We love the fact that the city's events coordinator is doing such a great job of promoting Ram Cat Alley," Guidera said. "It's key to our survival."

He added that two-thirds of Patina's business comes from visitors and second-home owners, so cultural events such as Jazz On The Alley help pump the lifeblood of Seneca's downtown — visitors — into its streets.

Porta Portese will also be open during the event, as will the Red Door down the street. Green Springs owner, Alison Springs, lauded the new event.

"I love it," Springs said. "The more people get to Seneca the better because they'll see what a wonderful downtown we have here."

Donna Juras of the Artists' Loft said her store would also feature artists working outside.

"It's a great idea," she said. "The Loft wants to support anything the city does to bring people in."

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