



December 17, 2010

A bi-monthly newsletter, released the 2nd and 4th Fridays of the month except holidays. Submissions are due Friday before the release date.

Design Committee makes recommendations

The Heart of Medford Association received two (2) applications for review in November 2010. The HMA Design Review Sub-committee reviewed the applicants and made the following recommendations. The sub-committee recommendations were unanimously approved by the HMA Design Committee.

Sub-committee findings:

Applicant #1: The Salvation Army Medford Corps
Property: The Salvation Army Church, 304 Beatty Street
Project: Remove the existing concrete masonry block columns & screen wall at the west elevation. Structure to be replaced with a design that is more compatible with the original architecture.
Request: \$100,000
Recommendation: Award \$60,000. Committee agreed that this is an important project and deserves funding. Questioned the amount allocated for seismic renovation. Decided to reduce the seismic allocation by \$40,000 arriving at the \$60,000 award amount.

Applicant #2: Scott Henselman
Property: Palm-Goldy Building, corner of E. Main and Front Streets
Project: An exterior historic renovation of the corner envelope of the Goldy Building, northeast corner of Main – Front Streets. Work to include surface demolition, new

Request: \$44,776
Recommendation: Award \$40,000. Support all aspects of the project. Decreased the award by the amount of \$6751; line item #18-19 for Contractor P. and O. which is ineligible for funding.

The MURA board voted to award the entire requested amount of \$100,000, to the Salvation Army project and \$40,000 to the Palm-Goldy Building project.

As of this writing, the Design Committee is reviewing one application submitted in December. Results will be available in the next HMA Newsletter.



Elvis Week

Elvis Week is coming to Medford! To celebrate the 76th anniversary of the birth of Elvis Presley, one of the most beloved entertainers of all time, the Heart of Medford Association in conjunction with Ric Donnelly Promotions is bringing “Elvis Week” to Medford.



Elvis Tribute artist Clint Ingbretson

On Thursday January 6th Medford Mayor Gary Wheeler will be proclaiming “Elvis Week”

Heart of Medford Association

Executive Director: Richard Barney

33 N. Central Ave., Suite 408 • Medford, OR 97501

www.heartofmedford.com • E-mail: heartofmedford@gmail.com • Phone/FAX: 541-245-3673

in Medford from January 8th to January 14th. Elvis week will culminate with the "Journey through the 50's, 60's & 70's" concert in the Craterian Ginger Rogers Theater. This is a family show with tickets ranging from \$15 - \$30 with additional discounts for juniors and seniors. Tickets are available exclusively through the Craterian Box Office at www.craterian.org/box-office/

Elvis was born January 8, 1935 and we'll be kicking things off with an "Elvis Sighting" at Pacific Diamond Jewelers at 1 pm on that Saturday. Other Elvis sightings are scheduled for the Visitors Information Center next to Harry & David's Country Store at 1 pm on Wednesday January 12th, Sunrise Café at 6 pm Thursday January 13th and Porters Dining at the Depot at 7pm on Thursday evening January 13th.

A complete list of the Elvis Sightings will be available in the Friday, Jan. 7 Tempo section of *The Mail Tribune*. There's still time for additional businesses to schedule sightings, please contact Richard Barney for more information.

Thanks for the Lights

The HMA Design Committee would like to thank the following businesses for their generous donations to make lights in the trees along Main Street a reality. Merchants and building owners along Main Street were asked to contribute \$50 per tree in front of their business to this effort. To date we have received donations from the following businesses (listed alphabetically):

22 Crowns Gift & Design
Downtown Market Company
Evangelical Christian Stores

Upcoming Events in the Heart of Medford

General Meeting Wed., Jan. 5
8 a.m. Jackson County Library

Elvis Week in Medford Jan. 8-14, 2011
Elvis Sightings in Medford

Tribute to Elvis 7:30 p.m. Fri., Jan. 14
Craterian Ginger Rogers Theater

Third Friday Art Walk Fri., Jan. 21
5-7 p.m. Various downtown locations

Father & Sons Jewelry
Hot Pots
Jackson Creek Pizza
Lawrence's Jewelers
Main Street Market
Morrissey's
My Daughters Closet
Norris Shoes
Organico's Natural Café
PremierWest Bank
Senior Info Services
Shenanigan's Irish Pub
Sunrise Café
Sweet Stuff
Terra Firma Home
The Goldy Building (Henselman Realty)
Tuxedo Junction
US Bank



There are other donations on the way. If you would like to donate to the cause please contact Richard Barney.

Board of Directors

John David Duffie (President)
John David Duffie, Architect (541) 734.2027

Laz Ayala (Vice President)
Ayala Properties, LLC (541) 772.4198

Sally Densmore (Secretary)
Community Member (541) 770.1203

Trish Pelzel (Treasurer)
The Arc of Jackson County (541) 779.4520

Board Members:

George Schroeder

Dan Ebert

John LaVoie



Laurel Briggs

Donny Nickelson

Brad Hicks

Danny Jordan