



January 2011

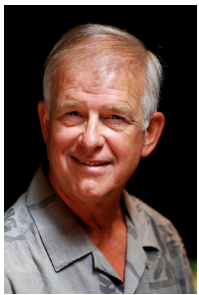
A monthly newsletter, released by the 4th Tuesday of the month, except holidays.

Submissions are due Tuesday before the release date.

Meet your Pear Blossom Street Fair Team

The 2011 Pear Blossom Street Fair is coming on Friday and Saturday April 8th & 9th – this time to the streets of downtown. Over the past several months we have been assembling the team that will make this event a reality.

Event Manager: Richard Barney, HMA Executive Director, will act as overall event manager, dealing with the City permitting process, insurance needs, electricity demands, overseeing vendor sales and event coordination. Richard has been involved with many area community events over the past 30 years. As the General Sales Manager of KRWQ, he was instrumental in the beginnings of what is now the Wild Rogue Pro Rodeo. From 1997 to 2007 and again in 2009 Barney helped promote Southern Oregon Speedway. Most recently he has chaired the Pear-a-Fare Committee that introduced the Dare to Pear “downtown restaurant” Challenge and the Pear-a-Fare wine, brew and artisan food tent event held during Pear Blossom.



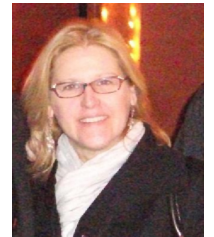
Vendor Sales: 2011 Street Fair vendor sales are being handled by Toni Arnsperger and Laura Harms, owners of All Errands Great and Small. In addition to handling vendor sales for the HMA Spring Fair in 2010, Toni and Laura helped organize and run the City of Shady Cove Spam Parade and Festival



from 2001-2008. Most recently they assisted in organizing last September’s successful HMA After Hours membership event. Both Toni and Laura bring a great deal integrity and outstanding work ethic to the table.

At this writing, vendor sales for 2011 are tracking ahead of 2010.

Event Coordinator: Sally Wise, owner of Event Wise, has been hired as the HMA Street Fair Event Coordinator for 2011. Sally brings a wealth of knowledge and experience to the position. From 2007 to 2010 Sally was the Special Events Director for CASA of Jackson County. With CASA Sally prepared and implemented annual fundraising events. Sally also takes her health seriously as she is a certified Pilates and Yoga instructor.



Sally’s duties for HMA will include volunteer coordination, set-up and take-down of vendor booths, stage manager and more.

So this is your Pear Blossom Street Fair Team for 2011. You are encouraged to participate in the 2011 Pear Blossom Street Fair as a sponsor, vendor or a volunteer. Please do not hesitate to contact one of our team members.

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Toni Arnsperger – (541) 821-1162 – -toniarnspiger@aol.com

Sally Wise – (541) 324-1220 – sallywise3@gmail.com

Heart of Medford Association

Executive Director: Richard Barney

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“Elvis Week” Rocked

To celebrate the 76th anniversary of Elvis Presley’s birth the Heart of Medford Association in conjunction with Ric Donnelly Promotions sponsored “Elvis Week” in Medford. Elvis Week featured nine “Elvis Sightings” throughout the week and culminated with the sold-out Rock ‘N Rock Journey concert featuring Elvis Tribute artist Clint Ingbretson at the Craterian Ginger Rogers Theater.

Thank You!

We’d like to thank Medford Mayor Gary Wheeler for proclaiming Saturday, Jan. 8 through Friday, Jan. 14 as “Elvis Week” in Medford, along with the Sightings Sponsors: Heritage Motors, Pacific Diamond Jewelers, the Frank Ricci show at Characters Lounge, Howiee’s on Front, Tuxedo Junction, Southern Oregon Goodwill, Sunrise Café and Porter’s Dining at the Depot. As the Welcomes Sponsor there was also a sighting at the Medford Visitors and Convention Bureau Visitors Center. The Media Sponsors were KTVL TV, KOOL, KRWQ & KMED Radio Stations and the Mail Tribune.

Promoter Ric Donnelly is planning on bringing the show to Medford again in 2012!

For more information about Clint Ingbretson visit www.elvisbyclint.com.

Design Committee makes recommendations

Since the last newsletter, The Heart of Medford Association received three applications for review. The HMA Design Committee reviewed the applicants and unanimously approved the following recommendations.

HMA Design Committee findings:

Applicant #1: Art Ekerson (Kevin Ekerson)

Property: Evelyn Apartments, 115 N. Ivy

Project: Replace kitchen exterior doors, install awnings over rear doors, replace and add exterior lighting, landscape plant replacements, raised beds at porches, replace damaged downspouts, paint exterior of buildings, front door thresholds, re-work electrical service drops.

Upcoming Events in the Heart of Medford

General Meeting

Wed., Feb. 2

8 a.m.

Jackson County Library

Third Friday Art Walk

Fri., Feb. 18

5-8 p.m.

Various downtown locations

Request: \$41,000

Recommendation: Award \$41,000+.

Design Committee voted to approve the requested amount and additional funding only if the following recommendations are adopted:

1. Samples of exterior light fixtures shown in the application do not fit with the original 1943 design of the building (they are overly ornate). Design recommends a much simpler fixture style. Suggested fixture options have been submitted.

2. Electric service wires should go to the top of the building over and beyond the required 10 foot extension. Design Committee feels strongly that these wires are extremely unsightly.

3. Design Committee would like to see the electric service meters dealt with in a more attractive manner. Recommend putting them in a cabinet or some type of enclosure.

The Committee realizes that additional funding may be required to accomplish the above recommended additions to the scope of work over and above the requested amount. The Committee is in favor of advancing the additional funding to cover the additional work requested.

Applicant #2: Rogue Community College

Property: Rogue Community College, 114 Bartlett Street

Project: The scope of the project is renovation of exterior of RCC B-Building. Work to include:

1. Replacement of all exterior single pane

storefront windows and doors,

2. Patch and paint all of the exterior to meet standards of downtown historic district requirements,

3. Replace all signage to meet needs of the college,

4. New façade awning in compliance with historic requirements that meets the need of the college and harmonizes with the other educational buildings in the area, and

5. Complementary exterior lighting.
Additional work not included in this funding request includes complete renovation and seismic upgrade of the building to house the college's student bookstore and Support Services.

(Total project estimate \$406,395 – total work tied to request \$92,036)

Funding Request: \$46,018

Recommendation: Award \$46,018

Design Committee voted to approve the requested amount without any exceptions. The committee noted that this was the most complete and easy to use application received so far in this process.

Applicant #3: Bob Webster (Tater Rental – Carl Coffman)

Property: Sparta Building, 12 N. Riverside

Project: 1. Voluntary seismic upgrades to include sheer and wall connections of 2nd floor and roof, parapet bracing, moment frames at west and south walls along with associated demolition and restoration.

2. Reconstruction of exterior entryway at southwest corner along with window replacement of west and south walls and associated demolition.

3. Restore vintage signage. Additional improvements include installation of plumbing infrastructure on 2nd floor pending future apartment build out. (Total project budget \$300,000+)

Funding Request: \$100,000

Recommendation: Award \$100,000

Design Committee voted to approve the

requested amount with exceptions noted below.

1. Omit the historic reference to the vented panel in the transom windows. We understand the effort to have the end result be historically accurate. We feel it would look cleaner and more attractive, and cost less for a feature that is not functional. So it comes down to a value decision - historic vs. aesthetic.

2. We recommend locating the blade sign on the diagonal to the intersection rather than perpendicular to Main Street.

3. We suggest up-lighting each of the two ionic columns, at the entrance to the building. The light fixtures would be recessed into the sidewalk with the lenses flush with paving.

4. There was also a recommendation to back-light the letters of the "SPARTA" sign.

The MURA board voted to award the entire requested amount of \$41,000, to the Evelyn Apartments project.

Projects #2 & #3 will be voted on at the next MURA Board Meeting on Thursday, January 27th.

Free Business Seminar

A free seminar entitled "Main Street: How Local Businesses Use The Internet to Grow" is available from the Southern Oregon Media Group. There are 6 dates and times available, starting Jan. 28.

They'll put together a customized package of research for all the attendees as well.

For more information, sign up here: <http://mailtribune.com/seminar>.

SOU offers Profit Mastery Class

If you are interested in learning more about Profit Mastery, please attend the Free Introductory Class, on Wednesday, January 26, at the SOU SBDC, in the Higher Education Center, 101 S. Bartlett, Medford, Room 130A. The free class begins at 3 p.m. and will end at 4:30, and is a great way to learn about the five session workshop.

<http://www.sou.edu/business/sbdc/sbdc-classes.html>

New Art Gallery & Art Workshop Opens Downtown

The Studio at Living Opportunities is proud to announce its new studio space art workshop for artists with developmental disabilities, and fine art gallery located at 32 South Central Avenue, right across the street from the Craterian Theatre! The Studio, whose mission is to provide workshops, instruction and events to promote independence, individuality, creativity, and an income for artists with a wide range of disabilities, has been housed in the Rogue Gallery since Living Opportunities established the Studio in 2004.

According to The Studio Director Dan Mish, "This is a dream we've had for many years. We are so excited to have our own space." The workshop is filled with donated canvas, frames, paint, easels, and brushes.

The Studio's workshop will be open Tuesday through Thursday from 1-4 PM, and is available to any aspiring artist with disabilities. The gallery, which will feature fine art from artists in the Rogue Valley community as well as Studio artists, will be open from 11 AM – 5 PM, Tuesday through Saturday. The Studio's grand opening will be in May 19th, when it will host the Medford Chamber Greeters in the morning, followed by the official ribbon cutting.

For more information on the Studio at Living Opportunities, or to find out how you can help, please contact Dan Mish at (541) 261-5289 or email him at danm@livingopps.org.

Energy saving articles links from Pacific Power

Green IT - Energy-Saving Strategies That Work
<http://members.questline.com/Article.aspx?articleID=18068&accountID=1281&nl=10361&userID=1620920>

Resolutions for a slimmer energy bill:
<http://members.questline.com/Article.aspx?articleID=18071&accountID=1281&nl=10361&userID=1620920>

Call for entries for the cover photo contest for the 20th edition of The Green Book

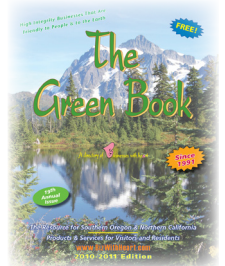
Submissions are now being accepted through March 31 for the cover photo of the annually produced directory.

Submissions need to be full color vertical photos taken in the Northwest of nature. Digital images are preferred.

Photographers of all ages are encouraged to enter!

There is no fee to enter this contest and it is open to amateur and professional photographers of all ages.

Please contact Larissa at Bizwithheart91@aol.com or (541) 776-5326 for further information.



Board of Directors

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John David Duffie, Architect (541) 734.2027

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