



November/December 2011

Mission statement: The Heart of Medford Association exists to promote a cooperative environment that advocates for the economic vitality and development of our downtown.

Save money and help HMA too!!!

When you purchase your Chamber Discount Card you set yourself up to save money on local purchases throughout the year and contribute to the fundraising efforts of the Heart of Medford Association. Just go to www.ChamberDiscountCard.com and select the Medford/Jackson County Chamber and then select Heart of Medford Association as "your fundraiser" and follow the instructions. The card cost is \$25 (plus shipping for fewer than 10) with the potential to save you big bucks – and each card sold through HMA earns the Organization \$8 to continue our downtown revitalization efforts.

with hundreds of discounts worth thousands of dollars
the **CARD** is the best value in town.

Check it out! You can save money for yourself, keep money local and help HMA at the same time...

Committee reports

DESIGN COMMITTEE

Committee Chair: John David Duffie, Architect;
Members: Mark & Krissy Milner, Terra Firma Home;
Christina Apodaca, Cielo Salon.

First Merchant "Day Banner" Appears at Downtown Market Co.

The Downtown Market Co. at 231 East Main Street is sporting a new Heart of Medford Association "Day Banner." The banner was installed on Friday Oct. 21 just in time to be up for Third Fridays in Downtown Medford. The

organization's Design Committee has been working with the City to gain permits and right of way variance for several years.

"It's really gratifying to see the first one appear" says John David Duffie, local Architect and chair of the HMA Design Committee.

"Nora (LaBrocca, owner of Downtown Market Co.) was one of the driving forces behind this program so it's fitting that the first one is in front of her business," he continued. "Now that there is a sample for merchants to see we'll be inviting other businesses to order theirs," he concluded.

The program is open to any merchant in the downtown corridor that meets a few criteria. The cost of the banner program is \$295 and includes all permits, banner production and installation. Interested businesses can contact the HMA office for an application at heartofmedford@gmail.com or download one from the HMA website www.heartofmedford.com.



HMA Volunteers Install New Trash Receptacles

Last week, HMA volunteers Mark Milner and John Duffie installed 4 new trash receptacles between the Bear Creek Bridge and Riverside Ave. The new streetscapes were purchased

Heart of Medford Association

Executive Director: Richard Barney

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through funding from MURA and complete the Design Committee's goal of having two trash receptacles per block from the Creek to Front Street. Special thanks to Mark and John and the MURA Board and City Staff for making this improvement a reality.



“Elvis Week” scheduled to return to Downtown Medford

Elvis Week in Medford is returning! Elvis Presley, one of the most influential performers of all time, was born January 8, 1935. Elvis Week in Medford is slated to begin on the 77th anniversary of his birth – Sunday January 8, 2012. Elvis week will culminate with a concert at the Craterian Ginger Rogers Theater on Friday January 13. “Elvis by Clint – A Tribute to the King” featuring our own local Elvis Tribute artist Clint Ingbretson. Many may recall that



earlier this year on Friday January 14th the show played to a sold-out crowd at the “Crate”. It will be an all new show for 2012 spotlighting two of Elvis’ most

memorable live shows – “Aloha from Hawaii” – 1973 and his last concert in 1977 from Rapid City, SD.

The Heart of Medford Association’s Promotions Committee is promoting this event to help “put feet on the street” and as a fundraising opportunity for the organization. Sponsorships for this evening of family entertainment are available exclusively through The Heart of Medford Association and the Elvis Week sub-committee made up of John LaVoie, Umpqua Bank; Ed Chun, Sunrise Café; Tammi Mendels, Visitors Center; Diane Raymond, Next Step Marketing and Richard Barney, HMA. The sub-committee will be working on securing one title sponsor and up to 12 “Elvis Sightings.” Merchants will also be able to participate in a register to win contest...the prize is six tickets to

the Elvis concert including a pre-concert dinner at Sunrise Café.

“We are excited about this special event returning to downtown” said Richard Barney, Executive Director of HMA. “It’s loads of fun for folks of all ages and the exposure for our downtown is excellent” Barney concluded.

If you are interested in getting involved in the Elvis Week 2012 event please contact one of the sub-committee members or the HMA office.

HMA Members are Eligible for Mercy Flights’ Group Plan

Heart of Medford Association members are eligible to enroll in Mercy Flights’ Group Plan. It’s a great deal for just \$50.00 annually. Check out the details and find an application on HMA’s web site www.heartofmedford.com.

HMA PROMOTIONS COMMITTEE

Committee Chair: Diane Raymond, Next Step Marketing; **Members:** Tami Abeloe, My Daughters Closet; Susan Fichtner, My Daughters Closet; Jeanne Stallman, SOU @ HEC; Karri Sundberg, Mail Tribune; Tammi Mendels, Medford Visitors & Convention Bureau; Laurel Briggs, Creative Marketing and Design & Board Liaison; Margaret Dials, Arts Council of Southern Oregon; Michael Crane, Arts Council of Southern Oregon; Nora LaBrocca, Downtown Market Co.; Suzanne Ajeto, Bicoastal Media.

Third Fridays in Downtown Medford

Affordable Art and Holiday Gift Sale is the theme for November’s Third Fridays in Downtown Medford. With an emphasis on “affordable” the Committee came up with the idea of creating a forum for artists to market their art to holiday gift shoppers. The Higher Education Center worked out to be the perfect location to hold the event and at this writing there are 34 artists signed up to participate.



The Affordable Art and Holiday Gift Sale will run con-currently with Third Fridays from 5p-8p and will continue on Saturday from 10a-5p. We would like to thank the HEC for allowing this use and to Margaret Dials and Michael Crane from the Arts Council of

Southern Oregon for their help in contacting artists. We are expecting to make this an annual event!!!

The Promotions Committee is also working on several other events and ideas to bring more people and vitality to downtown. If you would be interested in joining that committee please feel free to attend a meeting (Next open meeting Wed. Nov. 23 8:30am @ Downtown Market Co.).

ORGANIZATION COMMITTEE

Committee Chair: Ike Apodaca, Source Inc.; **Members:** Bruce Brown, Shenanigan's; Chris Browne, PremierWest Bank; Karen Blair, Medford City Council/MURA Board; Laz Ayala, Ayala Properties & Board Liaison; Lindsay Berryman, Former Medford Mayor Retired; Lisa James, James Consulting; Mark DeBoer, Lithia Real Estate; Ron Fox, SOREDI; Ryan R. Mallory, IOR Design; Steve Sobhi, Ashland Partners; Sue Kupillas, ASK Consulting; Susu Mahood, Bicoastal Media.

Membership Drive

The Downtown Pirates (pictured) captured the booty during the 2011 HMA Membership Drive. The Downtown Pirates Team made up of HMA President Laz Ayala & HMA Board Member Laurel Briggs, along with Phyllis Nelson, Scott Henselman, Tom Fischer and Diane Raymond brought in 13 of the 20 new members.

Congrats to the Downtown Pirates!!!



New HMA Members:

- Al Densmore
- Apparel For Two
- Chase Bank
- Debra Lee
- Dutch Bros.

Upcoming Events in the Heart of Medford

Third Fridays in Downtown Medford Nov. 18
5pm-8pm – various Downtown Locations –
theme: Affordable Art & Holiday Gift Sale in the Higher Education Center
Art & Gifts for under \$100 & \$200!!!
Also, Sat. Nov. 19 from 10 am-5 pm

Promotions Committee Meeting Wed. Nov. 9
8:30am Downtown Market Co.
Wed. Nov. 23
8:30am Downtown Market Co.

Design Committee Meeting Fri. Nov. 11
8:30am Terra Firma Home
TBA
8:30am Terra Firma Home

Organization Committee Meeting Mon. Nov. 14
Noon Woolworth Conference Room

HMA Board Meeting Tues. Nov. 29
8am Woolworth Conference Room

HMA General Meeting Wed. Jan. 4
8 am Jackson County Library

- Glory Days of Medford
- Michael Piels CPAs
- Next Step Market
- Pallet Wine Company
- Pear Blossom Veterinary
- Peter Sage
- Rapid Refill Ink
- Richard Stevens
- Schroeder Auto Sales
- Spearco
- Stark and Hammack
- Sunrise Cafe'
- Susu Mahood
- The Alba Group
- The Muse

Please welcome these new businesses to the HMA family.

New HMA members and Membership Drive

team members enjoyed an evening together during the Membership Drive Wrap-up event on Oct. 20th. We would like to recognize the Rogue Gallery & Art Center, Sunrise Café & Catering, Deli Down/Shenanigans, Pallet Wine Company and Homemade Confections for their contributions to the 2011 Membership Drive.

Economic Investment District

Here is a list of proposed items and tasks to be included in the District operations from the Organization Committee Task sub-committee.

- Flower Baskets - Spring, Summer and Fall
- Beautified Planters - Year round
- Pressure wash sidewalks = year round
- Tree wells - planting/bark mulch
- Annual tree trimming
- Tree lights
- Graffiti removal - on public right of way
- Holiday wreaths
- Banners
- Benches
- Trash receptacles - recondition
- EID signage
- Marketing downtown to promote business
- Events - drawing customers to the district
- Advertising the district - web, print, radio, etc.
- Trash compactor, Middleford Alley *
- EID Executive Director

The Organization Committee will be meeting on Monday Nov. 14 to discuss these items and the proposed District boundaries. Please let us know if you have any question about or additions to the proposed task list.

Downtown Parking Plan Update

At the November HMA General Meeting Lynette O’Neal, City of Medford, talked about the new Downtown Parking Plan. Lynette explained that the new parking machines will be installed according to ADA requirements during the week of November 14th with plan to have them go live on the 21. You’ll be able to use coins or credit/ debit cards; however no paper money will be accepted. The ability to pay by phone is an additional technology advancement that will be available with the new machines as well. When that function is in place, you’ll be able to purchase and even extend your parking time by phone.

Reduced cost Permits are now available for purchase. You can purchase daily, monthly, quarterly or annually. If you pay annually, you’ll get a 5% discount.

Citizens are encouraged to come to the Parking Committee meetings held at 8:00am in City Hall. The next Parking Commission meeting is on Nov. 10.

Getting the most from your Business Solutions Toolkit webinar

Pacific Power is offering a free 30-minute webinar on Thursday, Nov. 10 on 10 a.m. They’ll demonstrate how you can use their online Business Solutions Toolkit to save energy and money.

Register at <https://pacificcorp.webex.com/>, click on Event Center, then on the Register link on the right side of the program information.

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