



May/June 2011

A monthly newsletter, released around the 4th Tuesday of the month, except holidays. Submissions are due Tuesday before the release date.



Kid Time Discovery Experience relocates downtown!

Another surge of new businesses open Downtown

In the past six months, several new businesses have opened and are thriving in downtown Medford.

In December of last year *Tacos Mi Tierra* "Home of Taco Tuesday" opened for dine in or take out service at 137 South Central. Miguel Castro, owner of Miguel's in Eagle Point and Shady Cove, operates the business which is open 11a-7p Mon. – Fri. and 11a-3p on Sat. *Tacos Mi Tierra* has a limited but delicious menu including tacos for just \$1.75 each. Of course you'll find burritos, quesadillas, tortas and nachos. Meat choices include steak, two kinds of pork, chicken and even tongue. Their phone number is 541 779-taco (8226). You can also contact them via email for catering or special orders at tacosmitierra@gmail.com.

On February 7th, *Glory Days of Medford* opened its doors at 335 East Main Street, in what long time residents refer to as the Hubbard's Hardware Building. Brothers Greg and Bryan King operate the business featuring antiques, collectibles & home décor. They currently have over 60 vendors displaying their wares in the 15,000 square foot store. They report that business is strong with sales tracking "better than we expected." They even have a waiting list for vendors. Store hours are Mon. – Sat. 10 am-5 pm and Sun. 10 am-4 pm. *Glory Days*

phone number is (541) 772-0284.

Opening several months ago, *The Studio at Living Opportunities* celebrated its Grand Opening on Friday, May 20th in conjunction with the Heart of Medford Association's Third Friday Art Walk at 32 South Central across the street from the Craterian Ginger Rogers Theatre. *The Studio at Living Opportunities*, a fine art gallery, is also an art workshop for artists with developmental disabilities. 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, had been housed in the Rogue Gallery since its inception in 2004. According to Studio Director Dan Mish, "This is a dream we've had for many years, and at last we have our own space." The space 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 is open from 11 am – 5 pm, Tuesday through Saturday. For more information on the Studio at Living Opportunities, or to find out how you can help, please contact the Studio at (541) 261-5289 or email Director Dan Mish at danm@livingopps.org.

Featuring a variety of delicious items for breakfast and lunch, the Peacock Café located at the entrance to the Woolworth Building at 33 North Central is now open. From breakfast wraps to house made soups, owner Janet Dentoni has been satisfying the taste buds of downtown employees and visitors since the middle of April. Open Mon. – Fri. from 8 am-4 pm, guests can enjoy their food at several tables located on the sidewalk right outside the door.

Heart of Medford Association

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You can call the Peacock Café at (541) 245-4590.

Proprietor Lisa Armosimo-Morris recently opened DEJA NEW in the historic Goldy Building at 105 East Main next to Elements. DEJA NEW is a resale shop specializing in new and gently used fashions, shoes and accessories. Although much of the inventory is gently used, they do have some new items as well. All clothing is up-to-date (with the exception of vintage pieces), and in excellent condition, so you can look like a million bucks without spending it! You'll also find handbags, belts and new and vintage fashion jewelry, because no outfit is complete without accessories. Check them out on line at www.dejanewstyle.com or call (541) 772-1508.

Now open on the corner of Front and 6th, the *Laughing Buddha Rice Bowls and Boba Tea* is open Mon. – Thurs. from 11 am-5 pm and Fri. & Sat. from 11 am-2 am. Featuring Filipino, Taiwanese, and Thai style food selections, General Manager Tracy Welburn invites you to stop by and check out their outstanding selection. Eat in or take out – the Laughing Buddha also offers outdoor seating. You can contact them at (541) 941-6986.

“Explore the wonders of Kid Time!” *Kid Time Discovery Experience* has now opened its doors at 106 North Central inside the Southern Oregon Historical Building. Kid Time is a non-profit hands-on children’s museum dedicated to learning, exploration, family interaction and fun! Open Mon. - Sat. from 10 am – 5 pm and Sun. Noon to 5 pm Kid Time offers a variety of activities for kids and families, along with birthday parties, field trips, art workshops and more. Check out Kid Time on line at www.kid-time.org or call them at (541) 772-9922.

Folks can now enjoy Asian Pacific Cuisine at the new *Misoya Bistro* at Medford’s Vogel Plaza. Opening during Pear Blossom Festival weekend, Misoya Bistro hours are Mon. – Thurs. 11 am – 9 pm, Fri. 11 am-Midnight and Sat. 11:30 am – Midnight. Along with an extensive menu of entrées, wok specials, bento boxes and more, Misoya also features a Sushi Bar and orders to go. With an excellent outdoor seating area restaurant patrons can also enjoy beverage selections including wine, beer and spirits as well. The restaurant’s address is 235 Theater Alley, near the entrance to the Craterian Ginger

Upcoming Events in the Heart of Medford

General Meeting

Wed., June 1

8 a.m.

Jackson County Library

Continuation of Open Forum on the state of the and future of HMA

Third Friday Art Walk

Fri., June 17

5-8 p.m.

Various downtown locations

Medford Cruise

Sat., 6/11-Sun. 6/19

www.medfordcruise.org

Rogers Theatre. Call them at (541) 772-4120.

Heart of Medford Association urges MURA to reconsider funding allocations

Since early this year, the Heart of Medford Association has been working in concert with the OldTown Marketing Group proposing that MURA allocate some funding for the next two years to assist in marketing downtown Medford. The premise of the request is based on the idea that though much has been accomplished in improving the customer experience in downtown with improved sidewalks, alleyways, building facades, streetscapes and more, little has been done to invite folks to experience all that downtown has to offer. It’s akin to investing in throwing a huge party and not sending out any invitations.

The request is for \$50,000 per year for the fiscal years of 2011-12 and 2012-13, which the HMA Promotions Committee would assist in administering. The plan includes using traditional local print and broadcast media, along with internet and social media outreach to advertise for locals to shop, dine and attend entertainment events downtown. Despite having a large selection of specialty retail shopping and over 30 local restaurant and entertainment offerings, research has shown that most Medford residents are unaware of the large variety of businesses that are available. Many have a negative image of downtown in general. Changing that perception is a key ingredient to the continued growth of business in downtown Medford. The OldTown Marketing Group has pledged \$40,000 per year in matching funds to

help power this effort as well.

In preliminary meetings the HMA Marketing plan has not made the cut for funding in lieu of several projects that may not have the desired effect of “putting feet on the street” of downtown Medford.

With the MURA scheduled to end its existence in 2013 now represents the last chance to accomplish this very important work. Final funding decisions must be made before the end of June. If you agree with a having a marketing plan in place for downtown please let the MURA Board of Directors know your feelings by emailing them at council@ci.medford.or.us.

Anti-Water Pollution Branding

The Rogue Valley community is encouraged to participate in the final stages of a branding campaign to help reduce water pollution in local rivers and streams.

The Department of Environmental Quality is spearheading an effort to shape an outreach campaign targeted at local community members habits that effect water pollution.

The online survey is available at www.roguewaterquality.org and will be available for public input until June 2, 2011.

The results of the survey will help identify key areas of concern and also gage public perception regarding water quality and their effect on habits and decision making.

Free energy reviews for local businesses

Downtown businesses in nine communities that are part of the Oregon Main Street revitalization program are eligible for free, on-site energy assessments through an initiative supported by Pacific Power, Energy Trust of Oregon and Oregon

Main Street.

Commercial businesses in Medford can sign up for an assessment that includes:

- A one-hour facility walkthrough with Pacific Power to review existing lighting, heating/cooling systems, office, food service and other equipment. Pacific Power will provide no-cost and low-cost ideas for reducing energy use and advice on improvements that be eligible for Energy Trust cash incentives.
- Additional support for on-site assistance from Energy Trust of Oregon and local contractors;
- Registration for Pacific Power’s free Business Solutions Toolkit; and
- Regular checkups with Pacific Power on recommended energy-saving improvements.

For more info., visit pacificpower.net/seminars.

HMA Board adopts new Mission Statement

“The Heart of Medford Association exists to promote a cooperative environment that advocates for the economic vitality and development of our downtown.” This new Mission Statement for the Heart of Medford Association was adopted at the May Heart of Medford Association’s Board of Directors meeting. “We feel this update in our Mission Statement is clearer and fits better with the Vision Statement that was adopted earlier this year,” says HMA President Laz Ayala. The revision in the Mission Statement was a product of the last HMA Organization Committee meeting held on May 16th. The Vision Statement is **“To be vibrant, diverse and the social, commercial and cultural center of our community.”**

Board of Directors

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