



April/May 2011

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

Pear Blossom Street Fair

2011 PacificSource Health Plans Street Fair was held April 8 & 9. Working in conjunction with City staff, Main Street between Riverside and Central and Bartlett between 8th and Middleford Alley were successfully closed at 5 am April 8.

Immediately crews of volunteers began moving in vendors and laying out power supply lines. Move-in went very smoothly with many booths ready to operate by noon – most by 3 pm with a 5 pm advertised opening. Load-out went smoothly as well.

Feedback from attendees and vendors was excellent. Several downtown businesses reported they had very good sales days with carry over into the next week.

Thanks to the many volunteers, sponsors, City Staff, HMA Street Fair team and many others for making this event a great success.

2011 Pear Blossom Street Fair Sponsors:

PacificSource Health Plans, Charter Communications, City of Medford, Pacific Power, SOU @ HEC, Shenanigans, Umpqua Bank, Gill's Indoor Air Energy Trust, McDonald's of Medford and Central Point.

In-kind Sponsors: Sherm's Markets, SB James Construction, Valley Immediate Care, Sign Dude, Knife River, Eden Vale Winery, Roxy Ann Winery, Batzer Construction, CYA Security, Lithia Motors, Pacific Survey Supply, Southern Oregon Audio Visual, Lawrence's Jewelers, PremierWest Bank, Rogue Gallery, United Rentals, Welburn Electric, Colvin Oil



Company, Brian Roger Design, Medford Builders Exchange, All Errands Great and Small, Event Wise, Batzer Construction, Jackson County Library, Yesterday's Blossoms, Costco, Safeway, Mercy Flights, Hubbard's Ace Hardware, and Grange Coop.

Design Committee makes recommendation

The Heart of Medford Association received one application for review in March 2011. The HMA Design Review Sub-Committee met on Wednesday, March 30 to review the applications. The HMA Design Committee met Thursday, April 14 for further review.

The HMA Design Committee makes the following recommendations:

Applicant 1: Southern Oregon Historical Society
 Date Received: March 14, 2011
 Property: 106 No. Central Ave.

continued

Heart of Medford Association

Executive Director: Richard Barney

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Project: Located at the corner of 6th and Central, known as the “old JCPenney Building” is unique in the region featuring the art deco “ocean liner” style that was popular during the first half on the 20th century. Much of the interior is being remodeled to accommodate the housing of Kid Time Discovery Experience. SOHS is requesting a matching grant in the amount of \$4254.50 for façade renovations. Scope of project includes; repair exterior plaster, repaint exterior in white and black highlighting the stripes, strip and repair metal canopy, paint stripes on existing metal canopy (option of vinyl substitute) and clean and polish black marble base.

Funding Request: \$4254.50 (1/2 of \$8509.00)

Recommendation: Award \$4254.50
(1/2 of \$8509)
Design Committee makes the recommendation of substituting painting of the metal canopy stripes with a vinyl inlay. The vinyl will have a more uniform look and will have a much longer life due to its resistance to weathering compared to paint. This option was brought to the attention of the committee by consultant George Kramer.

All other aspects of the project are fully supported by the Committee.

Vote by the MURA Board is expected to take place on Thursday, April 28.

Upcoming Events in the Heart of Medford

General Meeting Wed., May 4
8 a.m. Jackson County Library
Open Forum on the state of the and future of HMA

Art in Bloom Saturday & Sunday, May 7 & 8
<http://www.art-in-bloom.com/>

Third Friday Art Walk Fri., May 20
5-8 p.m. Various downtown locations

Pacific Power free breakfast event on energy savings Wed., May 25
Red Lion Hotel

Medford's Cielo Salon Receives National Recognition by New York-based American Salon Magazine

Leading hair salon industry magazine, American Salon, features Cielo Salon, of Medford, in their April edition as the premier hair salon and spa in the region. This is the first ever recognition by the magazine of a salon in Oregon.

New York based, American Salon magazine, stated that Cielo Salon “raises the bar for everyone else.”



“I am truly honored and humbled by this tremendous peer recognition by

the prestigious salon industry publication,” says Cielo Salon owner Christina Apodaca.

Located in the historic ACME building, in the heart of downtown Medford, Cielo Salon features an urban industrial atmosphere with many unique concepts such as a traditional men’s barber shop located on the second floor mezzanine and an in-house bistro exclusively for salon clients.

Established in 2005, Cielo Salon has posted continued business growth and expansion of its brand despite these challenging economic times.

“This recognition validates the success of our core principle; the difference between ordinary and extraordinary upon which the Cielo Salon brand is based and is the foundation of our business model,” added Ms. Apodaca.

Click on the link to read the full article in the April edition:

http://www.americansalon-digital.com/americansalon/201104?pg=64&search_term=cielo&search_term=cielo#pg64

Energy saving article links from Pacific Power

Strategies to Reduce Demand Charges

<http://members.questline.com/Article.aspx?articleID=18687&accountID=1281&nl=10708&userID=1620920>

Fact or Fable? Daylight Saving Time Saves Energy

<http://members.questline.com/Article.aspx?articleID=18688&accountID=1281&nl=10708&userID=1620920>

A Look at New Lighting Standards

<http://members.questline.com/Article.aspx?articleID=18692&accountID=1281&nl=10708&userID=1620920>

Spring's Here! Time for an Air Conditioning System Check Up

<http://members.questline.com/Article.aspx?articleID=19103&accountID=1281&nl=10900&userID=1620920>

Highlights from the Pear Blossom events



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