



August/September 2011

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

Submissions are due Tuesday before the release date.

### ***FREE Marketing opportunity from The Medford Chamber***

The Medford/Jackson County Chamber is offering area businesses the opportunity for free advertising and promotion. It's the Chamber Discount Card! All merchants need to do is make a discount offer that will be featured. Check out the website and sign up today.  
[www.ChamberDiscountCard.com](http://www.ChamberDiscountCard.com)

### **Committee reports**

#### ***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 Organization Committee was asked by the HMA Board to plan a Membership Drive for HMA. At the August 29<sup>th</sup> meeting it was decided to have a goal for the Membership Drive to increase membership by 50% and to create a new category of "Friends of Downtown." The Board is taking a leadership role in this project with 5 teams being formed. The teams are Laz Ayala & Laurel Briggs; John Duffie & George Schroeder; Sally Densmore & John LaVoie; Trish Welch & Dan Ebert; Brad Hicks & Danny Jordan. Please contact one of the board members or the HMA office if you would like to join a team. The campaign will run for 4 weeks

from Thurs., Sept. 22<sup>nd</sup> through Thurs., Oct. 20<sup>th</sup>. The Kick-off will be on the patio at Shenanigans with complimentary appetizers and a no-host bar. Collateral materials and a new dues structure are being developed and will be available at the Kick-off. All team members, current HMA members and potential HMA members are invited to attend. The wrap-up event will be at the Rogue Gallery to welcome new members, to recognize the efforts of the teams and volunteers and to network with your business neighbors. If you are interested in helping with the Membership Drive please contact the HMA office at [heartofmedford@gmail.com](mailto:heartofmedford@gmail.com).

#### ***Economic Investment District***

The Organization Committee is also working on the long term funding goal of establishing an Economic Investment District (EID). The next step is to decide on the proposed district boundaries; Laz and Eric Iverson (Lithia Motors) will be working on mapping out that area. Ike, Chris and Diane Raymond (Promotions Chair) will be working on a list of tasks that the EID would manage and cost projections. The next meeting for the Organization Committee is on Mon., Sept. 19<sup>th</sup>.

#### ***Design Committee***

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

#### ***Another Adopt a Block on the way***

Please mark Sat. & Sun. Sept. 24<sup>th</sup> & 25<sup>th</sup> for the next HMA Design Committee Adopt a Block. This small but dynamic Committee will be cleaning up and painting the block from Fir to Grape on Main Street those two days. Volunteers can work any of three available shifts – Sat. 9 am-12:30 pm or 1

*continued on page 2*

## ***Heart of Medford Association***

*Executive Director: Richard Barney*

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pm- 4 pm & Sun. 10 am-3 pm. If you would like to volunteer, to help with Adopt a Block or become a member of the Design Committee please let us know via email at heartofmedford@gmail.com.

### ***Merchant Day Banner Program***

The first application for the Merchant Day Banner program has been accepted by the Design Committee for the Downtown Market Co. Once that banner is installed the application process will be open to any interested downtown business. The initial goal is to get participation from a minimum of 10 businesses. The cost for the completed and installed banner is \$295. Keep an eye out for the first banner appearing soon on Main Street.

### ***New Trash Receptacles on Main***

Committee Chair John Duffie has learned from the City that four new trash receptacles for Main Street will be arriving soon. The black powder-coated units will be installed by HMA in the block between Bear Creek Bridge and Riverside. A big thanks to MURA for making this a reality.

### ***Economic Restructuring Committee***

Chair: Sally Densmore, retired

### ***Student Engagement Subcommittee***

Sub-Committee Chair: Trish Welch, Arc of Jackson County; Members: Donny Nickelson, SOU @ HEC; Anne Jenkins, Medford Visitors & Convention Bureau; Ben Truwe, local historian.

Donny Nickelson, HMA Secretary, has been making the rounds of downtown Medford to gather coupons and discounts for students to include in the 2<sup>nd</sup> annual directory that will be available at the HEC – Higher Education Center.

Although the directory is already in production you can still take advantage of this enormous untapped market right before our noses by having a presence at the RCC/SOU Welcome Back Bash. Donny is looking for downtown businesses to display or sample their wares during this event. There is no charge to participate and there will be about 7,000 students at the Medford campus of SOU and RCC this fall. The Welcome Back Bash will be on Tuesday, September 27<sup>th</sup> from 5:30 to 8 pm. Please contact Donny at (541) 552-8118 if you are interested in participating in the Welcome Back Student event.

### ***BEAT: Business Enhancement and Assistance Team***

Members: Phyllis Nelson, Property Owner;

Ainoura Oussenbec, O.D.E.; Chris Browne, Premier West Bank; Debra Robinson, Quality Inn; Tammy Schroeder, O.D.E.

We now have four teams who are making their way through the downtown core, talking with businesses about what's happening downtown, what Main Street projects HMA has taken on and asking them what HMA can do for them. Please welcome these ambassadors to your place of business and get to know them. We'd love to be able to cover the entire downtown, so if you would like to spend an hour every 2 or 3 months getting to know your neighbors downtown, give Sally a call at (541) 770-1203 and volunteer!

### ***Real Estate Inventory***

Members: Tom Fischer, Real Estate Broker; Scott Henselman, Henselman Realty; Lynette O'Neal, City of Medford.

This sub-committee is working on a producing an inventory list of available businesses spaces in downtown. When completed it will be one stop shop for any property availabilities in the city core.

### ***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; Kristy Neighbors, Medford Visitors & Convention Bureau; Laurel Briggs, Creative Marketing and Design & Board Liaison; Lisa Armosimo-Morris, Three Girls Threads; Margaret Dials, Arts Council of Southern Oregon; Nora LaBrocca, Downtown Market Co.; Suzanne Ajeto, Bicoastal Media.

### ***Third Fridays in Downtown Medford***



Third Fridays in Downtown Medford continues to grow in scope and popularity. The August event featured art displays in both Vogel Plaza and Middleford Alley. Merchants staying open late offered customers refreshments and more art and entertainment.

For September (Friday the 16<sup>th</sup>) we'll be celebrating our community's diversity.



*Third Friday*

Its Multi-Cultural month and it also happens to be Mexican Independence Day so there'll be music and cultural presentations at several locations downtown including Vogel Plaza.

Big thanks go to the Third Fridays sponsors for June, July and August; PremierWest Bank, Lithia Motors, Southern Oregon University, Bicoastal Media (KRWQ, KOOL, KMED Radio), the Mail Tribune and US Bank for their commitment to support this monthly event.

When you have an opportunity please let these sponsors know that you appreciate their support for Downtown. If you'd like to consider becoming a Third Fridays sponsor simply send an email to [heartofmedford@gmail.com](mailto:heartofmedford@gmail.com) and we'll let you know how the program works.

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 one of the next meetings (Wed. Sept. 14 or Wed. Sept. 28 8:30am @ Downtown Market Co.).

## ***Standards changing for fluorescent lighting***

New federal standards have been enacted that will put an end to the manufacture of T12 lamps and magnetic ballasts by July 2012, making T8 lamps and electronic ballasts the new standard. The newer technology produces better light with less heat, and requires little to no maintenance for up to 20,000 hours of operation. The new standards will help produce continued energy savings and reduce controllable operating costs without compromising lighting quality.

In Oregon, Energy Trust of Oregon, Inc. offers incentives to Pacific Power customers. Businesses that convert now can take advantage of both the new technology and a bonus incentive. At some point

## **Upcoming Events in the Heart of Medford**

**Third Fridays in Downtown Medford** Sept. 16  
5pm-8pm – various Downtown Locations –  
*theme – “Multi-Cultural Month & Mexican Independence Day Celebration”*

**Promotions Committee Meeting** Wed. Sept. 14  
8:30am Downtown Market Co.  
Wed. Sept. 28  
8:30am Downtown Market Co.

**Design Committee Meeting** Thurs. Sept. 15  
8:30am Terra Firma Home  
Thurs. Sept. 29  
8:30am Terra Firma Home

**Organization Committee Meeting** Mon. Sept. 19  
Noon Woolworth Conference Room

**HMA Membership Drive Kick-off event**  
5:30 pm Thurs. Sept. 22  
on the Patio at Shenanigan's

**Welcome Back Bash for RCC/SOU Students**  
5:30-8 pm Tues. Sept. 27  
Bartlett Street

**HMA Board Meeting** Tues. Sept. 27  
8am Woolworth Conference Room

**HMA General Meeting** Wed. Oct. 5  
8 am Jackson County Library

**MURA Board Meeting** TBA  
Noon City Council Chambers

the lower efficiency products will no longer be available in the marketplace, affecting supply and demand through 2012. Once T8s are standard practice, financial incentive may no longer be available.

### ***Take advantage of current incentives***

Energy Trust offers incentives from \$10 to \$42 per fixture on upgrades from T12s to T8 lamps with electronic ballasts. For a limited time, a bonus incentive of \$5 per fixture will be added to these standard incentives. Businesses that convert before

November 1, 2011, can tap into these additional funds and manage their upgrade on a schedule they control.

For more information, visit [www.energytrust.org](http://www.energytrust.org) or call 1-866-368-7878.

~ Article thanks to Pacific Power

## Level Your Peak Demand

Depending on the season and your business, it is not unusual for demand charges to comprise a high percentage of a facility's total electric bill. Cooling, lighting and other systems can contribute to higher demand.

### Measuring demand

High loads strain the electric grid, and customers must pay their share of the cost of having electrical infrastructure available to serve needs year round. For most facilities, the cost of electricity is made up of two components: consumption in kilowatt-hours (kWh) and demand charges in kilowatts (kW). Demand meters record energy use over 15-minute time intervals, so a single energy-intensive interval will result in a high demand reading applied over an entire month's electric bill and increase it.

Fortunately, there are strategies to help reduce demand:

- \* Operational changes
- \* Reduce cooling needs by setting room temperatures as high as 78 F and allowing employees to wear appropriate comfortable clothing.
- \* Turn off printers and other office equipment when not in use. Also, use "sleep" modes on computers and other equipment.
- \* Install occupancy sensors in restrooms and conference rooms to turn off lights automatically when no one using them.
- \* Equipment and building systems
- \* Use an energy management system (EMS) to ensure that high-energy-use equipment will not operate at the same time as other equipment.
- \* Use variable speed drives on air conditioning system pumps, motors and fans.
- \* Install window films, solar screens or awnings on south- and west-facing windows to lower cooling needs.

For more resources to help you reduce demand, please visit <http://www.pacificpower.net/bus/bst.html> for the Business Solutions Toolkit.

~Source: Pacific Power and Tech Resources



History Center & Elements - completed MURA Facade and Building Improvement Program Projects.

## Board of Directors

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

Sally Densmore (Vice President)  
Community Member (541) 770.1203

Donny Nickelson (Secretary)  
SOU @ HEC (541) 552.8100

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

### Board Members:

George Schroeder

Dan Ebert

John LaVoie

Laurel Briggs

John David Duffie

Brad Hicks

Danny Jordan

