



# THE FLASH City of Talent

An update from City Administration, Planning, Public Works and Police Departments

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## From the Mayor's Office

Is Talent destined to become a bedroom community? -- I hope not. Except for the most affluent cities, bedroom communities always struggle with budget and identity issues. The real contributions business makes to



a city is not in tax base, but in livability. A good example is Ron Ridgway and Tarks Market. Along with providing groceries, Ron contributes both time and resources to just about everything that goes on in Talent. Another good example is Candace Selden at South Valley Bank. For the last two years, South Valley Bank has provided scholarships to less fortunate kids to participate in our summer recreation program. Or how about Denise at Talent Café. Denise, along with a number of volunteers, will be providing a free meal at the Talent Café on March 7th. These are just a few examples of businesses who provide heart and soul to our community. There are so many others. I am a firm believer that a strong business community is a must for a successful city. So what is the City doing right now to encourage business to locate in Talent?

The Valley View project, when completed in a couple of years, should make Talent more attractive for retail business in the downtown core. My hope is to develop some form of incentives to encourage new construction and new business in this area.

The 99 corridor will attract businesses that benefit from highway exposure. The City is currently working on three projects that will make this area more attractive to business. First, the City has been successful in partnering with the Oregon Department of Transportation to upgrade that portion of the 99 corridor from Rapp Road to Creel Road. Secondly, the Planning Commission is currently working on a master plan for this area. Third, we are encouraging landowners adjacent to 99, who are not in the City, to annex to the City. I believe it is important for the 99 corridor to develop under one set of standards and not a mixture of County and City.

Everyone in Talent, including me, is concerned with Wal-Mart closing. I can tell you that we are in contact with Wal-Mart and have a good working relationship. We have also been in contact with Southern Oregon Regional Economic Development (SORED), several state agencies, and private consultants to discuss potential uses for the site. This is an ongoing process. Our policy is to assist Wal-Mart in any way we can to find a tenant for the property that benefits both Wal-Mart and the City of Talent.

For Talent businesses to thrive requires our support. When in the market for a product or service, think Talent first.

**Bill Cecil, Mayor**  
541-535-1566  
[mayor@cityoftalent.com](mailto:mayor@cityoftalent.com)

## Celebrate Arbor Day at the Great Green Garden

This year's Arbor Day event will take place at 2:00 PM Tuesday, April 3, 2012 and will be held at Talent's Great Green Garden behind Talent Elementary School! Our state celebrates the first week in April while our national holiday is April 27. This is our city's opportunity to highlight the benefit of trees by dedicating a special tree as well as be recognized for our 12th year as a Tree City USA Community. This is a great celebration for all ages so come on down and bring your children; there are special activities planned including a poetry contest about trees for the fourth and fifth graders. For more information please contact Melissa Huhtala at 535-1566 or email: [melissa@cityoftalent.org](mailto:melissa@cityoftalent.org)

## Correspondence to the Talent City Council

Please include your full name and physical address on all correspondence (letters, emails, etc.) to the Talent City Council as it will be considered a public document. Thank you!

## CONGRATULATIONS



Voted Friendliest City Employee for 2012 we have not one but two winners! Kudos to our very own City Planner, Mark Knox and Receptionist/Municipal Court Clerk, Leslea Heiken! Congratulations both of you from City Hall.

## 'Firelines'—Customer-Centered Service

**Dan Marshall, Fire Chief**  
Jackson County Fire District # 5

### Customer-Centered Service

Common courtesy, professional service, a healthy attitude and good 'old-fashioned hard work' are the best customer service tools available to any organization.

At Fire District 5, our mission is to provide customer-centered fire and emergency medical services that save lives and property. Whether we are responding to emergency calls or providing non-emergency activities, our number one priority is to deliver excellent customer-centered service.

### Policy and performance expectations include:

- Our fire district exists because of the customers we serve.
- Always be nice; treat everyone with respect, kindness, patience and consideration.
- Customer service means never saying 'no' to our customer.
- Communicate in customer terms and read their situation.
- Give information, not judgments, listen carefully.
- Give the customer your name; be proud of your service.
- Don't give your bad day to the customer.
- Give the customer your undivided attention; don't act like delivering service is an inconvenience to you.
- Go the extra mile.

## At Jackson County Fire District # 5 "We Still Make Housecalls"

Avista Utility work in the City of Talent

Avista Utilities will begin working in the City of Talent on February 22nd, 2012 and will continue to work within the City until approximately October 2012. Avista is replacing certain pipes within the City that are nearing the end of their respective service life. Most of the projects that are scheduled are small projects scattered throughout most parts of town. I would expect that most citizens will see some work in the vicinity of their residence sometime this summer. Avista has been coordinating with the City very well while ramping up for this effort. The City and/or Avista do not have an exact time that they will be at each location. Avista is notifying neighbors in the direct vicinity prior to starting work at each location. The work is being scheduled so that Avista's contractor will start and finish each project prior to moving on to the next project to limit the length of disturbance at each construction location. The maximum number of crews that Avista will have working in the City at any given time is two crews. If any citizens have any concerns during this process please call Talent Engineering at 541-535-5531.

## HARVEST FESTIVAL COMMITTEE

Do you want to be part of one of the most exciting events in Talent? If so please come and join the Harvest Festival Committee. The Committee meets once or twice a month as needed beginning in March through September.

We would love any members who have free time to help provide creative ideas and who are motivated and willing to get actively involved. The Harvest Festival takes a lot of work and it is a great opportunity to come together as a Community to put on a memorable event for all.

If you wish to join us in the fun please contact Melissa Huhtala at 535-1566 or email: [melissa@cityoftalent.org](mailto:melissa@cityoftalent.org).

## News from the Parks and Recreation Commission

As we mentioned in the last issue, we are planning our annual summer program and are open for your input! If you have a talent you would like to

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share and are interested in offering a class or workshop, please contact Brian at 541-601-4496 or [Brian@cityoftalent.org](mailto:Brian@cityoftalent.org).

Also, we are still hoping to get a tumbling or gymnastics-class together for children. Please let us know, if you are interested in this great opportunity for some physical activities for children here in your hometown! You can contact Brian about it.

We would really like to hear from you!

## OREGON MAYORS ASSOCIATION CONTEST

Hey Kids, this is for you! The Oregon Mayors Association and Oregon After School for Kids are sponsoring an "if I were Mayor..." contest where you can win a new laptop computer and a cash prize. The contest is open for students from Elementary through High School. Winners at the local level will receive a cash prize and a chance to win a new lap top computer at the State level. Cash prizes at the local level will be \$50 for Elementary Students, \$75 for Middle School Students and \$100 for High School students. A new lap top computer will be awarded in each category at the State level. See your school for details, contest rules and entry forms. All entrees must be in by April 20th.

*-Bill Cecil, Mayor*

## Talent Public Art News

Now on view at the City Hall Gallery is "Visions of Spring". Displaying the art of local artists Tiffany Stewart, Judy Benson LaNier, Joshua Weigang, Margaret Dunbar, Michael Gantenbein, Joe Dunbar, and Ron Hodgdon. Come by and enjoy the beautiful artwork Monday through Friday from 8 AM to 5 PM. All work is available for sale through the artists. Visions of Spring will be displayed from February 22nd through April 6th.

The next City Hall Gallery show will be "Wildlife of the World". All 2-D media considered. The show will run from mid-April until the end of June. Deadline for submissions is Wednesday, March 28, 2012. All you local artists out there be sure to get your applications in! You can pick an application at City Hall: 110 East Main Street or fill out an application online at: [www.cityoftalent.org](http://www.cityoftalent.org)



**Attention all dog lovers and Bark-Park users!**

If you are interested and motivated to improve our dog park, if you have some time and ideas to share, we would like to invite you to become a volunteer on our

Dog-Park-Committee, which is in the planning process right now!

For more information, please join us at our next meeting at the Community Center on Wednesday, March 14th at 6.30 pm.

**Talent PD News  
By Chief Mike Moran**

Spring will be here officially this month and hopefully so will spring weather. With that comes an increase in the number of pedestrians and bicycles using our streets and the bike-path. Please slow down not only around schools but also in all residential areas. We receive complaints about speeding drivers in many neighborhoods and we often find the speeders are the residents of that very area.

Another serious traffic issue is the threat of distracted drivers. Distracted drivers are drivers who forget they are piloting a several thousand pound device that can cause injury and death. I have seen distracted drivers putting on make-up, turning around and yelling at people in the rear seat, and even reading a book while driving. But the most prevalent distracted drivers are those illegally using a cell phone while driving. Most of the loopholes for doing so are now removed from the law. Basically, you need to use a hands free cell phone unit while driving and talking on your cell phone. I have received several requests to strongly enforce the cell phone law. Innocent people are being killed and injured by distracted drivers who put their convenience ahead of the safety of others. I have instructed my department to strictly enforce the law. We have put out several educational pieces on this law. Warnings have not been effective in reducing the number of violators at all. If you are stopped for driving while using a cell phone illegally expect to be given a citation.

While we are on the topic of cell phones, one of the many benefits of having a cell phone is it can quickly summon emergency aid. What many don't know is if a cell phone has power it can still call 911 even if the phone is not on an activated calling plan. This results in extra work for emergency dispatchers and police when the phone is given to a child as a toy. We had a serious report made from a child on a cell phone that did not have an active account but it did have a battery in it. The child made a false emergency phone call and did it again an hour later. With the help of our Dispatch center we were able to locate the child and take the phone away. Please don't

give old cell phones to kids to play with unless it has no battery or other power source.

If you ever do need police assistance, the number to call is 911 for emergency immediate response calls. For other police response to non-emergency situations call 541-776-7206 and you will get to our dispatch center that will send the appropriate agency.

**Urban Renewal News**

*For more information contact Marla Cates, Executive Director, 541-535-6170.*

**West Valley View:** Despite being quiet for the last few months via the FLASH, Talent Urban Renewal Agency has been working behind the scenes closing out last summer's construction of Seiber Street behind the new Camelot Theatre building, working with the owner of the old theater building for its move up to its new home on Wagner Creek Road, and planning to bid the next phases of West Valley View construction. At present, the Agency is considering a re-financing of its outstanding urban renewal bonds in order to save interest costs as it readies itself to sunset sometime in 2016. This will also help the Agency plan construction phasing for the next three years. The current plan is to go to bid soon for Summer 2012 and 2013 construction, which will extend Main Street in 2012 and complete the roundabout in 2013.

**Rehab Grants:** Keep an eye out for a new awning being installed soon at Middleway Medicine and Talent Clinic. This awning is funded through the Agency's Façade Improvement/Grant program.

**CITY OF TALENT  
MARCH CALENDAR OF  
EVENTS**

Monday, March 5 3pm: Court, Comm. Center  
 Wednesday, March 7 6:30pm: City Council, Comm. Center  
 Thursday, March 8, 11am: Safety Committee, TBD  
 Tuesday, March 13, 3pm: Together for Talent, City Hall  
 Tuesday March 13, 4pm: Historical Society, Museum  
 Wednesday, March 14, 6:30pm: Parks, Comm. Center  
 Thursday, March 15, 6pm: Public Arts, Comm. Center  
 Monday, March 19, 6pm: Court, Comm. Center  
 Tuesday, March 20, 6pm: Urban Renewal Agency  
 102 Home St.  
 Tuesday, March 20, 6pm: Arch Review Committee, City Hall  
 Wednesday, March 21, 6:30pm: City Council, Comm. Center  
 Thursday March 22, 6:30pm: Planning Commission, Comm. Center