

Dive Into Summer at Veneta Community Pool

The Veneta Community Pool will open to the public on Saturday, June 15, starting with a ribbon-cutting ceremony at 11:00 a.m. in celebration of the long-awaited addition of the Kiddie Pool. Immediately following, attendees will transition to City Park to continue the festivities with the Grand Opening of the

newly redesigned park and play structures. The public is invited to attend these events that will conclude with cake & ice cream under the picnic pavilion.

The pool opens to the public at noon and will offer free admission with a canned food donation for the Love Project food pantry. Also at noon, patrons

may sign up for private or group swim lessons (which start Monday, June 24), reserve the pool for private parties, and purchase season passes that save money for those who regularly frequent the pool.

There are a few program changes this year with the pool schedule, and the biggest change comes

with the addition of the multi-use pool. "We're so excited about the Kiddie Pool," said Pool Manager Stacy Cornelius. "Families with toddlers and babies can participate in swim and parent/child classes that will prepare them for lessons in the main pool."

And for the main pool,

(See "Pool" on page 2)

Please Don't Feed the Birds! Help Deter Veneta's Wild Turkeys

Flocks of wild turkeys may add to the rural feel of a small town, but for Veneta residents who find them roosting on cars, scratching out landscaping and vegetable gardens, and leaving droppings everywhere, the birds are a nuisance. To address the issue, the Veneta Public

Works Department is urging residents to reduce food sources for the growing population of wild turkeys.

At least three flocks of turkeys "reside" in Veneta, with each comprising at least 30 birds. Though some move about through various neighborhoods,

large flocks have made a permanent home in the area of Sertic and 8th Street and, according to reports, "they never leave!" Another resides in the Trinity Terrace area on E. Bolton and a third inhabits the Perkins Road area.

"They destroy vegetable gardens, damage roof-

ing, and have been known to take over chicken co-ops," said Public Works Director Kyle Schauer. "They're actually quite destructive."

The Veneta Public Works crew tries to control the flocks in accordance with rules established by

(See "Birds" on page 2)

Stacy Cornelius Joins City Staff

After working for the City of Veneta in various part-time and seasonal capacities for the past 12 years, Stacy Cornelius has been hired as the Human Resource Specialist. She will also continue to manage the Veneta Community Pool, a position she has held for nine years.

In 2007, Cornelius first worked for the City as a Recreational Coordinator after the original City Pool sustained irreparable damage. To provide structured summer youth programs, the City created the Play in the

Park Program. When the new pool opened in 2010, Cornelius assumed its management.

Cornelius has also worked for the Fern Ridge School District for 13 years. She was an instructional assistant and part-time secretary at Veneta Elementary School before moving on to Elmira High School, where she coordinated state testing and served as leadership class advisor. Most recently, she was the Fern Ridge Middle School secretary.

(See "Stacy" on page 2)

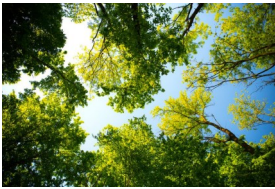


CIVIC CALENDAR

May 2019

All meetings held at City Hall unless otherwise noted

1	Park Board Meeting		4:30 p.m.
4	City Wide Clean Up - 24974 Bolton Hill Road		8:00 a.m. to 4:00 p.m.
7	Planning Commission Meeting		6:30 p.m.
8	Economic Development Committee Meeting		2:00 p.m.
12	Happy Mother's Day		
13	City Council Meeting - Urban Renewal Agency meeting - immediately following		6:30 p.m.
16	Municipal Court		8:30 a.m.
23	Budget Committee Meeting - Urban Renewal Agency Budget Meeting immediately following		5:30 p.m.
27	City Council Meeting - Cancelled		Cancelled
27	Memorial Day - City Hall Closed		Closed
30	Budget Committee Meeting - (if needed)		6:30 p.m.



Removing a tree on your property? Check out the City's tree reimbursement program

Apply at City Hall or the City's website at <https://www.venetaoregon.gov/cd/page/tree-city-usa>

Pool

it's back to full-time fun as usual! Special swim times will cater to youth, families, adults, fitness, the Veneta swim team, private rentals, and even exclusive hours when daycare, childcare, and playgroups will have the pool to themselves.

With 13 returning lifeguards/swim instructors and six new team members, the staff will ensure a safe environment and tailored swim instruction. "Each of our experienced swim instructors have developed techniques for working with students with a variety of learning styles,"

said Cornelius.

And, of course, the pool will once again host three of its most popular community events.

On June 21, from 6:00 p.m. to 8:00 p.m., the community is invited to celebrate the longest day of the year at the annual **Summer Solstice Party**. "We'll be doing tie dye, and the Fern Ridge Library, Lane Fire Authority, and the Arts Council will be offering programs, while Kiwanis runs the barbeque," said Cornelius. New this year is a visit from Smokey Bear, with lessons about wildfire

prevention.

Teens age 13-17 are invited to dance, win prizes and swim at the **Night Waves Teen Party** on July 20, from 8:30 p.m. to 10:00 p.m. This after-hours bash features water games and music by DJ Barry Maguire.

And on August 2 from 6:00 p.m. to 8:00 p.m., the whole family can splash the night away with water toys, sprinklers and more at **Family Fun Night**. The event will be aligned with "Night Under the Stars," which is coordinated by the Veneta City Park Board

and the Astronomical Society. Craft activities at the pool will focus on stars and the solar system. A special slideshow presentation led by the Astronomical Society at the community center and stargazing at City Park will follow.

The Veneta Community Pool Summer 2019 Recreation Guide contains a detailed pool schedule and can be downloaded from www.venetaoregon.gov or picked up at City Hall, the Veneta Community Pool at 25190 E. Broadway, and other locations throughout Veneta beginning June 3.

Birds

the Oregon Department of Fish and Wildlife (ODFW). "ODFW will not allow us to capture and relocate the turkeys," Schauer explained. "So our only solution is to dispatch the birds in accordance with ODFW regulations." Doing so is difficult in a dense city environment, and recent con-

struction has made it even more challenging.

"The City just received its 2019 ODFW permits," he continued. "The problem is that we have very few options to take them out safely." The City is trying to identify new methods for addressing the issue. And that's where residents

come in.

"One factor keeping the birds in town is the abundance of food," said Schauer. City Ordinance 6.05.165 prohibits the intentional "Feeding of Game Animals," including turkeys. Unfortunately, the turkeys are attracted to bird and squirrel feeders. "I don't

know if there's a way to feed wild birds without attracting turkeys," said Schauer. "But if you have a lot of turkeys coming into your yard, the first thing to do is try to stop the food source. When the food dries up, the turkeys usually leave."

Stacy

"I'm so happy to come on-board full time with the City," she said. "I loved my time with the school district, working with the students and supporting the staff and parents. But when the opportunity presented itself

to work full time at the City, I couldn't have been happier! It's a great position for me and an encouraging environment in which to work." In addition to her employment with the school district, Cornelius

was a recreation coordinator for special events with Willamalane Parks and Recreation, where she is still an active volunteer.

Her learning curve for the new job will be short. She is already familiar with

many of the City's Human Resources protocols and duties, having recruited, hired, trained, and supervised as many as 20 Lifeguards and Swim Instructors for the pool each summer.



Time to get backflow testing completed

For information on our backflow program or to locate a tester in the area, please visit our website at

<https://www.venetaoregon.gov/publicworks/page/backflow-cross-connection>

**Complete
the survey
online →**

See the "What's New" section of the City of Veneta's website:
www.venetaoregon.gov

City of Veneta Communications Survey



1. Are you a City of Veneta resident?

- ☐ Yes ☐ No ☐ Not sure

2. What types of information would you like the City to share?

Check all that apply.

- | | |
|--|--|
| ☐ Streets updates | ☐ Economic Development |
| ☐ Water and sewer operations | ☐ Community events |
| ☐ City Council, Planning Commission, etc. | ☐ New initiatives |
| ☐ Public meetings and opportunities for input | ☐ Current and planned development |
| ☐ Finance and Budget | ☐ Animal Control and Code Enforcement |
| ☐ Parks and the City Pool | ☐ Utility Billing |
| ☐ Emergency Preparedness | ☐ Other: _____ |
| ☐ Law Enforcement | |

3. How important is it to you to be well informed about the City and its functions?

- ☐ Very important ☐ Somewhat important ☐ Not important

4. How do you currently find out about City of Veneta information and news?

Check all that apply.

- | | |
|--|---|
| ☐ Monthly City newsletter (with water bill) | ☐ City of Veneta public meetings |
| ☐ Fern Ridge Review | ☐ Word of mouth |
| ☐ City of Veneta website | ☐ Other: _____ |
| ☐ City of Veneta Facebook page | |

5. What do you think about how often the City shares information?

- ☐ Too often ☐ Just right ☐ Not often enough

6. What do you think about how much information the City shares?

- ☐ Too much ☐ Just right ☐ Not enough

7. Rate the City's performance in the following areas:

	Poor	Fine	Great
Promoting events, programs, meetings	☐	☐	☐
Providing opportunities for community members to share their input	☐	☐	☐
Explaining what decisions can be influenced by the public	☐	☐	☐
Explaining the purpose of programs, public hearings, and other meetings	☐	☐	☐
Responding to community input	☐	☐	☐
Explaining City issues	☐	☐	☐

8. Have you ever attended a City meeting?

This includes City Council, Planning Commission, open houses, other boards/committees.

☐ Yes

☐ No

☐ Not sure

9. What prevents you from attending City meetings?

Check all that apply.

☐ Schedule

☐ Wouldn't make a difference

☐ Don't know about them

☐ I regularly attend City meetings

☐ Not interested

☐ Other: _____

☐ Not relevant

10. How would you prefer to hear about City news and information?

Check all that apply.

☐ Monthly City newsletter
(with water bill)

☐ City of Veneta public meetings

☐ Fern Ridge Review

☐ Email

☐ City of Veneta website

☐ Informal public outreach (such as
Coffee with the Mayor)

☐ City of Veneta Facebook page

☐ Other: _____

11. As the City updates its Communication Plan, do you have any other feedback to help improve City of Veneta communications?

**Thank you for
completing
this survey!**

Please return the survey to City Hall, 88184 8th St.

Veneta Economic Development News



An Occasional Publication of the Veneta Economic Development Committee

Spring 2019

Message from the Chair

Entrepreneurial Ecosystem: New name for an old concept.

As local economic development practitioners seek out new business ventures, we are hearing what seems to be a new phrase: creating an entrepreneurial ecosystem. Most of us know ecosystem as a word that connotes the natural physical environment – flora, fauna, and so on. The skeptics among us may be led down the path of thinking it's another buzz phrase, but it is not.

Any successful business person, reflecting on their history, will recall what they found essential to their success when they were starting out. It took capital, it took knowledge, it took a network of friends and colleagues who could support the effort. And it took a little bit of rebellion - the willingness to say, "I don't care that it has never been done; I want to do it and I can do it."

It is helpful to offer the budding entrepreneur some support mechanisms which make it easier for them to find the elements of the ecosystem that they need and any particular time. In Veneta, we are doing that by supporting a Small Business Assistance Center, by offering "meet ups" where people can meet others who either have similar interest or have complementary interests that help build networks and get access to the other parts of the ecosystem. PubTalks, a business showcase, all of these are things that don't create new business, but help someone navigate the complex and sometimes confusing environment we all live and operate in.

Taken together, that package of people and things is the essence of the entrepreneurial ecosystem, and it is critical to creating the climate for successful economic development. If you have an idea for a business, stop in to some of these offerings. You may find the groups small, but you will inevitably find nuggets of information and support which you can use to help you on your way.

- Len Goodwin, EDC Chair

Meet Raj Vable, Our New Venture Catalyst

The Economic Development Committee [EDC] and our partners welcome Raj Vable to our community. Raj comes to us through Oregon RAIN and our exciting VenetaWorks initiative. He will be helping businesses at all levels through 1 on 1 advising and mentorship. Raj brings the knowledge and



experience he has acquired in starting Young Mountain Tea, a social-impact company that lifts rural farmers out of poverty in India. Our partnership with Raj and Oregon RAIN brings new workshops, mentors and resources to the Veneta community.

It's a thrill and honor to serve the upcoming entrepreneurs in Veneta. I'm looking forward to working with Ric Ingham, Corum Ketchum, members of the Economic Development Committee, and hopefully you the reader to build a community of support for the next generation of local businesses. From local events to attracting resources to developing programming, we're going to unleash Veneta's entrepreneurial spirit. Here we go! - Raj Vable

New Development Sparks in Veneta

A strong economy brings new construction to our community. Businesses like Fern Ridge Self Storage are expanding, the American Market has opened in the Jack Kelly Hardware building and Yukon Jack's has been busy remodeling.

Downtown Veneta continues to grow with buildings being sold and the Popup Retail District being planned for this summer. Veneta Urban Renewal is hard at work trying to spur downtown development, and is supporting the development of a fermentation business, like a brewery.

If you have any questions, are interested in downtown development, or want to start a fermentation business in Veneta, please call Ric or Jenna at (541) 935-2191.

Veneta Quick Facts—US Census, Latest Estimates

					Other Selected Data	Veneta	Lane County
Population:	2000	2010	2017	Avg. Yearly Growth			
Veneta	2,762	4,565	4,808	3.31%	Median Age	38.1	39.4
Lane County	322,959	352,010	363,471	.70%	Average Household Size	2.67	2.18
The EDC Celebrates Success:					Median Home Value	\$279,900	\$294,900
• Secured \$3 million to begin the design process for HWY126 updates					Median Household Income	\$41,743	\$47,710
• Joined the State of Oregon's ROI entrepreneur-support program					# of Housing Units	1,795	166,440
• Worked to expand broadband internet access within Veneta					# of Registered Businesses	446	29,453

About VenetaWorks

VenetaWorks seeks to create a culture of entrepreneurship in Veneta—Fern Ridge. We are a partnership between the City of Veneta, the Veneta—Fern Ridge Chamber, Business Oregon, Lane County and Oregon RAIN under the guidance of the Veneta Economic Development Committee

Get Involved! Call for Mentors and Angel Investors

Every entrepreneur needs help: a secret sauce of skills, resources, space, equipment, people and capital. Now is your chance to help us with those last two factors.

VenetaWorks is seeking motivated business owners and retirees (at all levels!) to join us in mentoring local entrepreneurs. Got a few thousand dollars to spare? Invest in a local company trained by VenetaWorks and our partners. You can see a return, both on your bank statement, and more importantly, in the lives of community members.

Sound interesting? Contact Corum Ketchum or visit us at our open hours, every last Tuesday (see right)

Popup Retail Project Moves Forward

“Popup retail” is an ancient practice that has taken on new meaning today. Long ago, a “popup” meant a roadside stall or fighting for space at the local market. Today, the term means everything from your farmers market and craft fairs to new businesses temporarily setting up in existing spaces.

The City of Veneta hopes to create a place for popups in our downtown by building a space where entrepreneurs can rent a storefront at low cost. Students from the University of Oregon are already visiting our community to design a new vision for our downtown, and for the Popups—see below.

Starting this summer, the City will have temporary units available for entrepreneurs to occupy cost-free. The units are planned to be adjacent with the Downtown Veneta Farmers Market. It is hoped that in the coming years, the temporary units will be replaced by permanent structures, depending on how successful the Popups are this summer.

Popups cut costs and red tape for entrepreneurs looking to give their business a retail presence. With the Popups, comes opportunities for new downtown experiences.

If you are interested in the popups project, you are invited to contact Corum Ketchum (see right). VenetaWorks.org/popups

City Makes Running a Foodcart Easier

Oregon was one of the first places in the US to adopt foodcart culture. Foodcarts let entrepreneurs test their recipes with multiple audiences, and give neighborhoods a unique chance to experience the joy of food. This trend has taken off in our region, but not yet in Veneta.

Staff at the City are working hard to lower the barriers to foodcart operators, by cutting red tape and lowering the costs to permit and site their businesses.

City staff expect to have new regulations in place by this spring that will encourage and enable our chefs and entrepreneurs to make the most of their talents.

Please contact Corum Ketchum if you are thinking about starting a foodcart in Veneta.

Public Events & Business Development Opportunities

EDC Regular Bi-Monthly Meeting	Wednesday, May. 8th 2 p.m. - 3 p.m. Veneta City Administrative Center 88184 8 th Street, Veneta, OR 97487
Oregon RAIN and VenetaWorks Open Hours Business Mentorship, Development and Networking	Last Tuesday of every month 4 p.m. - 6 p.m. Robbie's Windowbox Caffè 88267 Territorial HWY Veneta, OR 97487
Workshop Pitching your Business	Wednesday, May 29th 6 p.m. - 8 p.m. Our Daily Bread 88170 Territorial HWY Veneta, OR 97487
Popups Pitchfest <i>Your chance to help us select businesses for the Popups!</i>	Wednesday, June 5th 6 p.m. - 8 p.m. Location TBD
1:1 Mentor Hours Free business development help from Oregon RAIN, the LCC SBDC and VenetaWorks.	By Appointment Contact Corum Ketchum to arrange a 1 on 1 advising session Small Business Assistance Center Veneta Shopping Center 24949 HWY 126, Veneta OR 97487

Veneta Economic Development Committee

1. Tom Cotter, City Council Pres. tcotter@ci.veneta.or.us
2. Herb Vloedman, Vice-Chair herb@vloedman.com
3. Len Goodwin, Chair lenelmira@gmail.com
4. Gina Haley-Morrell haleyscurves@gmail.com
5. Ron Osibov rosibov@westlanetech.org
6. *New* Dalen Corbett dalencorbett@kezi.com
7. Jason Alansky, BCC Chair jalansky@bannerbank.com
8. To be confirmed in May
9. Ryan Frome ryanfrome@gmail.com

Veneta City Staff Contacts

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Corum Ketchum Economic Dev. Specialist	cketchum@ci.veneta.or.us 541-935-2191 ext. 316

Visit us Online www.VenetaWorks.org

