

Back to School Safety: Every Intersection is a Crosswalk!

As students prepare to head back to class, now is a good time for children, parents, and motorists to brush up on school transportation safety. For drivers, that means slowing down in school zones and keeping an eye out for children alongside the roads. And, according to Veneta Community Development Director Kay Bork, drivers should pay particular attention to crosswalk laws.

According to the Safe Lane Coalition, 96 people

were killed and 84 severely injured in motor vehicle crashes in Lane County from 2013 to 2016. The majority of those incidents were caused by drivers failing to yield to pedestrians, and nearly half of the victims were hit in crosswalks.

The Oregon State Legislature has revised crosswalk laws multiple times over the past decade. A crosswalk exists at any public intersection,



whether marked with paint or unmarked. Crosswalks also exist between intersections (mid-block) only if they are marked with white painted lines.

A person is crossing the roadway in a crosswalk when any part or extension of them, including but not limited to any part of their body, wheelchair, cane, crutch or bicycle, moves into the roadway in a crosswalk with the intent to proceed.

The law allows someone on a bicycle to have the same crossing rights as someone walking, if they are in a crosswalk, signal intent to cross, and proceed at the speed of someone walking. They do not have to dismount to exercise their right to cross.

When riding a bicycle in the street, riders must abide by stop signs and signals as if they are driving. People on bikes, moving as cross traffic, need to stop for people
(See "Crosswalk Safety" on page 2)

Disasters Happen: Prepare Now, Learn How

Are you prepared for a disaster? Where would your family meet in the event of an emergency? How long could you survive without help? Research on personal preparedness indicates that individuals who believe they are prepared are often not as ready as they think, while others admit to having no plan at all.

To increase awareness and encourage communities and individuals to plan ahead, FEMA declared September as National Preparedness Month. In 2015, the City of Veneta identified emergency planning as a top priority. It began to encourage residents to learn what the City has done to be prepared, and to begin to take

measures at home.

FEMA says households should be able to sustain themselves with no outside help for at least three days and up to three weeks in the case of a major event like the Cascadia Earthquake. Those who care for children, or the elderly, have additional responsibilities. Outcomes are likely to be better if indi-

viduals are proactive.

Emergency preparation can be done gradually and with less cost if done ahead of time. To learn what steps you should take to prepare for a disaster, visit Management Analyst Jenna Boyd at the City of Veneta's Harvest Festival booth on Saturday, Sept. 8 from 10:00 a.m. to
(See "Prepare Now" on page 2)

Welcome Jenna Boyd

After a three-month search that yielded a highly competitive field of candidates, the City of Veneta found a great fit in its new Management Analyst, Jenna Boyd. Boyd hit the ground running on August 13, taking on a wide variety of tasks. "She's got a lot on her plate!" said City Administrator Ric Ingham. "Fortunately, she has broad experience and unbridled enthusiasm."

"I'm really excited to work for a small community," said Boyd. "It will allow

me to have greater impact and direct communication and connection with community members." That is something she didn't get when working for larger cities, including most recently the City of Eugene. Her work in Veneta will be much broader in scope, addressing urban renewal, public safety, emergency operations, and risk.

"It's been more than three years since we've filled the Management Analyst position," said
(See "Management Analyst" page 2)

CIVIC CALENDAR September 2018 All meetings held at City Hall unless otherwise noted		
3	Labor Day - City Hall Closed 	Closed
4	Planning Commission Meeting	Cancelled
5	Park Board Meeting	4:30 p.m.
10	City Council Meeting, Veneta Urban Renewal Agency meeting - immediately following	Cancelled
12	Economic Development Committee Meeting	2:00 p.m.
20	Municipal Court	8:30 a.m.
24	City Council Meeting	6:30 p.m.

LANE COUNTY PLASTICS ROUND-UP

Sunday, September 30th, 2018. 10:00 am - 2:00 pm at the Glenwood Transfer Station.

3100 E 17th Ave. Eugene, 97403 For more details about the plastics that will be

accepted, visit Lane County Waste Management Site at:

<http://www.lanecounty.org/cms/one.aspx?pageId=13671228>



Crosswalk Safety

(Continued from page 1)

walking and showing intent to cross at an intersection. At signalized intersections, all intersection users must abide by traffic control signals.

Drivers must also slow down in school zones. "When those lights are flashing, drivers must slow to 20 mph," said Lane County Sheriff spokesman. Fines for speeding increase incremen-

tally with each 10 mph over the limit, and any violation in a school zone automatically doubles.

For parents, now is a good time to review safety precautions whether stu-

dents walk, ride a bike, or take the bus to school. For more information on Oregon crosswalk laws, go to Oregonlegislation.org.

Prepare Now

(Continued from page 1)

3:00 p.m.

"I am interested in helping community members identify small steps they can take to better prepare them-

selves in the event of an emergency," Boyd said. "Oftentimes, in the wake of a disaster, we end up turning to our neighbors for help, which is why it is important

that we are prepared as a whole community." The City will provide checklists to help you prepare yourselves, your family, and even your pets, as well as offer infor-

mation about the Great ShakeOut Earthquake Drill taking place on October 18.

VenetaWorks: Energizing Entrepreneurs

Continuing its focus on economic development, the City of Veneta has launched VenetaWorks, an umbrella program that will encompass and leverage the groundwork laid by Veneta's Economic Development Committee, Veneta Business Connect, and the Business Retention and Expansion Program. "The City is enthusiastically working to position Veneta-Fern Ridge as a hub of entrepreneurship and creativity," explained Veneta's RARE Participant Corum

Ketchum. "And this is the next step."

VenetaWorks is a collection of programs, events, and initiatives curated by the City of Veneta in partnership with the community and aimed at promoting and supporting entrepreneur-based economic development. Among its activities, the program will bring experts to the community for a monthly, topic-driven speaker series, launch an accelerator program to help local businesses grow, help area entrepre-

neurs to find the resources they need, and develop a pop-up retail district to create an economically thriving downtown.

VenetaWorks received initial funding from a \$30,000, two-year Business Oregon grant. "That grant gave us the capital to begin a partnership that we hope will continue," Ketchum said. "We expect to apply and receive that grant again to advance a new set of business initiatives." Veneta was selected for this grant from a

pool of 41 applicants from 22 counties.

The program will host a kickoff event, "Energizing Entrepreneurs" speaker series, on Sept. 13 at 4:30 p.m. at Our Daily Bread. "We'll also distribute preliminary information about the program at the Harvest Festival," Ketchum concluded. Visit VenetaWorks.org for more info and to join the mailing list.

Management Analyst

(Continued from page 1)

Ingham. Boyd will help the City to maintain momentum built in the past two years with help from Resource Assistance for Rural Environments (RARE) interns Corum Ketchum and Marina Brassfield, as well as Community Development Coordinator Kay Bork.

Ketchum just signed on

for another year-long internship and will work with Boyd to advance the "Veneta Economic Development Strategy: Five-Year Action Plan." Already, this plan has helped create economic opportunity through the Spring Business Showcase and continues to advance the Middle Mile Project to bring broadband speed to Veneta businesses

and residents.

Brassfield left Boyd with a firm foundation for revitalizing Veneta's Downtown. That includes such urban renewal initiatives as addressing vacant lots, abandoned properties, and derelict buildings. Boyd will also continue Veneta Business Connect, a business retention and expansion program.

Her public safety and emergency operations role includes spearheading National Preparedness Month activities in September (see related article). "We were very happy that she started in time for those activities," stated Ingham. She will also serve as the liaison for local Neighborhood Watch groups.

2018

Veneta Bicycle Show Sept. 8th

at the Veneta Harvest Festival

Awards for each age group
in each bicycle category:

- Vintage & Custom
- Road
- Mountain & Off-Road
- Best In Show

- 12 -17 yrs
- 18 & Over
- Kids under 12 combined categories

Registration Opens at 10:30AM
Show & Judging 11:00-1:00
Awards at 1:15
*Judging by Harvest Festival
attendee votes*

Free!

**PROUDLY
SPONSORED BY:**





Veneta Harvest Festival

Saturday, September 8, 2018

10:00AM - 3:00PM ~ On W. Broadway Ave

Fern Ridge Service Center

8:00 - 10:00 Pancake Breakfast - all ages welcome

9:00 - 3:00 Silver Threads Quilt Show

10:00 Vendor Booths Open

11:00-2:00 Bicycle Show~Park Board Booth

11:30 Chili Cook Off Judging~Veneta-Fern Ridge
Chamber of Commerce Food Court Booth

Live Music

10:00-11:00 Jennifer Sennet and Cooper

11:30-1:00 Tatiamo

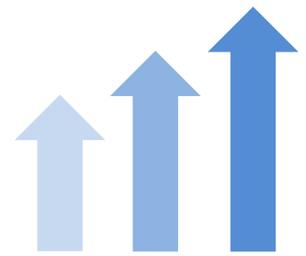
1:30-3:00 Fred May Band



Come Enjoy the Fun! It's FREE!

Call 541-935-4555 for info

Veneta Economic Development NEWS



An Occasional Publication of the Veneta Economic Development Committee

September 2018

Message from the Chair—Fall Leaves Lead to Change

Summer is often a slow time in local government, but the Veneta EDC has kept busy. Many of the highlights you see throughout this newsletter. A few more include

- Working with City staff to award a contract for the **Mid-mile telecommunications project**, which will bring fiber to crucial points in the City so that independent providers may offer improved broadband telecommunications service.
- Participating in the citizens Advisory Committee working on an update to the **Veneta Transportation System Plan**.
- Working with other local elected officials and the State to advance an advisory group to inform the **environmental process for the Fern Ridge Corridor Plan**.
- Supporting planning for creation of a **retail popup center** in Veneta to offer emerging and home-based businesses an opportunity to test taking their business to the next level.
- Holding **joint working sessions** with the Veneta—Fern Ridge Chamber of Commerce Board of Directors to improve coordination of our mutual activities.

The fall promises to be a time of continued activity and excitement. We have added new members to the EDC, with real world business experience.

New businesses are moving into the Northeast Employment Center. It has been a long slow process, but perhaps **the tide is turning**. With modifications to the planning and zoning requirements for that area on the agenda of the Planning Commission and the Council in the next few months, we can certainly hope the trend will accelerate. — *Len Goodwin*

Veneta Quick Facts—US Census, 2017 Estimates

Population:	2000	2010	2017	Avg. Yearly Growth	2016 Amer. Com. Survey	Veneta	Lane County
Veneta	2,762	4,565	5,016	4.8%	Median Age	34.7	39.3
Lane County	322,959	352,010	374,713	.94%	Average Household Size	2.95	2.4
The EDC Celebrates Success:					Median Home Value	\$174,400	\$221,000
<ul style="list-style-type: none"> • Secured \$3 million to begin the design process for HWY126 updates • Joined the State of Oregon's ROI entrepreneur-support program • Worked to expand broadband internet access within Veneta 					Median Household Income	\$43,750	\$45,222

VenetaWorks Program Recognized by State

The Economic Development Committee, the Veneta-Fern Ridge Chamber of Commerce and the City of Veneta have been recognized by Business Oregon's Rural Opportunity Initiative [ROI] program.

The ROI has provided \$30,000 to the City of Veneta to promote and support our entrepreneur and small business community through the VentaWorks program:

1. Monthly business skills workshops and networking events
2. The creation of a **free Fern—Ridge Startup Accelerator program to help locals launch their small businesses**
3. Constructing low-cost **"popup"** storefronts
4. Enhancing the **Small Business Assistance Center** located within the Fern Ridge Shopping Center
5. Supporting **community-led initiatives** including Veneta / By Design and the Spring Business Showcase

Please contact staff if you wish to join in our effort



Services and resources for entrepreneurs and small businesses.

Join us for Networking at the VenetaWorks Kickoff!

To celebrate the beginning of our partnership with Business Oregon, we are proud to announce our first ROI networking event. We will be hosting **Joe Maruschak, the Executive Director of RAIN Eugene**, who will kickoff a community conversation about the *value of entrepreneurship*. **Join us at Our Daily Bread on Thursday, September 13th for drinks, food and networking.**

Contact Corum Ketchum (see reverse) for details or visit us at the Harvest Festival between 10 am and 4 pm on Sept. 8th
Visit VenetaWorks.org for more.

Committee Mission

The purpose of the Veneta Economic Development Committee is to support existing businesses and attract new businesses. The mission is to pursue the economic interest of Veneta by constructing and implementing policy development and programs.

Get Involved! Business Connect Committee Vacancies

The **Business Connect Committee [BCC]** is expanding. The BCC oversees the **Rural Opportunity Initiative** projects, and works directly with the Veneta—Fern Ridge Chamber to develop events and resources that support innovation, entrepreneurship and local businesses. The BCC meets once a month prior to the Chamber Board meeting. **All who are interested in supporting local businesses are invited to apply.**

Applications to the BCC can be found here:
<http://www.venetaoregon.gov> OR <http://bit.ly/2EWbzEQ>

City Moves to Attract Fermentation Sector to Veneta

Our region is home to many nationally recognized breweries, distilleries and ciderworks, along with new developments in fermentation like kombucha production. **The City of Veneta wants to capture this energy and support the founding of a brewery in our community.** The fermentation sector represents an opportunity to **provide living-wage manufacturing jobs**, while giving locals and visitors a place to gather while enjoying the beauty of Veneta—Fern Ridge.

Much like a fine craft beer, industry needs the right combination of economic conditions, space and market access:

In 2019, the City intends to offer an **incentive package** to help local and not-so-local fermentation professionals start a brewery in Veneta. **Those interested are invited to contact City staff.**

Addressing Retail Vacancy

It is no secret that our community has its share of empty storefronts and vacant commercial lots. The City has spent the past year researching what other communities across the country are doing to address this national issue.

The City is moving to enact new rules and guidelines that will incentivize the redevelopment, reuse and revitalization of these properties, beginning in 2019. **Those interested should attend a meeting of the Urban Renewal Agency**, every 2nd Monday, or see the City's website for details.

Public Events & Business Development Opportunities

EDC Regular Monthly Meeting	2nd Wednesday of every month 2 p.m. – 3 p.m. Veneta City Administrative Center 88184 8 th Street, Veneta, OR 97487
RAIN Startup Meetup 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
Harvest Festival Celebrate with Local Farmers & Producers! Games, Food and the Annual Chili Cook-off!	September 8th 10 a.m.—4 p.m. West Broadway Veneta, OR 97487
Quarterly Chamber Luncheon Networking and Business Updates with the Veneta— Fern Ridge Chamber of Commerce	September 12th 12 p.m. Our Daily Bread Courtyard 88170 Territorial HWY Veneta, OR 97487
Energizing Entrepreneurs Kickoff Keynote Drinks, Food and Networking with RAIN Eugene	September 13th 4:30 p.m.—7 p.m. Our Daily Bread Courtyard 88170 Territorial HWY Veneta, OR 97487

Veneta Economic Development Committee

Len Goodwin, Chair	lenelmira@gmail.com
Herb Vloedman, Vice-Chair	herb@vloedman.com
Thomas Cotter, City Council President	tcotter@ci.veneta.or.us
Jason Alansky, BCC Chair	jalansky@bannerbank.com
Greg Demers	gd9825@aol.com
Ryan Frome	ryanfrome@gmail.com
Gina Haley-Morrell	haleyscurves@gmail.com
Ron Osibov	rosibov@westlanetech.org
Visit us Online	www.VenetaWorks.org

Veneta City Staff Contacts

Ric Ingham, City Administrator	ringham@ci.veneta.or.us 541-935-2191 ext. 306
Corum Ketchum, Econ. Dev. Spec.	cketchum@ci.veneta.or.us 541-935-2191 ext. 316

