

Creating our future together: Applegate Valley Economic Vitality Roadmap

BY BONNIE RINALDI

You may have heard about the Applegate Valley Economic Vitality Roadmap Project. This project began with some focus group meetings with local residents in October, followed by a larger community meeting on November 3. In two more community meetings, one in December and one in January, the Applegate community priorities will be developed.

Last spring, staff from Rural Development Initiatives (RDI), supported by the Ford Family

Foundation, approached Applegate residents who were members of the foundation's former Leadership Groups and the Greater Applegate Community Development Corporation (GACDC) about an opportunity to bring the community together to identify priorities for action.

Because it has been a long time since the entire Applegate Valley watershed has come together to discuss broad community issues, the group decided that it would be helpful to hear from

the community and make efforts to determine our future.

This planning-and-doing process is called the Applegate Valley Economic Vitality Roadmap Project. In a fast-action, four-month process (October 2016 through January 2017), RDI staff is facilitating the development of a "roadmap to economic success in the Applegate Valley," which includes:

- Evidence-based community economic assessment
- Focus group meetings (held in October to gain some insight on the current thoughts of our residents and business owners)
- Several community meetings (November 3, December 1, and a January date to be determined)
- Surveys and interviews to identify priorities for action

- Development of a short list of top community priorities for action for economic and community improvement
- 90-day-plus action plans and community action teams to implement the identified priorities

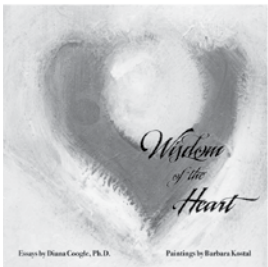
At the community meetings on November 3, RDI presented some interesting data about the Applegate Valley's demographics. They also presented some emerging themes from the interviews and surveys received to date. Frequently heard words were "beautiful," "diverse," "abundant," "creative," "sacred soil," "exceptional environment," and "outstanding recreational opportunities," along with phrases like, "We came here to live our dreams and are passionate about the place," "Employment opportunities are

See *VITALITY ROADMAP*, page 5

••• BIZBITS •••

BizBits highlights businesses new to the area, holding special events, or offering new products. If you are a business owner, let us know when you move into the area or to a different location, hold a special event, expand your business, or mark a milestone. Email Shelley Manning at manningshelley@icloud.com.

Art Presence. This gallery in the annex of the museum in Jacksonville is excited to announce that Diana Coogle will be reading at a reception for her new book, *Wisdom of the Heart*, co-authored with artist Barbara Kostal, on Saturday, January 7, at 2 pm. Each of Diana's essays was inspired by a painting by Barbara, also in the book. An exhibit of 20 paintings will be in the upstairs room of Art Presence throughout January. 206 N. 5th Street, Jacksonville • 541-899-3759



• artpresence.org • annebrooke@watercolor.com.

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Casablanca. Whenever I ask people for restaurant recommendations in Grants Pass, Casablanca is inevitably mentioned. How exciting that they just opened another restaurant in Murphy! Opened by owners Andy Baida and Eric Losoya on October 8, Casablanca serves a variety of high-quality ingredients in wraps, tortas, and boxes. They also serve salads, soup, tots, smoothies, and fancy coffee drinks. Did it live up to the talk? I say "yes"! My Casa Special box was delicious and the Casa's house sauce rocks! There's even a drive-through for your convenience. Inside is tidy, pleasant, and inviting. Open Monday - Friday 6:30 am - 9 pm, Saturday 8 am - 8 pm, Sunday 9 am - 5 pm • 6410 Williams Highway, Murphy (near Union 76 gas station and Circle K) • 541-846-3131.



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The Crossroads Cafe. Owner Chris Atkins opened The Crossroads Cafe in Williams last August after making major renovations. When Chris moved to Williams from Chicago about a year ago, he saw a need for more restaurants in the area. And "I like to eat," Chris added. The cafe specializes in local and organic farm-fresh food. They offer breakfast all day and feature a kids' menu. For lunch and dinner, there are burgers, salads, sandwiches, and wraps. Many vegetarian and gluten-free options are available, too. With Chris's years of experience catering music festivals, The Crossroads Cafe is equipped to accommodate large orders and to cater events. Open daily from 8 am - 8 pm • 120 Cedar Flat Road, Williams (just past Takubeh and Williams Country Store) • 541-846-0120.

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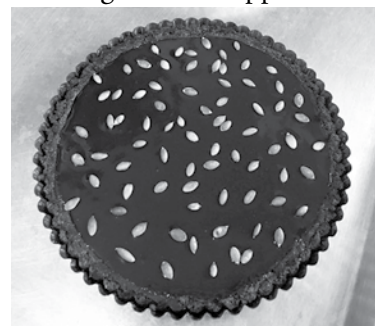
Devitt Winery. Devitt, which defines boutique wine-making in the Applegate Valley, recently announced their new wine club. Member benefits include a 15 percent discount on all wine purchases and a 25 percent discount on all cases, including mixed; no tasting fee for members or guests; monthly newsletter; and semiannual shipment of either three or six bottles (cost not to exceed \$60 plus shipping for three bottles or \$120 for six bottles). Pick up wine to avoid shipping costs (wine not picked up in a month will be shipped). Shipments will be made in the spring and the fall. Advance notice will be emailed. The Devitt Winery tasting room is a must. You will experience what passion and art taste like when blended with wine-making. Devitt is open year-round from 12 - 5 pm (look for the "Open" sign) • 11412 Highway 238, Jacksonville • 541-899-7511 • devittwinery.com.

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The Great Unbaked Chocolate Factory. Sample delicious new holiday creations—pumpkin spiced and candy cane truffle balls—along with the many other creative truffle flavors! Check out the award-winning, raw, non-GMO, fair trade, vegan, organic chocolates and desserts, too. Raw chocolate retains vitamins, minerals, and phytochemicals, giving you even more reasons to eat chocolate. Perfect for holiday gifts! Stop by Monday - Thursday from 8:30 am - 4 pm • 8880 Williams Highway, Grants Pass • 541-450-9080.



The Honeysuckle Cafe. Too busy to bake? The Honeysuckle Cafe announces holiday baked offerings! Applegate Apple Pie made with organic local apples: \$26; Pumpkin Pie made with locally sourced pumpkins: \$22; Pecan Pie: \$30; Linzer Torte: \$32; Raspberry Linzer Tart: \$25; Chocolate Pumpkin Tart with toasted pumpkin seeds and ginger snap crust (see photo): \$30; French Apple Tart: \$26; Carrot Cake (serves 10 - 12): \$30; Local Pear Cake: \$26; Cinnamon Rolls: half-dozen—\$27, dozen—\$54. Pies and tarts serve eight. Orders must be placed by Friday, December 16, and picked up on Thursday, December 22, between 8 am - 12 pm. Open Wednesday - Sunday, 8 am - 3 pm • 7360 Highway 238, Jacksonville (Ruch) • 541-702-2525.



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Klamath-Siskiyou Native Seeds. After a long summer collecting native seeds in the foothills and mountains of the Applegate and beyond, Klamath-Siskiyou Native Seeds has updated its inventory for those seeking locally sourced, wildcrafted native plant seeds. With a focus on flowering native pollinator plants, the motto of Klamath-Siskiyou Native Seeds is "Grow Native, Grow Wild." Online mail-order for packets of native seeds is available, as well as seed-collection contracting for larger amounts of seed. Native plant seeds are used in habitat restoration projects, land stewardship, and gardens of all kinds: pollinator gardens, butterfly gardens, rock gardens, permaculture, food forests, native hedges, ornamental gardens, and more! Support native plant conservation and local, sustainable business in the Applegate Valley. klamathsiskiyou@gmail.com • klamathsiskiyouseeds.com.



Black-tailed bumble bee foraging on sulphur flower buckwheat.

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Derick Price, Home Quest Realty. For the last 17 years Derick was a firefighter and fire hazard specialist with the Oregon Department of Forestry, but he recently made the change to a full-time real estate broker. He chose to sign on with Home Quest Realty because the company shares both his desire to treat each client like family and his commitment to service to community. Over the last decade and a half, Derick worked with families in and around the Applegate Valley to reduce the fire hazard around their properties. Now he's able to help in different ways, giving information about a home's current market value, advising how to increase marketability, and answering other real estate-related questions and needs. Call, text, or email anytime at 541-621-7049 or derick@HomeQuestOregon.com.



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Williams General Store. Tom and Heather Glass took ownership of the Williams General Store in July with the vision of keeping it "country." After Tom spotted the General Store on the Internet, the Glass family decided to relocate from Beaverton to Williams. Come in and you'll notice a buffed-up General Store that embraces its history and boasts lower prices and more products. Heather wants you to find everything you need to fix dinner and is open to requests if you need something you don't see. Future plans include opening a deli! Open Monday - Saturday 7 am - 9 pm, Sunday 9 am - 6 pm • 20180 Williams Highway, Williams • 541-846-6212.

