

Editorial & Opinion

Downtown group has good ideas

A tip of the hat to Jim Patrick, who lined up the program on the Oregon Downtown Development Association for the Sandy Area Chamber of Commerce last week.

About 45 people attended the meeting at the Tollgate Inn, and Ruth Gonzalez, executive director of ODDA, and Brian Scott, programs coordinator, were effective in selling the state-wide, private, non-profit organization.

The topic of downtown redevelopment, of course, is a hot one locally. Like other towns across Oregon and the nation, Sandy is spreading out — and in trying to compete against the shopping mall, downtowns are trying to look good to people traveling through at 40 miles per hour. It isn't working.

Some towns have tried to make downtown a mall, and have ended up with a lot of cement and trees but few people.

Gonzales pointed out that downtowns are viable. Nobody holds a parade in the parking lot of a shopping mall. When one shows a town off, they don't get to Fred Meyer's. New businesses can afford the rent downtown.

So, what needs to be done for downtown Sandy?

The Oregon Downtown Development Association asks merchants to form a volunteer board, and then hire a manager. Remember, shopping centers have managers.

At a cost of \$16,000 to \$20,000 a year, an energetic manager could be hired. Dues to ODDA would be \$10,000 for the first year, which would pay for training the manager and the board, and provide technical advice on building designs, promotions, surveying and other expertise. In the second year, \$4,500 goes toward economic restructuring, grant writing, design, promotional assistance and other work.

All in all, ODDA recommends a \$40,000 to \$50,000 commitment. A good mix has about half coming from private business owners — to assure commitment — and about half from, for example, the Sandy City Council.

Has the Oregon Downtown Development Association worked? Of the nine cities that joined in 1983 — Albany, Bend, Corvallis, Grants Pass, Hillsboro, Klamath Falls, La Grande, Springfield and The Dalles — ODDA claims a 20 to 1 return on investment in the form of 161 new businesses, 654 new jobs, 24 business expansions, 45 relocations to downtown and \$11.4 million in rehabilitation and new construction.

There is one catch. ODDA's Main Street program is designed for towns with populations of 5,000 to 50,000. We feel it would be a little much to ask Sandy businessmen to come up with \$20,000 or more.

However, the points made by the ODDA's two speakers should not be lost. Some of the suggestions just make good business sense: Be friendly to customers, maintain the interior and exterior of one's building, develop a landscaping scheme, put up a creative, eye-catching sign, and design creative window displays.

We all know of businesses downtown that are doing just that. What is needed is a continuing effort by merchants to work together. It is our honest opinion that a number of things are being done correctly downtown.

Sandy, however, has some unique problems. With Highway 26 splitting the town, walking is really not all that convenient or pleasant. And where does downtown begin and end, anyway?

The parking problem that has evolved cannot, in many cases, be blamed on anyone in particular.

Perhaps it is time to consider hiring a full-time manager for the Sandy Area Chamber. A renewed effort to make SAM — Sandy Area Merchants — viable again might be a good thing.

Attitude is important. Gonzalez told a story about a sign in Grants Pass that reads, "It's the Climate." On nice days, only the most hard-boiled skeptic would deny it — though every town in the country has its nice days.

Downtown Sandy is viable, but a commitment is needed if it is going to be anything more than some nice businesses scattered over a large area.



Personally speaking

Find anything with new filing system

by JOY WOOD

To get a handy-dandy at-home filing system like mine, you need to start with a big, new filing box. Then you need to buy a bunch of labels and folders. And it's good to be business-like about it.

Set up your box, nice and neat. I guess before you buy your new filing box, you should really buy your labels and folders first, though.

So, after you've done that, bought the labels and folders, you need to sit down and make a list.

When I took my first job, after I got out of high school, it was as a waitress in a cafe. I had to develop a system to keep from getting the food and the customers mixed up, like giving the ham and eggs to the hotcake and sausage man. Stuff like that. Well, it wasn't easy, you know.

I had just finished reading Dale Carnegie's book on "How to Win Friends and Influence Enemies," or was that the title of it? Anyway, I devised a means of identifying people with their orders, something like the book had said to do with names.

Well, anyway, if a man was fat and



by JOY WOOD

he ordered ham or bacon or sausage, I'd look at his hat. If it was green, then I'd say to myself, "Ha!" Green eggs and ham! And I'd have it. Vice versa the toast and poached egg lady — if she were wearing something

yellow. Well, it helped, anyway.

After all, survival on your first job is essential and everybody is saying nowadays that anything is OK if it helps the situation. Or was it last year they were saying that?

My new at-home filing system. That's what we were talking about, wasn't it? I do sort of ramble on. I guess you noticed.

Well, you think of some way you want to identify your file folders. Personally, I use emotions — feelings. Like "Angry," "Love," "Hate," "Too Bad," "Sorry," and "Hope." You could use colors like I did with my first job. Or, you could set it up time-wise: "Now," "Next Time," "Soon," "Never," "Eventually," "Maybe," "Hopefully." That sort of thing.

The reason I use emotions and feelings is because everyone is big on emotions and feelings these days. Or was that last year too?

Everybody is break dancing nowadays on TV. Aren't they great! Don't you just love it! And we thought, at least our generation did, that jitterbugging was the last thing!

Well, to get back from another

tangent (my high school teacher taught me about tangents), I guess I've always done that more or less. Go off on tangents, that is.

You put on all your labels the words that you like to use concerning your files. The bills, correspondence, anything and everything that goes into them.

Sometimes I find it very useful to just use initials and abbreviations. After all, it's confidentiality you want in your own personal file. It's nobody's business how you organize or label your own file box.

Which brings us back to the buying of the file box. When you know how many labels and file folders you'll (ave in your box, then you can determine the size of box you'll need to buy. That's why you shouldn't buy it first. And it's OK to cross file, I feel. PGE and GTE sometimes get confused with emotions and feelings or even time labels.

Believe me, once you get used to this handy-dandy private system for your personal at-home files, you can find anything you want almost anytime.

At least, usually.

Letter to the editor

PTC officers, school value volunteer help

It has come to the attention of the Sandy PTC members that parents are not aware of their value as volunteers. Our school has an open door and welcomes parent participation.

There are many areas where parents can volunteer their help. Parents can and do volunteer as library aides, reading aides, recess aids and for special activities. PTC is very proud of their unselfish support.

In February PTC sent home 387 letters to parents about our upcoming PTC board elections. No response was received. No one indicated interest in running for office and no one but the current officers were present at the March 7, 1985 general meeting. Explanation for such support was attributed to bad timing. The Sandy PTC has had a rewarding year with

successful and well received activities.

Another similar letter has recently gone home with each student asking for parent volunteers. We as members of the Sandy Parent Teacher Club feel getting involved is the only way to see firsthand the operation of the school activities. There is no better watchdog!

- Kris Davis, president, Sandy PTC
- Jackie Key, vice president, Sandy PTC
- Chris Lewallan, secretary, Sandy PTC
- LaLonne O'Meara, treasurer, Sandy PTC
- Nona Marshall, hospitality chairman, Sandy PTC
- Mary Lehl, publicity, Sandy PTC

Salem Scene

This may be year for a short session

by JACK ZIMMERMAN
Associated Oregon Industries

Senate passage of revenue reform/school finance legislation heightens speculation this Assembly may conclude Salem deliberations in a relatively short time period.

In fact, if present projections persist, the 63rd Legislative Assembly might well adjourn at the earliest date in more than a decade.

Many factors play major roles in the length of any regular biennial session in the Capital City — strength of leadership, pre-session agreement on an agenda, anticipated revenue, health of the economy and that most elusive quality of all, consensus among members that their major task is to get the job done expeditiously and go home.

At least one other subject is part of the equation. That involves the quality of ideas and desires members of each Assembly bring to Salem for resolution into law and subject to government regulation.

Initial anticipation for a relatively short session this year revolved around a number of the foregoing tangibles and intangibles. Leadership was presumed strong and united in agreeing on a mutual agenda for accomplishment. Propelling this attitude were two major factors. One involved a desire to thwart another initiative proposal to hamstringing schools and local governments with a

severe property tax limitation. The other was an overwhelming determination to raise the public's perception of the legislative process.

Consequently, things got off to a fast start and partisan animosity was held reasonably in check — despite machinations that ultimately led to recall from office of freshman Rep. Pat Gillis, R-Portland.

Senate passage of the sales tax package that addresses both revenue reform and funding for public education probably means speedy resolution of this Assembly's alternative to the threat of another property tax limitation ballot measure. Once concurrence by the House of Representatives is achieved, or a conference compromise agreed upon in both chambers, that issue will be resolved.

The other major mission of this Assembly is — as always — to weigh appropriations for expenditures against projected revenues and achieve a balanced budget for the next biennium.

That is the responsibility of the so-called budget balancing Joint Ways & Means Committee. And while Revenue Committees in both House and Senate have expedited movement of the sales tax package, Ways & Means also is progressing toward achievement of its task.

When it first convened in January, Ways & Means established a timetable that would see that panel

achieve a balanced budget by May 24. Latest reports indicate that schedule is still on target. Only one subcommittee is behind schedule but beginning to catch up.

This situation has special significance as far as the session's length is concerned because deliberations seldom continue more than two or three weeks past the time Ways & Means completes its job. If Ways & Means does close down on May 24 — and if the sales tax package is resolved before that date — there is reason to believe this session might adjourn by June 7 or 14.

If it adjourns after 145 days, on June 7, it will have been the shortest regular legislative session since the 131-day session clear back in 1969. And if it closes shop after 153 days, on June 14, it will have been the shortest session since the 58th Assembly toiled for the same number of days in 1975 and adjourned on the identical date that year.

The problems associated with this prognostication are numerous. Their number is somewhere in the neighborhood of 2,000.

That's because 2,105 measures of all kinds have already been introduced during this session's first 13 weeks and only about 68 have been approved by both chambers. That leaves a couple of thousand floating around in the process — some have passed the House and some have passed the Senate. Others are still resting in committees of origin and waiting

first consideration.

A number that have passed through one chamber are encountering difficulty achieving passage in the other. Many will be amended after passage in one chamber and have trouble achieving concurrence when sent back to the chamber of origin.

This all takes time. Lots of time. And if this Assembly adjourns by June 14, there are only about nine weeks left.

No one expects all 2,000-plus proposals to achieve final passage. But past performance dictates that somewhere between 33 and 41 percent will be approved by both House and Senate. Say another 90 or 100 bills are introduced before this session ends. That means the 63rd Assembly will have proposed 2,200. Forty percent of that total is 880. And less than 70 have passed so far.

That means ramming more than 800 bills through to final passage in nine weeks — a prodigious accomplishment!

There are only two alternatives. The first — and probably best — means this Assembly will enact considerably fewer bills than its predecessors.

The second — and one that won't bode well as far as the public's perception of it is concerned — means this Assembly will do as most have over the last decade and drag on into July or even August.

Heaven, forbid!

LETTERS POLICY

The Post asks that all letters to the editor be typed, double-spaced and signed. Deadline is noon, Tuesday. Letters should be accurate, free of libelous remarks and in good taste. This newspaper attempts to publish all letters it receives and may edit material lightly to conform to guidelines. Maximum length is 200 words.