

Downtown Longview's News & Views ~ May 30, 2008

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*** June's Calendar at a glance (and a peek at July):**

- Sat. May 31 - **Saturday Market** on Commerce Avenue, 10 am – 3 pm
- **Customer Appreciation Open House at City Hall**, 11 am – 2 pm
Open house, Treasure Hunt and 'pie in the face' fun – 442-5004 for details.
http://www.mylongview.com/news/documents/press_release/CelebratingOurCitizensPSA.doc
- Mon. Jun 1 - **Downtown Advisory Committee**, 8 am City Hall, 2nd floor conf. room.
- **Ken Botero's Community Forum**, 10 am at 'Franks European Cellar'.
- Thr. Jun 5 - **'First Thursday'** events and evening hours downtown, 5 pm – 7 pm
- Sat. Jun 7 - **Saturday Market** on Commerce Avenue, 10 am – 3 pm
- Mon. Jun 9 - **Parking Committee**, 4 pm, City Hall small conf. room 2nd floor
- Thr. Jun 12 - **Downtowners**, meeting at 8 am The Merk, room #316
- **City Council**, 7 pm, City Hall Council Chamber, 2nd floor
- Sat. Jun 14 - **Saturday Market / Father's Day Shortcake**, bring dad for his free strawberry shortcake, 10 am – 3 pm on Commerce Avenue
- Sat. Jun 21 - **'Paper Airplane Fly-In'** / games and competition for all ages at this week's Saturday Market on Commerce Avenue, 10 am – 3 pm
- Thr. Jun 26 - **Safety Committee**, meeting at 8:30 am, Java Joy
- **Ice Cream Social at Longview Public Library Grounds**, 5:30 to 6:30 pm
- **City Council**, 7 pm, City Hall Council Chamber, 2nd floor

Sat. Jun 28 - **Saturday Market** on Commerce Avenue, expect anything! 10 am – 3 pm

Special Events to start planning for in July!!!

- **July 2,3 & 4 (Wed – Fri... no, its not on the weekend) Go 4th at the lake**
- **Sat, July 5th ‘Bow-Tie Bash’, Saturday Market & 2nd (almost annual) Art Walk, together again!**
- **July 12th , First Annual ‘Chalk Walk of the Town’ & Saturday Market**
- **July 26th N.W. 4-Wheel Drive Club’s ‘4 Wheeler’s Show’, on Commerce**

*** An invitation - councilman Botero is offering you his ears!**

“Just a reminder and notice that our next Community Forum will be held at Frank’s European Cellar at 10:00 a.m. this coming Monday. This is located in the basement of the bank building on Commerce and Broadway. We have the privilege of using the private meeting room downstairs. There is ample parking in the lot behind the bank with an elevator for those who may need one. I hope that we have a good turn out this time, and hopefully we will have found a good location. Hope to see you all there on Monday June 2, 2008 at 10 a.m.”

Thanks

Ken

While offering to listen carefully to everyone’s comments, concerns and suggestions, at the same time Ken will tell you that this is NOT a formal policy or governmental event of any kind. Instead, he is offering to listen, to enable thoughtful communication, and at the same time follow up with information and answers to questions. We’re fortunate to have this kind of genuine commitment from our elected city council, and I encourage all who have an interest in helping improve the condition of our community to be heartened by Ken’s example.

*** 'First Thursday' – June 5th**

In addition to the many evening restaurant offerings available in our downtown, each 'First Thursday' of the month brings some added atmosphere and an opportunity to enjoy extended hours at a variety of locations. Traditionally, the Broadway Gallery and Teague's have consistently held special events and have become widely anticipated opportunities to 'meet the artists' or enjoy special event evenings. All businesses are encouraged to stay open, and many do until 7 or 7:30 pm. Come on down and enjoy a nice evening's stroll. Here are some of the features you'll find:

- Horse Lover's Haven normally offers live entertainment with Josh Gibson performing, and will be having a 20% off sale.
- Although Elam's 50% off Memorial Day sale ends tomorrow (the 31st), they're open in the evening's as well.
- The Broadway Gallery will be hopping with their 'Students of the Gallery' show, and refreshments will be available. Those interested in taking classes taught by member artists will have the opportunity to talk to both students and teachers alike. Teachers who will be available are: Susy Halverson (oil paintings), Scott McRae (acrylics and watercolors), Lorena Birk (sculpting and drawing), Pamela Blanton (pine needle basketry), Suzanne Mahnke (molten glass bead making) and Carol Boudreau (watercolors).
- Teague's will be hosting a 'meet the artist' evening with two featured guests. From Vancouver, Bev Birdwell will display her floral paintings, and local wood-turner David Smith will present a collection of his work.
- If you feel like a few tunes, swing in to the lobby of the Merk, and we'll fire up the old player piano! Lots of old songs and good memories.

*** Where will you be at 8 am on June 12th? – a suggestion ☺**

Our June Downtowners meeting will offer a roundtable discussion format with our invited guest, Chief of Police 'Alex Perez'. While this is a tentative schedule, I will be sending out a confirmation note and reminder of this meeting as the date gets a bit nearer. Please mark your calendar for 8 am sharp, Thursday, June 12th at our normal meeting room # 304 of the Merk.

*** 14th Avenue traffic/parking makeover – nearly complete**

By the looks of it, we're not only adjusting well, but also making very good use of the changed parking format on 14th Avenue. Initial comments have been very favorable. Along with the extra convenience of some 18 parking places between Maple and Florida, traffic 'seems' to be traveling somewhat more carefully. Please be aware of the forced left turn lane that has been created as you pass by the Bank of America's parking lot, where Vandercook makes the sweeping left turn and becomes 14th Avenue. A 'bulb out' has been (is being) built on the left side, just across Maple as you start south on 14th, so the left lane of 3 lanes, must turn left on Maple. From that point, there are now just 2 lanes continuing on 14th until you reach Florida Street, with the new angle 'nose - in' parking on the left. Thanks to the city crews for putting some of our tax money to work! This looks like a good decision all around! (just be careful backing up into traffic from those new stalls!)

*** 'Eagles' spotted on Commerce (ok, I apologize for that one)**

As the Daily News reported, our boys in blue were fast on the spot when someone reported Adam Tieg was hauling off one of the many concrete and 'weathered' wooden benches the other day. Apparently I need to do a better job of seeing that this newsletter gets routed around the station! (sorry Adam ☺) But seriously, this is just another quiet example of how one young person is setting a positive example for the

rest of us. It will not be easy but will be greatly appreciated for many years to come. A pressure washer here, a coat of paint there.... Hey!, pretty soon we start looking (and feeling) so much better. Well done Adam! Come on folks, lets spend a few of the hours we are saving not burning \$4 gasoline, and pick a project.... It doesn't have to be 'downtown', nor does it have to be expensive, but we do have some real opportunities! Oh, just in case summer ever does arrive this year, please take an occasional moment and help water one of the street gardens near you!

*** Business notes ===**

-- Bonnie's Place and retirement

Lets not count the years Bonnie, I'd rather count the smiles! Congratulations on the tough job of retiring. You and Frank have been sturdy and stout in your 'across Commerce' duet. We'll miss your cheerfulness, the twinkle in your eyes and your easygoing friendship the most. Enjoy what peace and quiet Frank lets you get away with!

--'Empower U' opening at 1235 Commerce

Entrepreneurial spirit proves over and over again that 'necessity is the mother of invention'. Such is the case with the saga of the Parks and Recreation reality when it comes to the teaching she does there to aspiring 'Belly Dancers'? Seems like Terrie Phillips has lived with the lack of 'mirrors on the walls' for long enough now in her teaching 'belly dancing'. So she and Jeanette Monda and Linda Newton are about to open a rather fascinating boutique at 1235 Commerce Avenue. There you'll be able to learn how to shimmy, enjoy spa therapy and massage, learn and I assume practice 'yoga', receive nutrition counseling and even enjoy a bit of a gift store. Sounds absolutely 'U'nique to me! By the way, Terrie was a 'lavender' vendor in our first year of the Saturday Market last summer, and rumor is, she'll be harvesting this summer and selling through her new 'digs' very soon!

-- Guess who is open on Sunday?

Non other than the recent new owners of the 'Red Rooster' Bakery! I had no idea, but Lee and D.J. report that not only is their business terrific, and has been since their first day, but they do a very good business on Sunday as well. Open for breakfast, their hours are 7 am to 3 pm Sunday and are open for breakfast.

Stop in and tempt your eyes and taste buds if you dare!

*** Channel 2 – the 'Good news from Longview' TV station??**

Remember the crew from Channel 2 who came to visit us a couple months ago when we polished things up a bit downtown? Well, when they left with a positive story, they also offered to start doing what they could to start showing our 'best' side when given the chance. So when Tom Gorham of Longview (also known by his business name 'Lock Doc') did what none of the 'experts' from all over the country failed to do (namely open the mysterious 137 year old Astoria safe about 10 days ago), it was 'big news' ala the Al Capone style story! It's really a fun story to tell too...! The humble unassuming lad from Longview, driving to Astoria on his first day off in weeks, knocking bashfully on the owner's business door, and being 'allowed' in to take a shot, like so many before him, at mastering the silence of 'the safe'. Well, in some 2 ½ hours.... (others had given up after toiling for as many as 14 hours at a time), LONGVIEW TOM DID IT! Even experts from MIT had traveled the continent to no avail!

What was inside you ask? Well, even better than Al Capone's safe was this one... a whole case of 'oysters'! ? Unlabeled cans, inside a disheveled looking cardboard box, and they were stamped with what might have been a date. Now did anybody go to the trouble of 'opening' one of those cans? Ahaa! Therein hides the continuing mystery! Tom and his wife, without even so much as a thank you reward of any kind, headed home. And no, nobody thought to 'open' one of those cans!

The story, as you might imagine, is now getting international legs. Kelly, Tom's wife and 'air-brush' artist that you may have seen at the Saturday Market (yes, she'll be there Saturday), tells me that the phone is ringing with radio stations, news buffs, and today, Fox News out of NYC sent a car to pick them up and do a taping for national broadcast. Well, Tom is truly a very humble and quiet guy, but I believe he and Kelly will make a very good impression. I'm going to try to talk Tom into considering joining Kelly and her mom at the market with a booth of his own... hey... where else can you get a lesson from an expert 'safe-cracker'?

Nice going guys!

(I really do wonder if there are really just oysters in those cans... hmmm....)

*** What's in a name?**

We have our favorites. They're subliminally set in our brains, the associations of places, and smells, and tastes and emotional responses, and the instant visual memories that are triggered by their verbalization. How powerful and lasting are these trigger effects in our daily lives? Well, try reading 'Hershey' without your mouth watering just a bit! Or how about seeing 'Tiffany's' without seeing sparkling images of fine jewelry? Closer to home, one example that is often cited is the slogan 'what happens in Vegas, stays in Vegas'. Ok, that's easy. The point? Well, that trip that we started on last fall, the 'destination development and branding' one? One of the suggestions that was given at the conclusion of the 'evaluation... how others see us' process, was to 'give your downtown a name'. This may sound silly, but its far from it. You hear 'Ashland'... and of course associate it with 'Shakespeare Theater'. 'Pikes Street Market'... and you see iced down salmon flying through the air! 'Paris' and it's the Eiffel Tower and the Arc de Triomphe! What we're not Paris? So then,

who 'are' we? Or, perhaps more to the point, what would we like to be 'associated' to...in a name that is. No, this is NOT a brand, but more of a 'district identity', a handle for association and recognition. For instance, Portland, Oregon is 'The City of Roses', but it has many distinct and instantly recognizable neighborhoods and districts such as Eastmoreland, Sellwood, John's Landing, Albina, Goose Hollow, Burnside and now its most posh of all, the Pearl.

Food for thought.

***And finally... what the heck is a 'chalk – walk' anyway?**

There are many wonderfully talented artists amongst us. (I, not being one of them!) Limits of the mind and the mediums of expression are unending of course, but among the most visually amazing and very popular art forms today is 'chalk art'.

Last summer, a well known 'chalk artist' from the Seattle area was invited to come here to downtown Longview and create a large 'on street' mural. His name is Brian Major, but he might just as well have been named 'unlucky Brian' that day... for, as the weatherman would have it he came on the ONLY day in July that it rained cats and dogs. I believe that he was intending on creating a 'marine scene', but even at that... there was just no way. He might as well have built a model of Noah's Ark!

This year, Brian is coming back and we're now in the process of finalizing corporate and private sponsors for a community-wide event that promises to be a great interactive art experience. The plan is to have the sidewalks on both sides of Commerce as well as some of the street itself, available as the 'canvas'... with 4 foot squares marked off for the sidewalk 'chalk art' creations, by artists of all ages and levels of talent. All of the local school children will get a 'coloring page' in the near future, which will whet their interest in design and creation of

a scaled up 'sidewalk' art drawing. Professionals will be invited to compete as well, and we envision categories for individuals as well as teams. Much like the Cannon Beach Sand Castle Contest, these masterpieces will be here to enjoy for a brief time only, fading away with the first rains, but promise to be a sight to see and enjoy in a wonderful and festive day in the sun!

July 12th is the date. Brian will be working starting on Friday, the 11th, outlining a large mural sized creation, which he will finish on Saturday. Chalk will be provided to the participants who do not have their own. If you'd like to be involved as a judge, contestant, sponsor or volunteer in any way, it would be most welcome and appreciated. Please use my contact number, and thank you very much.

OK, that's about it for now... and I'm sure that I'll remember any number of things in a few hours that should be included here, but the sun's up, and its time to get this out to you before the day gets much longer.

Hope to see you at the market on Commerce tomorrow. There will be several new vendors, Dragonfly Chocolates (makes her own chocolates), Annie's Fertilizer (a fairly descriptive name!) and Sew-Solutions (clever bags for strollers), and a nursery from Vader is bringing hanging plants. Local acoustic musicians will be entertaining too... lots of fun and variety. Of course the old standbys too, Mo's sauce, fresh popcorn and caramel corn, and lots of flowers and original art... and of course the restaurants and bakery and ice cream ... life is good!

**Be well, keep smiling, and see you on the street,
Hank Sowerwine / business – builder / 360-423-1020**

