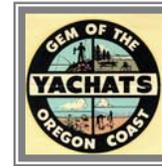




# CITY OF YACHATS NEWSLETTER



MARCH 2011

## THE YACHATS CITY COUNCIL VISION

Adopted 4-2-09

Our village is a place where natural resources are valued and protected, where diversity is celebrated, and where a vibrant economy and sense of community pride create and recreate a living spirit. Yachats cares not just for its citizens' basic needs but also supports them in their efforts to excel mentally, physically, artistically, and spiritually. It is a community with an enduring sense of itself.



### Mayor's Message

By Ron Brean, Mayor

There are a lot of people in this country who are extremely tired of political rancor. I am one of them. In fact, I am tired of unnecessary rancor in all its forms. It seems to me, and always has, that civil conversation to explore opposing ideas is a far better approach to improvement and problem solving than argumentative and maligning bickering. The latter approach costs time, emotional capital, frequently money, and certainly a huge cost in lost good will. The end of one bicker does not position its participants to team up and effectively take on the next problem.

Two researchers from the University of Arizona agreed with the premise that the lack of civility in process, particularly the process of governing, leads to great cost. Interestingly, they used as their model the broadly spread occurrence of debates about backyard chicken programs. It turns out that while we in Yachats were exploring the potential for backyard hens, communities across the country were doing the same. Between 2007 and 2010 (the period of the study) chickens were at issue in many communities.

As was the case in our town, there were proponents and there were opponents. On both sides of the issue researchers purposely used the term "clucking" to refer to unnecessary and avoidable "controversy, debate and dispute, filibusters and other processes" that attempted to either derail change or to derail those who resisted change. The process was also replete with "human roosters" intent on strutting their positions whatever the cost. You can read more about the work at: <http://uanews.org/node/37336>

I mention this study not just because of the fact that we had the chicken debate in our town while others were in

the same mix, but I point it out because of the relative lack of "clucking" that takes place here. Don't get me wrong. I am very well aware of the humanness that dwells among us. We are not super-human and are therefore prone to the foibles common amongst the rest of the species. We "cluck" some and there are occasionally folks who take on the role of "human rooster." And I'm sure there have been times in my life when people thought I was cock-a-doodle-dooing a bit myself. At the end of the day, however, our debate was about the issues. We stayed pretty focused on problems to be solved and possibilities to be realized. In the end, I think we hit on the right answer. This is common in Yachats. We solve problems and avoid, to a very large degree, the unnecessary loss that comes with large doses of "clucking" and lack of civility.

We have not solved all the problems...yet. We have not solved the ones we've handled without some nerves grated and feelings bruised, but in general we are civil and respectful people. It is our community norm. Most of us recognize that we don't have all of the "right" ideas. We've figured out that people we disagreed with yesterday can't be counted on to be consistently wrong. They're going to have the answer we all need on some occasions and we will have them on others. The trick is to figure out who's got it for the problem before us at any given time.

After political intolerance led to the shooting incident in Tucson, AZ that killed several people and injured Congresswoman Giffords, political figures at all levels of government have begun encouraging civility. It's about time. I hope they keep it up. In the meanwhile, let's continue to listen to each other, help each other find right answers, and leave the clucking to the actual chickens.



Daylight Savings Time begins Sunday, March 13  
Turn clocks ahead 1 hour



## Council Adopts New Value Statements

These value statements became effective on January 13, 2011:

### **Plastic Water Bottles**

*Yachats is a village that values natural resources. Water packaged in plastic bottles and transported from remote locations consumes unnecessary fossil fuel resources and creates a lasting waste-management problem not only for our community, but for the entire planet. Therefore, the City Council requests that users of the Yachats Commons and other City properties refrain from the use and sale of water contained in plastic bottles.*

### **Fragrance Free Facilities**

*The City of Yachats supports sustaining healthy indoor air quality. In the interest of promoting the health and safety of the City's citizens, staff, and visitors, City facilities open to the public are encouraged to maintain a fragrance-free environment. Please refrain from using scented personal care, laundry and cleaning products. Thank you for your consideration of others in providing an environment in which every person can feel safe and comfortable.*



## Newest City Councilor Marches to the Beat of Her Own Drum

By Hedy Wigglesby, Spokesbird  
Rather-Like-DeMille Productions

When asked for an itsy bitsy bio for the newsletter, Burgundy Featherkile paused to consider whether she might provide clumps of facts to describe herself or a compendium of current projects to demonstrate who she is. Or perhaps a list of goals and objectives to hint at who she wants to become. Whew—no wonder she put the task off until the last possible minute!

Burgundy is 73 years old. In 73 years there are heaps of opportunities to learn new things. So Burgundy did. Among the more respectable she: studied pipe organ at Willamette University; earned a B.S. in Home Economics from OSU; and a M.S. in Systems Engineering from University of Arizona.

Occasionally advised that she's not "old," she firmly replies that she and spousal unit, David Baldwin, are

what "old" people are supposed to be. For example, David thinks of 13 impossible things before breakfast while Burgundy waits until after she's settled down with a pot of green tea. Their dining table is covered with multiple issues of *Scientific American* and *Scientific American Mind*, a variety of books, a huge dictionary, the "Drain Enterprise" newspaper, and a Kindle or two, which creates an ever changing treasury of things to read and discuss.

Their home is filled with art (much of it their own), lots of laughter, and multiple computers (one for David, the rest for Burgundy).

If someone wants to know the real Burgundy Featherkile, the best way is to spend some time with her and then form their own opinions.



## Reverse 9-1-1 Alerts Residents during Manhunt

Debrah Edwards, Deputy City

Recorder

During the first days of the manhunt for police shooting suspect David Anthony Durham, 43, Waldport area residents with telephone directory listed numbers and those who were signed up for LinCom's *Reverse 9-1-1* mass alert system received pre-taped "Emergency 911" messages via landlines, VOIPs, wireless phones, TTY/TDD or pagers.

Yachats City Councilor Sandy Dunn heard from several people curious as to why they did *not* receive emergency alerts during the recent search. The reason is LinCom only sends alerts to the affected area(s) and then only to those who have a listed telephone number in the phone book or those who have signed up for the alerts through their website.

Anyone with a street address in Lincoln County may log on to LinCom's website at [www.lincom911.org/r911Form.html](http://www.lincom911.org/r911Form.html) and submit their name, street address, and landline, cell, or IP-based phone number to receive community alerts or to participate in LinCom's "well check" program (Wi-Fi and use of computers with Internet access are available for free at the Yachats Public Library). The data request form may also be printed off their website and mailed to LinCom. All phone numbers received are treated as unlisted; subject to applicable privacy laws and as such will not be released to the public, sold to any outside

vendors, or given freely to any other agencies.

LinCom would like to hear the public's feedback with regard to their *Reverse 9-1-1* service and have provided a survey that can be accessed by logging on to [www.lincom911.org/websurvey.html](http://www.lincom911.org/websurvey.html).



### CERT News

Betty Johnston, So  
Lincoln Co CERT  
Coordinator

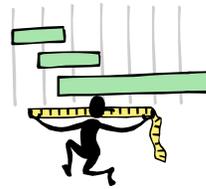
The first "Basic Preparedness" and "Costal Hazards" CERT classes of the year were held on February 19<sup>th</sup>. Subsequent classes will be scheduled to meet the needs of the community.

"Map Your Neighborhood" is another training available to help organize neighborhoods and assist in the development of the relationships needed in the event of a disaster. I have the materials and can lead a discussion for your group. The training lasts 60-90 minutes and can be held in a private home, community center, church, or even at the fire station.

South Lincoln County CERT now has an 8' x 10' steel storage container that has been placed above the inundation zone. Within the container are supplies that CERT members will have access to after a disaster. Local citizens have donated some of the supplies; others have been purchased with grant monies. Please feel free to donate to the storage container; the supply list needed is posted at the Yachats Rural Fire Protection District on West 2<sup>nd</sup> Street.

I will be attending a statewide "Distant Tsunami Response Working Group" to create a standardized response to a distant tsunami on the Oregon coast. The goal of this group will be to look at current processes and produce recommendations for state agencies and local communities to better react to a distant tsunami warning, watch or advisory. A further goal of this working group will be to provide an avenue for capturing lessons learned from both damaging and non-damaging distant tsunami events.

For more information on available trainings or for assistance in planning your emergency needs call me at (541) 547-4934. I will be happy to assist.



## 2009-10 City Accomplishments and Progress Report

### **Infrastructure**

- ✓ The new Wastewater Treatment Plant was finished and received a permit from the Oregon DEQ. The plant also received an award from Pacific Northwest Clean Water Association as "Wastewater Treatment Plant of the Year" in Oregon.
- ✓ The Local Improvement District (LID) for the Blackstone/Creekside neighborhoods was established and approved construction is underway.
- ✓ The storm drainage utility was established. Improvement financing will be implemented through City system development charges.
- ✓ Site inventory and analysis is underway for the emergency fresh water storage facility south of the Yachats Bridge.
- ✓ Parking improvements were made on Prospect Avenue and E. 2<sup>nd</sup> Street.
- ✓ Driftwood Lane, Radar Road, East 10<sup>th</sup> Street, East 3<sup>rd</sup> Street, and North and South Reeves Circle were resurfaced.
- ✓ ODOT's Traffic and Transportation Committee approved Phase I of the Highway 101 Corridor Refinement Plan. Planning actions and processes continue.

### **Civic Spaces**

- ✓ A new marine reserve was identified and approved in cooperation with coastal coalition (state recommendation is pending).
- ✓ The Yachats Trails Crew was established. Some new projects were identified and completed and other standing repair projects were completed. A new trails map has been published and distributed.

- ✓ Work on The Amanda Trail was completed, as well as repairs to the Forest Service and ODOT trail links.
- ✓ A plan was identified for the 804 Trail and an agreement with Lincoln County was made with regard to the trail. The County will release the funds once the plan is developed and approved.
- ✓ Wind and weather protection improvements are underway at the Commons Picnic Shelter.
- ✓ The Commons building has been upgraded with new siding, insulation, windows, and paint.
- ✓ The Commons stage was resurfaced.
- ✓ Construction was completed on the tree house behind the Commons building.
- ✓ Projects for the Yachats Beautification plan are underway including improvements to streets and the Highway 101 corridor as well as Commons master planning

#### **Contractor and Staff Positions**

- ✓ A Code Enforcement Officer was contracted and has completed his year.
- ✓ The GoYachats Marketing Director was contracted and has completed her first year.
- ✓ Longtime City Attorney Mike Dowsett retired in December 2010 and new City Attorney, Ross Williamson of Speer Hoyt LLC in Eugene, OR has taken his place
- ✓ Yachats Wastewater Treatment Plant Operator Dave Buckwald received two awards from Pacific Northwest Clean Water Association for "Water Treatment Plant Operator of the Year" in both the West Central Section and Statewide categories.
- ✓ Mayor Breen was nominated to serve on the board of League of Oregon Cities.
- ✓ City Recorder Nancy Batchelder received the Oregon Association of Municipal Records *President's Award of Distinction*.

#### **City Business Initiatives**

- ✓ A comprehensive review of the employee evaluation and performance standards was complete and revisions were made to the Staff Administrative

Policy.

- ✓ The City Document Library was established online and internet access to documents is now available.
- ✓ An invasive plant policy was adopted and initiated. Educational brochures were distributed to residents.
- ✓ Emergency preparedness equipment and supply storage have been and will continue to be augmented. All City employees completed CERT training. The City participated in another tsunami preparedness drill.
- ✓ The Yachats weather station was established on the internet with real-time 24/7 data.
- ✓ The GoYachats website was created to support and enhance business development.
- ✓ A Yachats Wi-Fi cloud was established to provide core-area internet access to assist, residents, guests and tourists.
- ✓ The Yachats Visitors Center contract underwent a comprehensive review and resulting revisions were completed.



### **Inventory & Assessment of Streams, Wetlands & Riparian Areas**

By Larry Lewis, City Planner

The City has received a grant from the Oregon Department of Land Conservation & Development (DLCD) to help fund a citywide inventory and assessment of streams, wetlands, and riparian areas. The project will be conducted by Pacific Habitat Services, an environmental consulting firm with significant experience conducting natural resource assessments for cities throughout Oregon.

The project goals are: to develop an inventory, mapping, and assessment of streams, wetlands, and riparian areas; and to prepare and adopt implementing ordinances to regulate activities within these natural resource areas. Implementing ordinances typically result in measures needed to protect and preserve natural resources associated with streams and wetlands, i.e., building setbacks, development restrictions, grading/clearing/filling, and vegetation standards. The City's current regulations regarding wetlands and riparian areas are primarily limited to the

Yachats River. The project starts this month and should be to be completed this summer.

Waldport's Planning Commission has changed their meeting day to Mondays so I'll be able to be in Yachats all day on the last Tuesday of the month.



## Public Works Department

By John McClintock, Director

The City is moving towards completion of the Local Improvement District (LID) project on the east hillside. The water and sewer systems have been pressure tested. The contractor is disinfecting the waterlines and pulling test samples to ensure the process is effective. Central Lincoln PUD should start installing underground power in the next few weeks so the electricians can hook up the water booster stations for testing.

We are also having a geotechnical analysis prepared for property south of the Yachats Bridge for the south water reservoir and pumping station.

Installation and enclosure of the emergency generator at the water treatment plant has been completed enabling us to continue processing water during power outages.

The Public Works Department has just completed rebuilding the intake structure at the Reedy Creek headworks, which is our primary source of raw water for treatment.

If you have any questions please call Public Works at (541) 547-3243 or stop by the Wastewater Treatment Plant at 500 West 7<sup>th</sup> Street.



## Trails Update

By Lauralee Svendsgaard, Trails  
Committee Coordinator

It may be winter and freezing cold, but there are hearty, dedicated souls in this glorious village and have they ever been busy!

Congratulations to Wally Orchard and the Yachats Invasive Plant Species (YIPS) crew. We had our first work day on February 19<sup>th</sup> and removed ivy and blackberry bushes that had grown over 6 feet high and 10 feet long. Whoever says you can't get the upper

hand on invasive species, doesn't know Wally. Special thanks to Ron Brean, Jerry Daniels, Jerry Goddard, Gregg Scott for showing up to assist on that frightfully cold morning and attacking horrid invasive plants.

I hope you were able to enjoy the award-winning bluegrass string band, the *Blackberry Bushes*, at their March 1<sup>st</sup> concert at the Commons benefitting YIPS' endeavors. To our total delight, our own local string band served as the opening act and included: Mayor Ron Brean, The Green Salmon's Matthew Buonaiuto, Greg Jones, Richard Sharpless, Dick Takei and Will Williams. Having sat in on numerous practice sessions, I can tell you for sure that the Blackberry Bushes had a tough act to follow. Sincere thanks to Cy and Judy Kaufman for their contribution to this event.

Mark your calendars now, because Saturday, March 5, 2011 will be one busy day for trails enthusiasts. From 10 a.m. to 1 p.m. the Yachats Trails Crew will meet at E. 2<sup>nd</sup> Street and Prospect Avenue to finish up the new footpath. The Crew welcomes one and all to join us as we can find a suitable task for all. There is no need to contact us just show up.

Later that day come over to the Commons from 7 to 9 p.m. as YIPS and YAAS (Yachats Academy of Arts & Sciences) hosts a panel discussion on invasive plants. Featured guests will be: Dr. Paul Jepson, Professor and Director of Integrated Plant Protection Center at OSU; Lisa Arkin, Executive Director of the Oregon Toxics Alliance; Josh Lambert, Invasive Species Program Manager for Lincoln Soil & Water Conservation District; and Wally Orchard, YIPS Crew Leader and retired Chemistry Professor from Washington State.

Invasive plant species are more than a mere nuisance. They cost billions of dollars in damage to agriculture, water supplies, and habitats. In addition, these invasive species significantly increase the damage caused by wild land fires and have the power to eliminate entire ecosystems. To top it off, the toxic chemicals used to control these aggressive plants have a negative impact on our air, water, and even our bodies.

It's hasn't gone too far and it's not a lost cause at least not in Yachats. We've been able to take control back in our community and there's enough science to help us keep on top of it. With our fearless leader Wally at the helm, a little Yachats perseverance, and a great group of YIPS volunteers we can outsmart many of our invasive plants and "Take Back Habitat."

We look forward to seeing you on the 5<sup>th</sup> for a little

exercise, camaraderie, and the satisfaction that comes from giving something positive back to our environment and our village. Please email crew leader, David Lavrinets at [d\\_a\\_nets@hotmail.com](mailto:d_a_nets@hotmail.com) for more information.



It's not surprising to the folks who live in our wonderful community to hear it referred to as the "city of volunteers." I always enjoy seeing the expression on the faces of people when I tell them that the Yachats Youth and Family Program (YYFAP), which serves about 250 different kids each year, is supported by and equal in number of volunteers. People marvel, "How is that possible?" We Yachatians know that our village would not have the wonderful activities that fill our calendars (and the calendars of our visitors) were it not for the many folks that staff and support them. We also know that if we did not volunteer to support all that goes on, our lives would be measurably less interesting and fulfilling and our "happiness quotient" would suffer a dramatic loss. You too can gain the benefits of this fun and cooperative effort. There's really something for everyone.

- The Yachats Youth and Family Program (YYFAP) needs helpers during the week from 3:30 p.m. to 6 p.m. for their afterschool programs and events. Call Debbie Jackson at (541) 547-4559.
- The Little Log Church & Museum is seeking docents at our town's own museum and historic church. Contact Mary Crook at (541) 547-3976.
- The Yachats Public Library needs volunteers—no experience needed but a love of books a plus. Call Maggie Marshall or Janet Hickam at (541) 3741.
- The Yachats Invasive Plant Species (YIPS) meets monthly for a three-hour work party. Contact Wally Orchard at (541) 547-5474.
- The Yachats Trails Crew meets frequently to keep our trails looking great. Call David Lavrinets at (541) 547-5388.
- The Yachats Lunch Bunch, our 55+ monthly luncheon

and entertainment get together, is looking for helpers to set-up and take-down the event each month plus other tasks in-between. And of course they would love to hear from speakers and entertainers for their luncheons. Contact Paul Niblock at (541) 547-4654.

- Yachats Visitor Center is looking for greeters. Call Bev Wilson at (541) 547-3530
- The Friends of the Yachats Commons Foundation needs members and officers. Call Jessica Waddell (541) 270-5328.
- City of Yachats has various openings for Commissioners Contact Nancy Batchelder at (541) 547-3565.

Too many great choices? Call me at (541) 547-4509 or Friends of the Commons member Leon Sterner at (541) 961-6597 and we'll get you connected to the right volunteer opportunity.



## Friends of the Yachats Commons

By Jessica Waddell, President

That old groundhog, Punxsutawney Phil, may have seen his shadow but things are starting to bloom here at the Commons! Every weekend in February was filled with an entertaining event: the Lion's Club "Barbershop Music Festival," the "Winterfest" Arts and Crafts Show; and Bob Welch's "Beachside 401" writer's workshop.

The final "Winterfest" Arts and Crafts Show of the season will take place on March 13<sup>th</sup> and 14<sup>th</sup> from 10 a.m. to 4 p.m. both days. Followed up by the 41<sup>st</sup> Annual "Original Arts and Crafts Fair" on March 19<sup>th</sup> and 20<sup>th</sup> from 9 a.m. to 4 p.m. During the final weekend of the month, there will be performances of One of Us Production's "Alfred Hitchcock: A Live Radio Play" on March 25<sup>th</sup> and 27<sup>th</sup> with a special dinner theater performance on the 26<sup>th</sup> to benefit the Yachats Youth and Family Program. For more details about the benefit, please see the article under the "Yachats Youth and Family Program" heading on page 7 of this edition of the newsletter.

New events spring up throughout the month, so be sure to check the Commons Calendar at <http://www.ci.yachats.or.us/calendar/commons/calendar.htm> for the latest information.



## Yachats Public Library

By Marie Green, Library Commission Chair

With the help of the Friends of Yachats Library, the library has recently purchased some educational DVD's called "The Great Courses" by the Teaching Company. This was at the suggestion of some volunteers and the folks from Yachats Academy of Arts and Science (YAAS). These are college-level courses taught by top university professors intended for lifelong learning. The titles we purchased are: "The World's Greatest Paintings;" "How to Listen to and Understand Great Music;" "The Nature of Earth—An Introduction to Geology;" and "The Art of Reading." Each set of DVD's also comes with a course guidebook. These will not be out in our regular DVD's, so please check with the librarian to borrow them. We'd love to hear what you think of them.

Following the very successful "Stitching Stories" quilt exhibition put on by the Central Coast Quilters Association at the Commons in January, we now have books with stories about quilting in the Children's Room. Our thanks go to the group for their delightful addition to our Children's Collection.

We also have two wonderful additions to our non-fiction Northwest Collection by local author Matthew Love: *Super Sunday—Newport* and *Gimme Refuge*. Love teaches writing and journalism at Newport High School and is passionate about the Oregon Coast.

The summer children's reading program is looking for volunteers who have lived in or experienced other cultures and would be willing to their share stories. Please leave your name and contact information at the front desk for library volunteer Carolyn White.



## Little Log Church and Museum

By Mary Crook, Events Coordinator

With cheers and thanks we are pleased to welcome Donna Hirschman and Vicki Martin to the Little Log Church and Museum's volunteer staff.

Donna grew up in the Taft area of Lincoln County and has lived in many parts of the country during her

husband's service in the military. She currently manages Planet Yachats. A confirmed rock hound, Donna's the person to ask about the best places to hunt for agates in this area.

Vicki has lived in Yachats for almost three years after retiring from a career in administration in the field of education in the Boise, ID area. After a brief period of settling into her new home on the Oregon coast, she became a volunteer at the Yachats Visitor's Center. Both of our new volunteers will each work a three hour shift one day a week on alternate weeks. We're sure they will enjoy greeting and guiding visitors through the Little Log Church and Museum and in no time will be quite comfortable as docents—and pretty decent docents at that!



## Yachats Youth and Family Program

By Debbie Jackson, Director

*A message from Stacy Smith, President YYFAP Board of Directors:*

### **Money Matters**

We believe YYFAP is important to the families who use it and the community that supports it. However as we begin the third consecutive year of economic recession, YYFAP finds itself in a tough spot. For two years now we have managed to maintain all of our great programs at full capacity. We have done this even though all our sources of income have declined. We take our job of fiscal responsibility very seriously. With few signs of economic recovery, the board has decided to make the following changes.

- For the remainder of the school year, YYFAP will be closed during school breaks and holidays, including in-service days.
- RecPLUS fees will be collected monthly instead of quarterly. Fees will be assessed on a sliding scale. Every parent is expected to contribute. If cash is too tight, we will accept food or volunteer time in exchange.
- We will be stepping up our fundraising activities this spring.

In addition to making these immediate adjustments, the board is considering additional changes beginning in

July. These may include program cuts.

We need your help. If you use a program, please pay your fees. If you are a donor, please consider sponsoring someone who can't afford fees. To everyone we need volunteers—kids, teens, and adults to help with programs, office tasks, and to help with fundraising. Just recently a parent group formed to help raise money for preschool. They had a bake sale and are planning a chili cook-off. This attitude of, "How can I help?" is what we all need to get through these rough economic times together. Hats off to them! If you would like to help with fundraising please call me at (541) 547-3410.

### **Dinner Theater and Auction Benefit**

Join us for a "surf and turf" dinner buffet (with a vegetarian option) created by gourmet chef Mark Shimer of Hawaii followed by One of Us Production's "Alfred Hitchcock: A Live Radio Play." After the show there will be a live and silent auction that includes: a "Gourmet Dinner for 6 with local gourmands Karl & Carl," "Pie of the Month," exquisite art, and more!

The event benefitting YYFAP will be held on March 26<sup>th</sup> at 5:30 p.m. at the Yachats Commons. For reservations, call (541) 547-4599.

### **Zumba® is Back**

Certified Zumba® Gold Instructor, Lisa Bursey, returns to the Commons from March 7<sup>th</sup> until April 13<sup>th</sup>. Classes will be held the Commons' multipurpose room every Monday and Wednesday at 6 p.m. All participants will be entered in a drawing to win 10 free classes (a \$60 value) good during the next session. Classes are \$5 each in advance or \$6 each for drop-ins. Children under 17 can attend the classes at no charge.

### **Free Knit and Crochet Social Continues**

The casual all-ages all-skill levels knit and crochet social continues on March 3<sup>rd</sup> and 17<sup>th</sup> at 6:30 p.m. in Room 4 at the Commons. Bring yarn, needles, something you're working on, or just yourself. It is a fun way to meet new people and learn new techniques from local knitters and crocheters.

### **Community Potluck**

The "Plant-a-Seed" Community Potluck will take place on March 4<sup>th</sup> from 6-8 p.m. at the Yachats Community Presbyterian Church. This is a follow-up to the

"Community Harvest Potluck Seed Swap & Recipe Exchange" that took place last fall. There will be fun and educational gardening activities plus an opportunity to network with other gardeners in our area.

### **Contact Us**

For more information on YYFAP events, call (541) 547-4599 or log on to [www.yachatsyouth.org](http://www.yachatsyouth.org). Donations may also be made on our website by clicking [Donate Now](#) under the heading "Important Links."



### **Yachats Lunch Bunch**

By Paul Niblock, Coordinator

The Lunch Bunch will take place at the Yachats Commons multipurpose room on Thursday, March 31, 2011. Doors open at 11:30 a.m. and an excellent hot lunch is served at noon by the culinary students from Angell Job Corps. As always the tables will be decorated with linen tablecloths and fresh flowers. The luncheon is open to anyone 55+ and there is a suggested donation of \$4.

The menu for March features: Ham; mac 'n cheese; green salad; rolls & butter; and Cheesecake for dessert. As usual we'll have live entertainment and an opportunity to mingle and meet friends and neighbors.



### **Go Marketing**

By Andrea Scharf, GoYachats Marketing Director

Although the GoYachats campaign and my position as are City-funded projects designed specifically to increase the number of people visiting Yachats in the off-season, the program objectives coincide with those of the Yachats Area Chamber of Commerce, which also works to increase tourism in general. Yachats depends solely on tourist dollars to support the small stores and businesses that make our town unique. Tourism also supports city services through the Transient Rental Tax and the Prepared Food and Beverage Tax, which spreads the cost of the new wastewater treatment plant among visitors and residents.

With these common goals in mind representatives of city council, representatives of the Chamber of Commerce, business interests, and me have begun meeting to draft a marketing plan that will coordinate

activities, avoid waste and duplication, and make the best use of resources to promote Yachats.

Our location on the central coast and dramatic scenery is very attractive—an easy drive from population centers in the Willamette Valley, a terrific place to stay and take advantage of the dunes to the south, the Marine Science Center, Aquarium, and outlet centers to the north, and of course the gateway to Cape Perpetua.

Now, “all we have to do” is spread the word! Our jointly developed marketing plan will set us on the right track.