

# Join A Greater Applegate at a community-wide vision session

BY SETH KAPLAN

Over the last 18 months and 20 listening sessions, hundreds of Applegate Valley residents and business owners have shared thousands of comments with A Greater Applegate (AGA) about why they love our valley and what they would like to see change. In recent months, AGA staff have been compiling all these brilliant thoughts into 25 categories as an Applegate Valley Vision Framework:

**Inclusive & Engaged**

- Rural Representation
- Community Building & Neighborhood Engagement
- Diversity, Equity & Inclusion
- Nonprofit Network
- Local History & Cultural Heritage

**Steward & Sustain**

- Forest & Fire
- Water
- Local Food & Agriculture
- Outdoor Recreation
- Climate Resiliency

**Prosperous & Vital**

- Innovative Economy
- Destination Applegate
- Business Network
- Artist Network
- Healthy Workforce

**Resilient & Connected**

- Emergency Preparedness
- Public Safety
- Infrastructure
- Communications
- Energy

**Vibrant & Livable**

- Health & Wellness
- Transportation
- Housing
- Education
- Waste Management

AGA will present the Framework to the Applegate Valley community in greater detail from 5:30 to 7:30 pm Tuesday, June 7, at Applegate Valley Fire Station #9 in Ruch and from 3 to 5 pm Sunday, June

12, at Pacifica in Williams. Both programs will be identical, and food and childcare will be provided.

At each of the 20 listening sessions—in neighborhoods, with business and nonprofit networks, and for subsets of our area like Latinx residents, artists, and the food and farm sector—AGA promised to share our progress to all those who participated for maximum transparency. Initially we did this by posting notes from each meeting on our website.

In recent months we have invited community members and content experts to work together in Working Groups to provide context and details for parts of the plan. These subject-driven meetings have covered artists, cannabis, education, food and farm, forest and fire, history, health and human services, outdoor recreation, and short-term rental properties. We also have received technical guidance on rural internet accessibility and our rural village hub concept.

As a next step, we invite all those who have participated at any of our community gatherings, as well as anyone newly interested in this process, to join us for a presentation of the plan in its current state and share your thoughts about it before a final draft and publication. In addition, we will have pop-up Working Groups at both sessions to provide insights on some of the key areas of the plan.

For 18 months we have been thrilled with the community's engagement in the Applegate Valley Vision Plan. It only gets more exciting as we get closer! If you are interested in the future of the Applegate Valley, if you want to hear what your neighbors think, or if you want to be part of your community working together to make the Applegate better, please join us at an Applegate Valley Vision Convening near you!



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**Support for Applegate Valley businesses**

Business Oregon, the state's economic development agency, awarded grants to 33 organizations that provide technical assistance to historically underserved and under-resourced small businesses across the state of Oregon. A Greater Applegate was awarded \$150,000 over an 18-month period to support rural small businesses through the Applegate Valley Business Network.

Funding enables AGA to support local businesses with marketing support, website design, financial management, permitting and land-use consulting, and other assistance. In addition, working in partnership with our Business Oregon Rural Opportunity Initiative grant, this funding can be used to provide direct support to local businesses in the food and farm sector. New entrepreneurs needing help moving a business idea to

reality can join the Co-Starter cohort to build a great foundation before receiving additional assistance. Business start-up assistance will be provided in English and Spanish. Finally, a partnership with the Jackson County Small Business Development Center offers a broad range of online business classes to Applegate Valley residents.

AGA is requiring everyone participating in this technical assistance program to join the Applegate Valley Business Network to help us better track outcomes. Annual membership is \$50, but startups are free, and no one will be denied services for lack of funds. If you are a small business owner, have a business startup idea, or are interested in more information about the technical assistance program, reach out to ashley@agreaterapplegate.org.

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# Who are you going to call? 911!

BY MIKE MCLAUGHLIN

It may be obvious to you to call 911 when you have an emergency, whether it be a fire, a medical crisis, or a child stuck up in a tree. However, we get a lot of calls to our direct line at the fire station that should really have been 911 calls.

This is a reminder to everyone: When there is an emergency and you can't wait a few hours or possibly a day for help to arrive, you must call 911. You may ask, why is this? Let me explain.

At the fire station, our phones are not always manned. We could be out on a fire, in the midst of training, at a meeting, doing a presentation in the community, or having lunch. These are the normal things that go on in every office setting no matter what your profession.

The 911 system paid for by your tax dollars connects all county residents with the appropriate services for their emergencies. The 911 center has knowledgeable personnel who can guide you through steps that may be life-saving while first responders are coming your way. The first responders carry radios and alert systems so the 911 personnel can reach them when a call for help comes in.

Here are the top 20 reasons to call 911. This is not an exhaustive list. If you believe you have a life-threatening emergency, don't hesitate to call 911.

- Fire:** Call even if it is small.
- Smoke sighting:** Better to report than not.
- Illegal burns:** Call 911 when you think a burn might be illegal. They check out those that are not permitted.
- Heart attack:** Early warning signs include pale skin, a cold sweat, exhaustion, tightening of the back and chest, indigestion, light-headedness, the inability to catch one's breath, and pain that radiates to the arms, shoulders, and neck.

- Choking:** Call regardless of outcome. Even if the airway has been cleared, rescue efforts could cause injuries.
- Severe bleeding:** Call when bleeding is profuse and can't be stopped.
- Amputation:** Call 911 immediately, attempt a tourniquet, and pack the limb in ice while waiting for help.
- Miscarriage:** Call when a pregnant woman is in early term and is experiencing extreme cramping and bleeding. She is likely having a miscarriage.
- Diabetic coma:** If you are unable to wake a diabetic person, it is likely an insulin problem.
- Seizure:** Call in case of any seizure (sudden, uncontrolled electrical disturbance in the brain).

- Car accident:** Even in minor accidents, whiplash could occur. Don't remove victims from the car unless there is another threat to their health, such as fire.
- Home invasion:** If an intruder has entered the home or is still present, attempt to get to safety and call 911.
- Tree or powerline that has fallen on or near the home:** If there is risk to household members, call immediately.
- Drowning:** Call instantly in the event someone is getting into difficulty in the water.
- Severe headache:** A sudden, severe headache is not normal. Vomiting and changes in vision accompanying such a headache could be signs of an aneurysm or stroke.
- Stroke symptoms:** Call when a person suddenly cannot speak sensibly, feels weakness on one side of the body, or experiences a drooping on one side of the face.
- Severe pain:** Call when a sudden, extreme pain occurs with no known cause.
- Coughing or vomiting blood:** Call immediately, as the cause could be life-threatening.
- Severe burns:** When a burn isn't minor, it needs prompt treatment.
- Allergic reaction:** Severe rash, swelling, and the inability to breathe require immediate action.



In an emergency, call 911, not the fire department. The person answering your 911 call will get you the quickest response.

Mike McLaughlin  
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