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Upper Willamette Resource Conservation & Development Project

1307 Lincoln St., Eugene, Oregon 97401

NEWSLETTER - Volume III, No. 4
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COMMUNICATION WORKSHOP FOR LINCOLN COUNTY

Lincoln County government and the RC&D Project co-sponsored a Communication and Public Relations workshop on September 25. Participants from throughout the county heard speakers, information and methods on "How to Gain Public Support for Community Development Projects." Ken Warren, Head of the Instructional Materials and Educational Services Center at OSU provided one interesting definition of public relations-- "finding out what the public wants and doing more of it, finding out what the public doesn't want and doing less of it (and telling the public about it)." Warren also indicated a basic law to live by in practicing effective public relations. It is to know your public or publics and how to communicate with them.

LINCOLN COUNTY CITY RECEIVES LOAN

The Albany Farmers Home Administration office closed an \$180,000 loan to the city of Siletz on September 29. The loan and grant funds will be used to finance the construction of a sewer system for the city. The general contractor, Cascade Ditching Service of Salem, has started construction with completion of the project scheduled for mid-January, 1972.

FARM FORESTER TRANSFERRED

Lee Aggers, RC&D Farm Forester for over four years, has been transferred to Molalla. Ralph Yeater, stationed at Dallas, will take over his duties in Benton and Lincoln Counties. Linn County will be served by Roy Peairs at the Mehama station.

RC&D COMMITTEE MEETINGS

The annual goals meeting of the Upper Willamette RC&D Project will be held at the Courthouse Annex in Albany on January 19, 1972 at 10 a.m. The purpose of this meeting is to identify local as well as project-wide needs and to outline the goals and objectives of the seven resource committees for the coming year.

ABC WINNERS

The annual Area Beautification Contest banquet held in Albany on November 20 saw Sweet Home and Brownsville win first place awards in their respective divisions. Second place awards went to Oakridge and Monroe.

Guest speaker State Treasurer Robert Straub and Don Fisher, RC&D Vice-President, both praised participants for their efforts in improving the quality of living in our rural areas.



State Treasurer Robert Straub speaking at Area Beautification Contest banquet.

RC&D PROJECTS

Thursday, November 18, representatives of the RC&D staff met with 17 interested agency representatives and reviewed the project work plan on Periwinkle. The group unanimously endorsed the plan as it has been prepared by the sponsors. That evening a public meeting of over 50 interested people was held at the Linn County fairgrounds, presided over by Rodney Tripp, chairman of the Periwinkle steering committee. Bill Cofield, Senior Economist, SCS, Portland; Swiss Burnett, Project Coordinator; Dick Bonn, RC&D Biologist and Chick Latham, RC&D Project Engineer presented the Periwinkle Project work plan in its final form as prepared by the sponsors assisted by the RC&D technical staff. The interested landowners and sponsors discussed the plan in depth. It was found that there was no violent opposition to the plan in its present status and a healthy majority endorsed the plan as it now stands. It will be forwarded to Washington, D. C. for final approval.

The Spring Creek Pollution Control Project work schedule has been set by Lane County and the RC&D staff. The schedule includes an operation plan to do an exploration on spring development in the project area. A reconnaissance report has been sent to the SCS state office.

NEW RURAL NATIONAL ORGANIZATION

A broadly-based membership organization to serve as a spokesman for the nation's rural interests was recently created. The Coalition for Rural America, Inc., resulted from meetings of national leaders and representatives of rural interests held over the past few months. The organization's supporters include Senators Hubert H. Humphrey of Minnesota and James B. Pearson of Kansas.

Among the Coalition's goals are the formulation of a national growth policy, the strengthening of a regional approach to rural development, the establishment of tax incentives for rural growth, an increase in rural credit availability, the strengthening and simplification of economic development legislation, and the creation of an alliance between rural and urban areas to meet mutual and parallel problems.

To achieve these goals, the Coalition will participate in Congressional hearings and will disseminate information of interest to rural groups. The Coalition will also participate in program development activities in order to generate and promote solutions to rural problems and embark on an education campaign to create and strengthen public support for rural programs and policies. In addition, the Coalition will attempt to coordinate the many diverse groups interested in rural development.

The first six months of the Coalition's existence will primarily be spent in organization and fund-raising. The Coalition is presently receiving financial support from the National Association of Development Organizations and private sources.

Membership will be drawn from rural citizens, local organizations such as Chambers of Commerce, farmer cooperatives, etc., and individuals who are members of state, regional and national organizations. Annual membership dues will range from \$5 to \$10.

The Coalition's Board of Directors will consist of members selected from national organizations, regional grass roots leadership, minorities and other groups to provide a comprehensive coverage of rural interests.

Coalition meetings will be in the form of an annual national convention, interim meetings, and possible regional conferences.

LINCOLN COUNTY TREE FARMER OF YEAR

Don Kessi of Harlan has been awarded the Tree Farmer of the Year award for Lincoln County. Don has 560 acres in timber land with 160 of this acreage a certified tree farm. He has been active in community affairs and has been on the local REAP board for a number of years. In his reforestation efforts he has been working closely with the Farm Forester and received the award primarily for timber management.



PLANNING WORKSHOPS FOR COASTAL LANE COUNTY

Seventeen local organizations including the RC&D Project and Lane County sponsored three Saturday planning workshops for residents of coastal Lane County. The purpose of the workshops, which were held on Oct. 23, Oct. 30 and Nov. 6, was to bring together people concerned about the management of resources in this area of the county. The three sessions explored natural resources, their use and misuse, economic opportunities in the coastal area, community needs and coordination of planning efforts. An afternoon devoted to small group discussions centered on proposals for managing coastal resources.

Dr. David Bella of Oregon State University, one of three luncheon speakers, made the observation that our ability to expand man-made systems is going to increase faster than our ability to understand the ecological-social system. Because of this, we are faced with increasing relative ignorance and he suggests that we must base our planning and decisions more on the basis of our ignorance than on our knowledge.

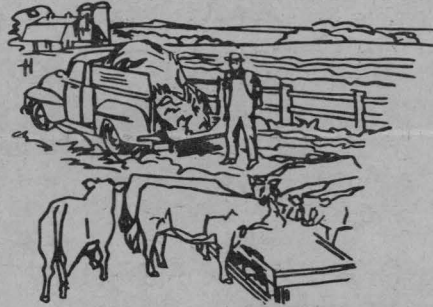
Planning for the workshops was a combined effort of a local citizens group, Lane County Planning Department and the RC&D Project. Don Dougherty, City Manager of Florence, was the local coordinator for the sessions.



Ted Dietz, Lane County Soil Scientist, explaining importance of soils information in making development decisions.

BENTON COUNTY LIVESTOCK MAN OF THE YEAR

The Corvallis Kiwanis Club and Benton County Livestock Association held the Livestock Man of the Year award dinner November 10 at Willamette Grange Hall. One hundred Kiwanians and livestock people and wives gathered to see the award go to Mr. and Mrs. Gary Gray of Route 2, Philomath. The award is made on the basis of the quality of livestock production, the use of home-grown forage and grain and community activities.



PLANNING FOR PEOPLE IN LANE COUNTY

"Planning for People," a program designed to provide an opportunity for rural people to make recommendations on the development of a land use plan for rural Lane County, is well under way and successful according to Tom Kerr, Senior Planner for the Lane County Planning Department. Kerr indicates that the Lane Extension Service is doing an excellent job in assisting in setting up and carrying out meetings in twenty separate areas throughout the county.

The program is being provided through the combined efforts of the County Planning Department, Upper Willamette RC&D Project and Lane County Extension.

CHRISTMAS TREE TIME IN BENTON COUNTY

Beginning November 8, two hundred people will be busy for six weeks cutting, hauling, sorting, pricing, loading and delivering 350,000 Christmas trees.

Benton County has 6,000 acres of Christmas trees planted on hill crop land. Nine million trees of various ages from 1 to 11 years occupy this acreage. The goal of local growers is to sell one million trees a year. There is some question whether this goal will ever be reached because of the possibility of over production.

HECETA PROJECT

Oke Eckholm, State Conservationist; Roy Fox, State Conservation Engineer and Chick Latham, RC&D Project Engineer, accompanied Swiss Burnett, Project Coordinator, on a field study of the Heceta Project including the north portion of Florence and the Heceta Water District. One day was spent in the field with Truitt Woodworth, chairman of the Heceta Water District and Bob Wick, Supervisor of the Siuslaw SWCD studying the problems and future plans of this area. The next morning they met with Don Dougherty, Florence City Administrator, discussing immediate and future work on this project. Mr. Eckholm and Mr. Fox both expressed high interest in this area as an RC&D Measure.

NATIONAL RURAL LEGISLATION

A bill which provides incentives for the creation or expansion of industrial and commercial facilities has been introduced in the House--H. R. 10894. It is designed to provide employment for rural areas having small populations or substantial numbers of low-income residents.

AGRICULTURE AND URBANIZATION

Benton County Extension Agent Stoney Jackson reports that home building in the rural areas continues at a rapid pace. He indicates while this movement maintains a healthy building industry program and provides homes for people, this type of development becomes incompatible with agriculture. Home owners object to agricultural noise, smell, smoke and dust and at the same time these new rural families present a problem to the farmer.

Zoning exclusively for agriculture is the only possible means of providing some relief from expanding urbanization for agriculture. People question whether zoning can do everything it intends to do. The big question is--will planning commissions support exclusive agricultural zoning by not allowing too many changes to occur.

* Don't open your mouth just to change *
* feet! *

This newsletter is a quarterly publication edited by the Community Development Specialist assigned to the Upper Willamette RC&D Project by Oregon State University Cooperative Extension Service. The Project is designed to accelerate resource development in the 3-county area of Lane, Lincoln, Linn and Benton Counties.

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