

WVSTA Quarterly

Oro Valley



A quarterly publication for the residents of Oro Valley

Volume VIII, Issue 11 Spring 2014



IN THIS ISSUE:

Message from the Mayor
Your Voice, Our Future

40th Anniversary Dinner & Silent Auction

40th Anniversary Celebration

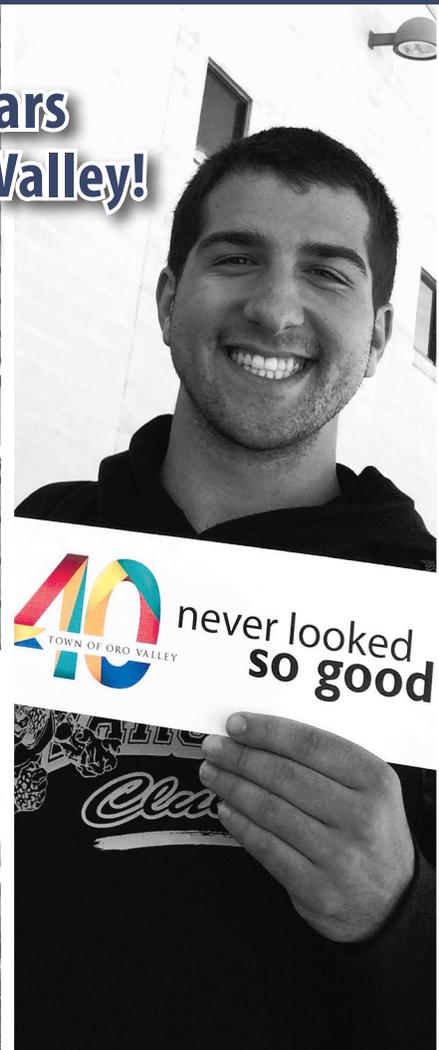
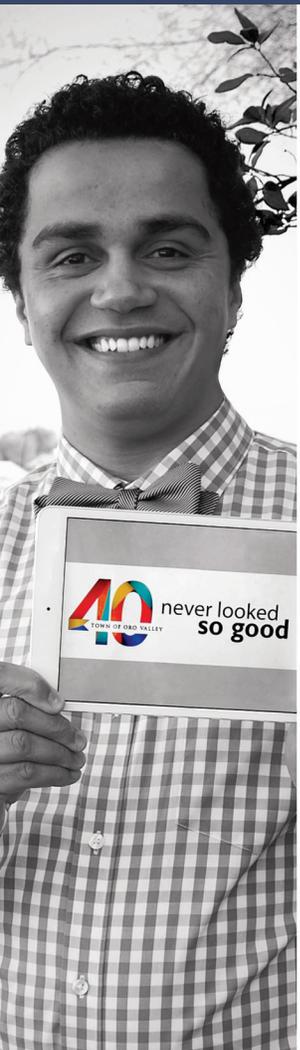
Life in OV Art Contest

Business Spotlight

Second Saturdays

Naranja Park Improvements

Water Ways



Celebrate 40 years
with Oro Valley!

Details on page 4



Oro Valley Mayor & Council

Dr. Satish I. Hiremath, Mayor
Lou Waters, Vice Mayor
Brendan Burns, Councilmember
Bill Garner, Councilmember
Joe Hornat, Councilmember
Mary Snider, Councilmember
Mike Zinkin, Councilmember

For Mayor and Councilmembers, call: (520) 229-4700.



On the cover: 40 Never Looked So Good! Oro Valley celebrates its 40th Anniversary.

Town Manager

Greg Caton (520) 229-4725
gcaton@orovalleyaz.gov

Design & Production

Town of Oro Valley Communications Division
Misti Nowak, Communications Administrator
(520) 229-4725 | mnowak@orovalleyaz.gov
Lisa Gallardo, New Media Developer
(520) 229-4721 | lgallardo@orovalleyaz.gov
Pia Salonga, Marketing & Communications Specialist
(520) 229-4731 | psalonga@orovalleyaz.gov
Copyright 2013 by the Town of Oro Valley.
All rights reserved.

Article ideas are welcome. Please direct all inquiries to Misti Nowak, Communications Administrator.

The Oro Valley Vista is a quarterly publication published by the Town of Oro Valley.

Town of Oro Valley
11000 N. La Canada Drive
Oro Valley, AZ 85737
(520) 229-4700
www.orovalleyaz.gov



Mayor's Message: You spoke. We listened!



Thank you OV for speaking up!

Over the past five months, the Town of Oro Valley has been hard at work, holding several outreach events and efforts as

part of the *Your Voice, Our Future* project to update the Town's General Plan.

Project volunteers and staff facilitated numerous ways to gather ideas from the public, including a community phone survey, community events, online surveys and participation at www.YourVoiceOV.com and paper surveys in the newspaper.

The results were impressive:

- 60 community events were held
- 577 surveys were collected
- 2,888 comments were received
- 1,964 people visited the project website

Additionally, Oro Valley was the first community in Southern Arizona to use web-based survey tools for community planning.

This has truly been a community-driven effort, and you'll find even more information in the pages of this newsletter. The results will be revealed as a community plan, also referred to as the General Plan, that will guide and inform critical decisions about the Town's future and quality of life. This process was last completed in 2005. This renewed effort is required by state

law and responds to the Town's changing demographics and needs.

After compiling all the data, a draft of our Vision and Guiding Principles has been developed, which reflect the cumulative results of all the ideas and comments you shared with us—the things that matter most to you. The draft Vision and Guiding Principles create a framework for the overall community plan.

Here is a preview of the draft Vision.

To be a well-managed community that provides all residents with opportunities for quality living. Oro Valley will retain its friendly, small-town character, while increasing access to daily services, employment and recreation. The Town's lifestyle continues to be defined by a strong sense of community, a high regard for public safety and extraordinary natural environment and scenic views.

To also view the draft Guiding Principles and to tell us what you think, visit www.YourVoiceOV.com.

So what's next?

We are just getting started and have much work to do, with the aim of reflecting community values, needs and aspirations. We need your help! Visit www.YourVoiceOV.com and fill out an application to serve on one of the committees that will work within the framework of the Vision and Guiding Principles to help build out the community's plan.

Respectfully,
Dr. Satish I. Hiremath, Mayor

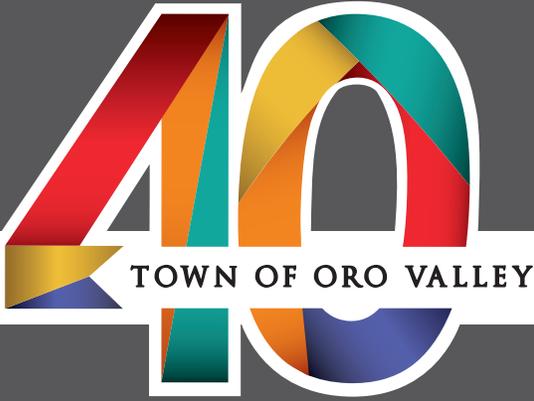
YOUR VOICE OUR FUTURE

Planning Oro Valley Together



Many Choices. Lots of Voices.

friendly
scenic safe
family
community employment
parks schools quality
environment views place
services recreation opportunities



DINNER & SILENT AUCTION

Town of Oro Valley
40th ANNIVERSARY
DINNER & SILENT AUCTION
at the Oro Valley Country Club

Friday, April 18, 2014

Join us for an evening of live entertainment and a silent auction, as we celebrate the Town of Oro Valley's 40th Anniversary at the beautiful Oro Valley Country Club, 300 W. Greenock Drive. Silent auction proceeds benefit the Oro Valley Historical Society.

Cost: \$50 Menu: Surf & Turf combo

5:30 - 7 p.m. cocktails (no host bar)
7 - 8:30 p.m. dinner
8:30 p.m. dessert on the patio

Tickets may be purchase through the Oro Valley Country Club by phone or in person, Monday through Friday, 9 a.m. - 4 p.m.

In-person: Phone:
300 W. Greenock Dr. 520-297-1121
Oro Valley, AZ 85737

JOIN THE FUN!



The Oro Valley community is invited to join the fun!

Download a copy of our "40 Never Looked So Good" sign at orovalleyaz.gov, take a picture of yourself holding the sign wherever you live, work or play in OV, and email it to 40LooksGood@orovalleyaz.gov. We'll include your picture in our 40th Anniversary social media campaign!

WATCH THE VIDEOS

As part of the countdown to its 40th Anniversary, the Town of Oro Valley has launched a series of short videos profiling various Oro Valley residents. "Like" us on Facebook to stay up-to-date on our future videos and news!



FAMILY EVENT

40th Anniversary
CELEBRATION

Saturday, April 26, 2014

9 a.m. - 3 p.m.

Steam Pump Ranch
10901 N. Oracle Rd.

Free fun event for the whole family!
live music - food trucks
activities for the kids

ART CONTEST

LIFE IN OV

Give us a glimpse of how you view life in Oro Valley! The Town of Oro Valley is proud to host the "Life in OV" art, photo and multimedia contest for students in grades K - 12.

The winner will receive: a \$100 OV Dollars gift card, a family four-pack of day passes to the Oro Valley Aquatic Center and a special invitation to have lunch with Mayor Satish Hiremath.

Entry forms and information available online at www.orovalleyaz.gov.

FOLLOW US!

facebook.com/orovalleyazgov

@orovalleyazgov

Visit us online at www.orovalleyaz.gov

BUSINESS SPOTLIGHT

Planet Smoothie

Frozen Yogurt & Smoothie Bar

Michelle Williams, owner/operator
 7315 N Oracle Rd. #108 | 520-638-7883
 NW corner of Ina/Oracle
 adjacent to Platinum Fitness



November 2013 marked the two-year anniversary for Planet Smoothie, the meticulously-clean and wonderfully-operated frozen yogurt and smoothie bar owned by Tucson native and Oro Valley resident, Michelle Williams and family. The business has proven to be so successful, Michelle is planning a second location, slated to open Spring 2014, along the light rail route in downtown Tucson.

Hard work and passion is nothing new to Michelle as she has been working since the age of 12, after her mother went through a divorce leaving her alone to raise four children. Michelle is the oldest sibling. Her discipline, big heart and moxie paid off with numerous careers and personal success in the financial sector and entrepreneurship. Planet Smoothie is her second successful business venture. It was actually during

her busy “eat and drive corporate lifestyle” when the inspiration to bring Planet Smoothie to the Oro Valley/Tucson area occurred. Michelle was out with her son when they stopped at a local place for a smoothie. Michelle was interested in opening up an establishment, but wasn’t quite sure which direction to start. Her son, noticing the obvious as most children do, said she should open a smoothie business. She accepted her son’s advice and started her research in opening “the best” smoothie franchise she could find, which she soon discovered was no simple task.

As Michelle explains, smoothies are great way to enjoy a balanced meal replacement, especially during a hectic work day or recovery after a vigorous workout; however, not every smoothie is made the same. Sugar content can destroy the nutritional value, defeating the purpose of making quick but healthy food decisions. Michelle’s research was focused around finding a product that delivered an honestly healthy choice for consumers and soon discovered the Atlanta, Georgia-based, Planet Smoothie (with headquarters now located in Nashville, TN). Planet Smoothie uses natural plant-based sweeteners that are Kosher, not genetically modified and with no adverse affects on blood glucose levels. The flavors are amazing and there are nearly 20 different low-calorie combinations, as well as frozen yogurt selections and health-conscious and even gluten-free snacks.

Planet Smoothie offers fantastic flavors and

an amazing staff that will help you discover your favorite smoothie combination. “Customer care is my top priority,” said Michelle. “We treat each guest like they’re family members.”

Repeat visitors are easily greeted on a first-name basis, and the products are consistently delicious every time. Michelle informed us that Planet Smoothie has received top ratings from the well-known KVOA News 4 feature Kitchen Cops, and five perfect health inspection ratings from the Pima County Health Department. She understands that her product is only as good as the place that it comes from.

Michelle is also grateful for her success, and her big heart shines through via charitable causes and contributions. Michelle created and captains “Run Baby Run,” a New York City marathon team that raises money and awareness for missing and exploited children. She also supports the Red Cross, champions Oro Valley athletic teams, hosts pet adoption programs along the stores wrap-around patio, and her staff takes time to feed the homeless during the Thanksgiving holiday. Michelle also hopes to nourish the community with the healthy offerings at Planet Smoothie.

Planet Smoothie is an excellent way to continue to support and encourage healthy habits for 2014 and to support a local business owner who is doing her part to making Oro Valley a healthy, happy place to live.

Naranja Park Improvements



① ② ③ Water operators Roger Whitecotton and John Nelson dig and backfill a water line trench at the archery range. ④ Mayor Hiremath's son Mac cuts the ribbon at the Archery Range Walking Course ribbon-cutting ceremony held on February 26. ⑤ PSE Archery owner and founder Pete Shepley poses with course designers Betty and Frank Pearson of the Frank Pearson School of Archery. ⑥ Recreation staff member Meghan Bunge demonstrates her archery skills. ⑦ Parks manager James Gardner introduces residents to the new west walking course.



SECOND SATURDAYS AT STEAM PUMP RANCH

10901 N. ORACLE ROAD

SECOND SATURDAYS LINEUP, MARCH - MAY

8 – 9:30 a.m.
Open for tours

8 – noon
Farmers Market

8 – noon
Historic, Western
& Americana Artisan
& Antique Fair

10:30 – noon
Heritage Garden
demonstrations
(April, May & Sept.)

9:30 – 10:30 a.m.
Guest speakers
(April, May & Sept.)

March 8

Speaker: Roxy Johnson

Topic: Roxy Johnson is very involved in Oro Valley History as a long standing member of the Oro Valley Historical society, she has served on the Board of Directors for many years. Roxy not only knows the history of the area but she has close ties. Her parents were homesteaders near modern day Oro Valley back when Steam Pump Ranch was owned and operated by the Proctor family. Her mom made a living by skinning rattlesnakes and creating fine belts, boots and the like with the skins. Don't miss out on this fun fill story of her roots!

Western Band: Greg Morton Band

April 12

Speaker: John Ravesloot

Topic: Archaeologist John Ravesloot, was one of the authors of the OV Cultural Resources Inventory. Some of this inventory dealt with the beginnings of the Town, early neighborhoods, and Town growth. He and his wife Pat have extensive knowledge about Oro Valley through time.

May 10

Speaker: Ethel E. Miller

Topic: Ancestor research

TRADITIONS OF ORO VALLEY

Pre-history to current day

Come see the pit house replica, create a pottery figurine, learn about gardening in the desert and meet and greet the monthly guest.

Audience: Children - Adults

Time: 10:30 a.m. - noon

Dates: April 12, May 10

Fee: Residents \$5 per Month (2 persons) class,
Non-residents \$6 per class

Leader: Joyce Rychener

To register, visit us online at:

<https://eservices.orovalleyaz.gov/registration>

Partners: Heirloom Farmers Market & Archaeology Southwest



Pool Water Savings

- Now is a great time to be thinking about the beautiful outdoors. The weather is warming up and pretty soon the heat of summer will be upon us. As the temperature goes up, so does the evaporation rate from fountains and pools. In general, pool owners empty and fill their pool every year as a result of the evaporation process. Below are some tips to save water and money while maintaining your pool. For this information and more, visit The Arizona Municipal Water Users Association AMWUA
- Plant a windscreen of trees and shrubs to reduce evaporation.
- Shade your pool to reduce evaporation. Plant trees or build structures to keep hot afternoon sun off the surface.
- Use a liquid pool cover or a pool blanket during seasons when you use the pool less often.
- Keep chemicals in balance to help minimize the need to backwash.
- Use cartridge filters or hose down filters near landscaping instead of using automatic backwash. Every backwash cycle uses 250-1,000 gallons of water.
- Check that your auto fill is operating correctly. Overfilling and leaks can be costly. Set a bucket on the top step. Fill bucket to same level as water stands outside the bucket. Place bucket on deck for three to four days without disturbing or covering it. Put bucket back on step. If pool water level is lower than the water level in the bucket, there may be a problem with auto-fill or a pool leak.



Conservation Kids Program Begins in Oro Valley Schools



The Oro Valley Conservation Kids Program began in February 2014 and is available in most schools in the Oro Valley area. Conservation Kids is an interdisciplinary program that has been specifically designed for first- through third-grade learners and focuses on the water cycle, water supply, and water conservation in Oro Valley and the Tucson Basin.

For more information click on [Water Conservation | Oro Valley](#) or contact Karn Boyce at 229-5024 or kboyce@orovalleyaz.gov.

Did You Know?



Arizona Water Awareness Month

April is Water Awareness Month! Visit Arizona's Water Awareness Month (WAM) website to find ways to save water and money.

www.waterawarenessmonth.com