

# CITY OF REEDLEY COMMUNICATOR



### Points of Interest:

- **City Manager's Blog—  
"Always Ready, Always Prepared, Always Willing"**
- **Senior News**
- **Special Hauls**
- **Recreational Opportunities**
- **Logo Contest**
- **Parks Make Life Better**
- **Business Licenses**
- **Farmer's Market**

Información en estas hojas informativas están disponible en español llamando 637-4200 ext. 212.

### HOW TO CONTACT US:

City Services	637-4200
Administration	Ext. 212
Public Works	Ext. 214
Commy Dev.	Ext. 222
Building	Ext. 225
Code Compliance	637-4230
Fire	637-4230
Police	637-4250 or 911
Community Svcs	637-4203
Senior Services	637-4207
Dial-A-Ride	637-4202

### Reedley City Council

- Mary Fast**, Mayor
- Pete Chavez**, Mayor Pro Tem
- Anita Betancourt**  
City Council Member
- Steve Rapada**  
City Council Member
- Ray Soleno**  
City Council Member

## CITY MANAGER'S BLOG

*"Always Ready, Always Prepared, Always Willing" - By Rocky Rogers*

By the end of June the City should see itself adopting a new budget. One that has less revenues than the year before. Staff and Council have worked very hard to maintain services at past years level however it becomes more and more difficult when you see the funds decreasing. Still, faith abounds as we have completed our marketing analysis with the Buxton Group.

This analysis will provide us with ammunition to go after retail, commercial business that Reedley so desperately needs as our residents have to travel out of town to find it. It also provides our existing businesses with the information they need to determine what other products their patrons want or require that they may not currently provide. Our Chamber of Commerce has been such an advocate for business, growth and community over the past year that I have been amazed at their dedication and commitment to a better, stronger and vibrant Reedley. The board, diverse in every way, has

shown how they can work together to accomplish phenomenal results. The retail and real estate forecast say that the economy is beginning its long slow climb to recovery and that mid 2011 will see us well on the way toward recovery. Reedley needs to be vigilant and ready to take full advantage of any opportunities that may present themselves as that is happening. Louis



Pasteur was quoted as saying "Chance favors a prepared mind". You could take that a step further and say *Always Ready, Always Prepared, Always Willing*. That's where Reedley needs to find itself. Vigilance married with prudence will help us find and stay there. You don't get a lot of details from this blog but what I trust you do get is a vision and hope that you can latch onto and make it your own. Let's fight the good fight and finish this race because a crown awaits those who do. **Finis coronat opus** - *The ending crowns the work.* (Ovid)

## SENIOR NEWS

**Parking Lot Yard Sale**—Saturday, June 5th the Reedley Senior Commission will have a yard sale at the Reedley Community Center from 7 am—12 noon. If you would like to rent a table or have good saleable items you would like to donate, call the Senior Center at 637-4203.

**Seniors and Caregivers Information and Assistance and California Telephone Access** representatives will be on hand on Wednesday, June 16 from 9:30—11:00 to help with a variety of needs. Several of the new telephones that are available free through the CTAP program will be shown.

**Coping with Diabetes**—Wednesday, July 21st at 9:30 am. Do you or a family member have Diabetes? The third Wednesday of each month an Adventist Health representative will be at the Reedley Community Center to educate us about Diabetes. This is a free service.

**Senior Newsletter**—Did you know that a senior newsletter is mailed out each month that lists available local services and activities? If you would like to get on the mailing list, please give the Senior Center a call at 637-4203. Donations are encouraged to help offset the cost, but not required.

## SPECIAL HAULS

The Spring Clean Up was a big success with over 300 people participating. If you are a City of Reedley resident and still in need of disposing of hard to handle items, you can call Public Works at 637-4200 ext. 214 to get a price on a special haul or short term bin. Our prices are affordable and our service is quick. Call us for your disposal needs.



## RECREATIONAL OPPORTUNITIES

Call the Community Services office for details—637-4203

The **Rabobank Fiesta Walk Run** will be on Sat., October 9th. Races are available for all ages and abilities. Mark your calendar so you don't miss it.

**Summer Day Camp** starts on June 14th for ages 4-12. If your child is older than 12, they may qualify for our **Jr. Leader Program**.

Sign ups for **Swimming Lessons** continue at the Community Center until June 19th when they move to the City Pool. Ask about our **Jr. Life-guard Program** for teens.

**Free Swim Testing Day**—Saturday, June 19th 10-Noon.



## LOGO CONTEST

The Reedley Parks and Recreation Foundation is a non-profit corporation formed for the purpose of supporting Reedley's recreational activities. The Foundation would like to create a logo which graphically depicts their mission. To that end, they are asking for your help. The contest is open to residents of all ages in the Reedley area. The winning entry will receive a prize of \$100. Deadline is July 23, 2010; winners will be announced in August, 2010. Contact the Community Services office for entry details and application, or access them on the City of Reedley website: [www.reedley.com](http://www.reedley.com).

**Parks  
Make  
Life  
Better!**

Did you know that in a recent study it was discovered that . . .

- 98% of Californians have visited a local park during the past year
- 50% of California households reported that someone in their household participated in a structured recreational program at least once in the past year
- Californians see parks and recreation as making a community a *better place to live*, because it provides access to the serenity and awe of nature; outdoor spaces for play and exercise, especially children; facilities for group sports; and positive alternatives for juveniles, which serves to help lower crime and mischief.

Here are a few ways to utilize Reedley's parks:

- Park Rentals— Birthday parties, church picnics, etc.
- Playgrounds
- River Parks—Swimming, boating, fishing
- Sports—Baseball and Soccer Fields, Basketball courts
- Picnics

So, if you are looking for a . . . . .

- A walking trail—try Citizens Park or the Rail-Trail
- A basketball court—try C.F. Mueller Park or Citizens Park
- A soccer or baseball field for practice—try Camacho, Citizens, or the new Sports Park
- Barbecue pits for a picnic—try Smith's Ferry, Cricket Hollow, Citizens, C.F. Mueller, or the new Sports Park.



## BUSINESS LICENSES



The annual City of Reedley Business License renewal takes place on July 1, 2010, until July 30, 2010 and is due and payable within 30 days of the

billing date on the invoice. If you are interested in doing business in the City of Reedley, please contact Chevy in our Finance Department to start the Business License process. She can be reached several ways:  
Phone—(559) 637-4200 ext. 219  
Mail—845 G Street, Reedley, CA 93654  
FAX—(559) 637-2257  
Email—[sylvia.gonzalez@reedley.ca.gov](mailto:sylvia.gonzalez@reedley.ca.gov)  
If you have a Business License, but no longer do business in Reedley, you must submit written notice to have your name removed from our list.

## FARMER'S MARKET

The Reedley Downtown Association has once again organized a local Certified Farmer's Market for all of us to enjoy. Each Wednesday from 4-7 pm starting on May 19th through the end of summer, you will find a variety of fruits and vegetables on G Street between 10th and 12th Streets. All the produce and products are fresh and locally grown.



**MISSION STATEMENT:** WE, THE MEMBERS OF THE REEDLEY CITY COUNCIL AND EMPLOYEES OF THE CITY OF REEDLEY, FOSTER A HIGH QUALITY OF LIFE FOR OUR ENTIRE COMMUNITY BY CREATING AN ENVIRONMENT OF OPEN COMMUNICATION, PROGRESSIVE PARTNERSHIPS, ECONOMIC OPPORTUNITIES AND THE DELIVERY OF EFFICIENT, RESPONSIVE AND EXCELLENT COMMUNITY SERVICES.