



The Anderson Update

April 2013

Springtime is here and everything is blooming and leafing out in town. This past month was busy here at the City of Anderson with many notable events.

The Anderson Police Department has been very busy in the past month. Police Chief Michael Johnson conducted the first ever uniform inspection. The department's employees were outfitted in their class A uniforms and were looking sharp. The department continues to demonstrate its high level of professionalism and integrity.



Officer Scott Bailey was named the Anderson Police Department Officer of the Year at the Redding Exchange Club annual awards luncheon. Officer Bailey has been with the department for six years. Congratulations!



As announced previously, Captain Robert Kirvin is retiring at the end of June. The department has been seeking qualified applicants for a recently created Lieutenant position that will replace the Captain's position upon his retirement. The testing process was conducted last week and I would like to thank all of the community members who helped by being panel members. Look for the announcement of the successful candidate in the coming weeks.

The City of Anderson is very fortunate to have so many great community partners. On March 3rd, several staff members and elected officials attended the Redding Rancheria Community Fund dinner. The Rancheria Community Fund has been very generous to the City of Anderson, and we are very thankful for all of the grants we have received. March 23rd was the Anderson Chamber of Commerce Awards dinner where outstanding local businesses and individuals were recognized. The Public Service award went to Anderson Police Department Officer Robert Modin. Congratulations to Officer Modin on a job well done!



The Deschutes Interchange project continues to move along. Currently the contractor has been focusing on the curb, gutter and sidewalk on the new Locust Road section. In the coming weeks look for work on the north side of the project by the on-ramp, paving of the new Locust Road and work on the retaining walls underneath I-5.



Last month Development Services Director Kristen Maze had the opportunity of attending the Northern California International Council of Shopping Centers on March 13th and 14th. She attended the two General Sessions: the first was *The Resurgence of the Factory Outlet Malls* and the second was *The ABC's of the XYZ Generations* which was the essential guide to understanding, communicating and marketing to the demographic alphabet soup, the values, tastes and habits of all these generations. Both sessions were very informative about what is important for retailers and specifically for the City, what can or will work for Anderson and our demographics.

Kristen was able to make a number of connections with other Cities that attend the conference on a regular basis as well as developers that have land in the City of Anderson.

She met both retailers and brokers that may not have necessarily considered or known about the City of Anderson; where we are located, what our population and service area really is or what land is available in the City. She found the conference to be a successful trip that should be repeated to continue making the necessary connections with retailers and brokers in order to keep the City of Anderson an active participant in the retail industry.

In May both the City and the Anderson Chamber of Commerce will be attending a similar show in Las Vegas. The show is attended by over 30,000 industry professionals; we will be there marketing that our City is ready, willing and able for commercial development!

Pam Lewis in the Community Services Department has again held a very successful Lean and Green Day at Volonte Park. The event saw almost 1000 people participate. Pam also had 300 kids for the annual Easter egg hunt. Pam is doing a great job keeping recreation opportunities available in these lean economic times.

As always, if you have questions or suggestions for our City, please give me a call. Jeff