

Inviting motel make-over graces Hayfork

BY CHRISTINE SERONELLO
FOR THE TRINITY JOURNAL

New Hayforker Jim Pochinchuk (you can call him “Jimmy Po”) from the Bay Area has become an overnight celebrity and hero. He moved here in December, bought the old dilapidated Big Creek Motel, and six units are already open for business.

Transforming the old motel into the new Timberjack Lodge is an ongoing labor of love for Jim, and he’s been overwhelmed by the help offered by so many. Homer Yates and Sam Rose helped him coordinate with the Trinity County Planning Department, Craig Hair Jr. of the Trinity County Water District had staff help Jim find all the underground pipes, and Patty Holder of the Red Hill Motel in Weaverville provided free training on hotel management. Ninety percent of the labor and 60 percent of the materials were and are being provided locally, and the name is in honor of the high school’s mascot. Staff positions will be filled by locals.

Although Jim has an extensive background in construction, he was wanting in the interior design area. That crash course was achieved by watching the reality TV show about buying fixer-uppers, “Flip This House.” The wonderful interior design of the new units proves he passed with flying colors.

In addition to the newly remodeled six units, six more should be ready in about three months.

Hayfork has been without suitable lodging for way too long and the community is thrilled about this. Finally there is lodging that can be recommended with confidence to family and friends.

Several times a week Jim is lauded with car horns and thumbs-ups from drivers passing by on Big Creek Road. The posting on Facebook was met with raves from people all over the county.

Scott Morris from Weaverville said it best — “Hayfork so deserves nice lodgings! Thanks, Jim, for stepping up and investing in the heart of Trinity!”

There are currently 6 units available for reservations, all with queen size beds. There are 4 single rooms at \$76 per night and 2 double rooms at \$89 per night. They are currently taking reservations but beginning to fill up fast. They feel it is important to give local people opportunity to get their reservations in so they would like to



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The new sign on Big Creek Road at Highway 3 invites travelers to come on in and stay the night.

encourage people to call in soon, especially if they have friends and family coming for a visit.

In addition to the queen size beds, each room also comes with free WiFi, new flat screen TVs and certain rooms are even pet-friendly.

There are comfortable, designated smoking areas around the lodge, but customers can still expect clean, smoke free rooms.

There are plans for expansion and they hope to go to 10 units as quickly as possible. They are thankful for the good working relationship they have had with the Trinity County Planning Department during this renovation.

They are entertaining other creative ideas for lodging to accommodate travelers of all budget types, including modest cabins, teepees or campground areas with high end bath-house accommodations. Once they have settled on new expansion and cleared it with the Planning Department, they will post the updates on their Web site.

The Timberjack Lodge is located at 250 Big Creek Road in Hayfork. You can call them at 628-5648 for a reservation or visit their Web site at www.timberjacklodge.com.