

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

June 2020
Volume XXXIV Issue 6

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
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GUIDANCE FOR THE USE OF FACE COVERINGS

Adapted from a circular from the State of California Health and Human Services Agency, California Department of Public Health, issued June 18, 2020

Because of our collective actions, California has limited the spread of COVID-19 and associated hospitalizations and deaths in our state. Still, the risk for COVID-19 remains and the increasing number of Californians who are leaving their homes for work and other needs, increases the risk for COVID-19 exposure and infection.

Over the last four months, we have learned a lot about COVID-19 transmission, most notably that people who are infected but are asymptomatic or pre-symptomatic play an important part in community spread. The use of face coverings by everyone can limit the release of infected droplets when talking, coughing, and/or sneezing, as well as reinforce physical distancing.

This document updates existing CDPH guidance for the use of cloth face coverings by the general public when outside the home. It mandates that face coverings be worn state-wide in the circumstances and with the exceptions outlined below. It does not substitute for existing guidance about social distancing and handwashing.

Guidance

People in California must wear face coverings when they are in the high-risk situations listed below:

- Inside of, or in line to enter, any indoor public space;
- Obtaining services from the healthcare sector in settings including, but not limited to, a hospital, pharmacy, medical clinic, laboratory, physician or dental office, veterinary clinic, or blood bank;
- Waiting for or riding on public transportation or paratransit or while in a taxi, private car service, or ride-sharing vehicle;
- Engaged in work, whether at the workplace or performing work off-site, when interacting in-person with any member of the public...

DISCLAIMER: ONLY A SMALL PART OF THE FULL GUIDANCE DOCUMENT IS REPRINTED ABOVE. For your own protection and the protection of others, download and read the full Guidance document here: https://1ccaxf2hhhbh1jcwiktlicz7-wpengine.netdna-ssl.com/wp-content/uploads/2020/06/Guidance-for-Face-Coverings_06-18-2020.pdf



Lunches for Lifesavers
Want to help fight
against COVID-19 in our
neighborhood?
See p3

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL
Hosted by
Bisordi Ranch and Vineyards, LLC
1350 River Road, Fulton

Thurs. July 9, 2020
5:30 PM - 7:30 PM



Steve Plamann
Aaction Rents
President

*Our Mission:
The Mark West Area
Chamber of Commerce
is organized to advance
the economic well-
being and uniqueness
of the Mark West Area
so that its citizens and
all areas of its business
community shall prosper.*

CHAMBER MEETINGS

Board of Directors
Second Tuesday
Of Each Month
11:30 am - 1:00 pm at
Best Western Plus Wine
Country Inn & Suites
870 Hopper Av. S.R.

Ambassadors Mtg.
Second Tuesday
Of Each Month
1:30 pm - 3:00 pm at
Best Western Plus Wine
Country Inn & Suites
870 Hopper Av. S.R.

PRESIDENT'S MESSAGE

We are open! A proposed short shutdown, which actually lasted almost 14 weeks, is over! Well, still no big events with more than 100 people, but day-to-day life is open like before, except for masks and social distancing, which will remain for quite a while. Rush hour traffic is also back. All businesses are open and customers are faced with the new terms of shopping. I plan to go out and support local businesses as my needs require, but I will take all necessary precautions to protect myself and others. It would be nice to say that our numbers look good and we are in the clear, but that is not our true reality. With our numbers surging, a second shut-down is possible, but unlikely. If we want to stay open and get our economy back on track, follow the rules... simple rules that will stop the spread of this world-wide menace.

Please support local businesses and protect yourself. We all need to have the community we had in early March back. We can have that community if we support it. We live in a very special area of the world and we need to help maintain it for each other. Do not get out of your comfort zone, but in that zone, help our business community come back to life. Do this for yourself, for your neighbors, and for the businesses you need.

The Chamber is also back with our first Social since March. Our July Social will be held at Bisordi Ranch and Vineyards at 1350 River Road in Fulton, from 5:30 until 7:30-ish PM. Rob and Stephanie will be our hosts. It will be outside on their beautiful property. Please come and help us celebrate a new beginning and the togetherness of old friends. Masks and social distancing are required by our Health Department.

We are back on our regular schedule, with a Chamber Social the second Thursday of every month. We will have our business card drawings for prizes, our 50/50 raffle drawing and our famous Pot of Gold drawing at each Social. Come and see what you can win!

Our annual Installation Dinner will be held on August 27th at Charlie's Grill in Windsor at 6:00 PM. Get your tickets early and support your Chamber. Special guests will include Sonoma County 4th District Supervisor James "our hero" Gore, and Miss Sonoma County 2020, Sunny Muscatell. Sunny was last year's runner up for Sonoma County's Outstanding Teen.

We have a very special event planned for you and your business on September 17th. Stay tuned for more announcements and information on how you can participate in this spectacular Community Faire.

Stay safe, and shop locally.

Steve Plamann, President



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Branch Manager

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LUNCHEES FOR LIFESAVERS GOING STRONG

Lunches for Lifesavers has carried on through this month every Monday, Wednesday, and Friday, thanks to the stellar organization efforts of Chamber member Stephanie Bisordi of Bisordi Ranch and Vineyards, LLC. The program is the brainchild of Stephanie and Rob Bisordi, who wanted to show support to our frontline health workers at Sutter Santa Rosa Regional Hospital by bringing the Emergency Department meals and snacks at regular intervals during this stressful and challenging crisis.

The response from the community continues to be impressive, with monetary donations from scores of individuals and businesses. Stephanie has been able to order meals from many of our area restaurants, and the Chamber has been there to help coordinate the drop-off at the hospital and publicize both the Health Care Worker Heroes and our local businesses.

Check out the great pictures on our Facebook page at Facebook.com/MarkWestAreaChamber, and see if your favorite eatery has been featured yet. And don't forget to "like" our page so you can see our future posts.

We are continuing to develop our social media to interact with our community. Our page "likes" have exploded! Let us know if we can help promote your business through posting or sharing, by contacting Beth Henry, ehenry@sonic.net, 707-360-8027.

Contributed by Beth Henry, VP of Membership, Publicity and Public Relations



Emergency Department Clerk Shannon (left) receives traditional Filipino food from Trisha (right), co-owner and co-manager of Tambayan Filipino Eatery in Larkfield Center.



Anytime Fitness in Larkfield and the Epicenter sponsored TWO meals. They delivered food from Molsberry's Market on Monday, June 15. That's Beth Johnson, Director of Community Outreach for Anytime Fitness (left), standing with Grey Gardner, RN (right) and Anytime Fitness staff members Bri and Krista, the Member Experience Manager.



Left to right: Beth Henry (Mark West Area Chamber), Stephanie Bisordi (Bisordi Ranch and Vineyards, LLC), and Ski Saunders, an EMT and CNA in the Sutter Santa Rosa Emergency Department.



LOOK AT ALL THESE HEROES! Lunch on Friday, June 19 was donated by Janice Piehoff, Mona and Tim Ibrahim, Kelsey McDonald, and a generous anonymous donor. They all teamed together with help from Stephanie Bisordi and bought lunch from MoMo Cafe (next to Airport Cinemas.) That's MoMo's owner Paul at far left, standing with EMT Leo, PA Eric, RN Nancy, and RN Meghan.

SONOMA COUNTY TOURISM INDUSTRY PERFORMANCE AND INSIGHTS

	June 7-June 13		June 14-June 20		Running 28 days	
	Current Week	Current Week % change	Current Week	Current Week % change	Month	% change
Occupancy (%)						
Sonoma County General	46.7	-44.0	50.9	-40.2	45.9	-43.2
Sonoma County Full Service	36.1	-56.3	42.0	-48.5	35.7	-54.7
Average from other destinations	41.9	-43.0	48.2	-35.1	40.6	-43.7
Average Daily Rate (ADR)						
Sonoma County General	107.6	-44.0	112.41	-44.7	106.86	-45.4
Sonoma County Full Service	121.0	-52.7	129.29	-51.9	121.89	-53.1
Average from other destinations	132.42	-40.3	169.73	-24.9	136.43	-38.9
Revenue Per Room (RevPAR)						
Sonoma County General	50.23	-68.6	57.25	-66.9	49.07	-69.0
Sonoma County Full Service	43.71	-79.3	54.33	-75.2	43.54	-78.8
Average from other destinations	51.78	-65	76.45	-51.1	51.3	-65.0

Sonoma County Tourism is the official destination stewardship organization for California's Sonoma County. SCT is a private, non-profit marketing and sales organization dedicated to promoting overnight stays and creating a sustainable hospitality economy in Sonoma County. Part of the SCT mission is to track the numbers behind tourism in Sonoma County,

a particularly important activity during the Covid-19 crisis. The table above is a digest of their most recent findings and was delivered to their subscribers via email on June 24, 2020.

Findings include:

- Americans are feeling less restriction on their budgets and their travel dollars, and their interest in traveling has increased from 46.1% to 48.3%.
- However, half of American travelers feel the coronavirus situation will get worse in the U.S. in the next month and less than 20% feel it will get better. This is leading to some travel cancellations.

Read the full email message from Sonoma County Tourism online at <https://myemail.constantcontact.com/Tourism-Industry-Performance---Insights.html?soid=1103889864913&aid=MI9lvxCSwfl>

Visit the Sonoma County Tourism website at <https://www.sonomacounty.com/about-sonoma-county-tourism>

WE KEEP COMMUNITIES FLOWING

At California American Water, we offer tools and tips to help customers conserve water so we can keep life flowing. Visit californiaamwater.com and click on "Conservation" for water-saving information.

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UPCOMING EVENTS

Schedule Subject to Change Due To COVID-19 Health Emergency

The times, dates, and locations of all Mark West Area Chamber events are subject to change, depending upon governmental guidelines. For the latest event information, check the Chamber website at <http://www.markwest.org/>

Thursday July 9, 2020
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by Bisordi Ranch and Vineyards, LLC, 1350 River Road, Fulton

Thursday August 13, 2020
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by Atlas Pavers Co.
 1710 4th Street, Santa Rosa

Thursday August 27, 2020
 Chamber 39th Annual Installation Dinner
 6:00 - 9:00pm
 Hosted at Charlie's Restaurant at the Windsor Golf Club, 1320 19th Hole Drive, Windsor

September 17, 2020
 30th Annual Community
 Faire & Business Showcase
 4:00-7:00pm



This is truly a community faire with games and activities for kids and adults, silent auction, rebuild and public services information, food and wine sampling, Grand Raffle, and representatives from our amazing local businesses.

Thursday October 8, 2020
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by Extended Child Care Coalition
 1745 Copperhill Pkwy #5, Santa Rosa

Thursday, November 12, 2020
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by Anytime Fitness
 490 Larkfield Center, Santa Rosa

Wednesday, December 2, 2020
 Holiday Tree Lighting - Community Event 6:00pm
 Hosted by Mark West Union School District;
 Molsberry's Markets, Inc.; Sonoma County Fire District; Mark West Area Chamber of Commerce

Thursday, December 10, 2019
 Chamber Business After Hours Social 5:30-7:30pm
 Co-hosted by Larkfield Exchange Bank and Molsberry Markets, Inc.
 500 Larkfield Center, Santa Rosa

Postponed due to Covid-19 Response
 Chamber Business Luncheon
 11:30am-1:00pm
 Topic: Mark West Site-Specific Plan
 Speakers: James Gore (Sonoma County 4th District Supervisor), Pete Lescure (Lescure Engineers), and PRMD staff
 Hosted at Best Western Plus Wine Country Inn and Suites, 870 Hopper Ave, Santa Rosa

Postponed due to Covid-19 Response
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by Salon Marcel (Ribbon Cutting)
 4795 Old Redwood Hwy, Suite C, Santa Rosa

Postponed due to Covid-19 Response
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by Solstice Senior Living at Santa Rosa (Ribbon Cutting)
 3585 Round Barn Blvd., Santa Rosa



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BUSINESS SPOTLIGHT**CHARLES M. SCHULZ—SONOMA COUNTY AIRPORT: THE SKY'S THE LIMIT**

Air travel has become a key part of the modern world. Whether visiting loved ones in distant states or taking a business trip across the ocean, long-distance travel is made easier through air travel.

Many frequent flyers know large, international airports such as SFO or OAK, but local county airports, such as Sonoma County's Charles M. Schulz – Sonoma County Airport (KSTS), are just as important. Whether to make a connection at another airport, or for a complete round trip, the Sonoma County Airport is ready to give passengers their best.

The Airport's history began in 1941, when Sonoma County purchased the land. The Airport was constructed, but would not exist for long before changing hands for a short time. In 1942, the United States military acquired control of the property due to wartime needs. While under the military, the Airport grounds saw significant expansion, including an expanded runway and the construction of proper hangars. After serving as a training ground and base during the war, the property was returned to Sonoma County in 1946, where the Airport is now a part of the Department of Transportation & Public Works.



Arriving and departing passengers pass through the main terminal of the Charles M. Schulz-Sonoma County Airport.

Today, the Sonoma County Airport is working on an expansion of its terminal building, in order to better accommodate passengers in an ever-busier world. Significant air traffic comes from a number of sources, both public and private. Three major airlines (Alaska Airlines, American Airlines, and United Airlines) operate out of the Airport, serving commercial passengers. Several local emergency services are permitted to use the Airport for their air vehicles, including REACH, CAL FIRE, and the Sonoma County Sheriff's Office, while other air traffic comes from smaller tenants, including private planes and flight schools. For passenger transportation on the ground, the Airport works with fellow Mark West Area Chamber of Commerce corporate sponsor Sonoma County Airport Express.

The Sonoma County Airport also provides spaces for other businesses that are not directly related to aviation. Several smaller businesses operate on Airport-owned property, including the Sky Lounge restaurant, located inside the main terminal, and the Pacific Coast Air Museum, home to many vintage aircraft that are available for public viewing. These tenants and Fixed Based Operators (FBOs), along with grants from the Federal Aviation Administration, enable the Airport to operate as an enterprise fund, rather than taking a part of the county's general fund.

The California fires of the past few years have seen significant use of Airport resources, due in part to the Airport's use as an air attack base for CAL FIRE. CAL FIRE has been located on the property for several decades, and currently stages two S2T tankers, an OV-10 Bronco, and a Sikorsky Skycrane helicopter. Airport business was somewhat affected by the Tubbs Fire in 2017 and the Kincade Fire in 2019, but the Airport quickly resumed routine operation once the fires were contained.

As a member of the Mark West Area Chamber of Commerce, the Sonoma County Airport continues to operate to the best of its ability. From air travel, to dining, to museums, the Airport is able to offer Sonoma County residents comfortable and uncomplicated service. To the Chamber, Airport Manager Jon Stout has a few words: "The Airport is proud to contribute to the local economy and values its local partners. Thank you for supporting STS!"

Contributed by Johnathan Williams, Freelance Writer

Interested in joining our Ambassador Team? 🎵
Contact the Chamber at
office@markwest.org
707-578-7975



To host a Ribbon Cutting, contact...
Aggie Maggio
aggiemaggio@icloud.com
707-486-1303



MARK WEST AREA COMMUNITY INFORMATION

AREA POPULATION - within a 3 mile radius - 20,000
 ELEVATION - 160 feet above sea level
 BOUNDARIES - Area approximately bounded by:
 Shiloh Road - North Piner Road - South
 West Olivet Road - West Lodge on Mark West Springs Rd - East

The Lark Newsletter is published monthly under the direction of:
 The Mark West Area Chamber of Commerce & Visitors Center
 4787 Old Redwood Hiwy, Suite 101, Santa Rosa, CA 95403

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The Lark Newsletter is emailed to member businesses each month.
 For more information, contact the Chamber office at 578-7975.

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Deadline for publication is the 3rd Wednesday of the month.
 Please email your materials to info@markwest.org

*Promote your business with
 your flyer in the Chamber online newsletter.
 You supply the flyer - We do the work!*

CHAMBER MEMBERSHIP DUES

Standard Dues - *Effective January 1, 2020*

\$149.00	Business (1-5 Personnel)	Non-profits get a 10% discount off Basic pricing
\$229.00	Business (6-10 Personnel)	
\$299.00	Business (11+ Personnel)	
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Mark West Area Chamber of Commerce and VISITORS CENTER



4787 Old Redwood Hwy, Suite 101
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AFTER HOURS BUSINESS SOCIAL

Thursday July 9
5:30 - 7:30 pm

**BISORDI RANCH
AND VINEYARDS,
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