

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

May 2018
Volume XXXII Issue 4

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
Visitors Center: Mon. - Fri. 9 am - 4 pm www.markwest.org

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YOUR COMMENTS REQUESTED ON STRATEGIC SONOMA ACTION PLAN

The Economic Development Board is pleased to release the Strategic Sonoma Action Plan.

Strategic Sonoma is a new five-year economic strategy to address Sonoma County's most pressing challenges and create a more inclusive, resilient, and vibrant economy. Strategic Sonoma includes an assessment of Sonoma County's competitive position relative to other communities; evaluates new industry clusters of opportunity that best match Sonoma County's natural assets; and recommends concrete actions the community can take to achieve its goals.

Strategic Sonoma is a culmination of a year-long effort that included feedback and contributions from over 200 local residents, community leaders, and business owners.

The Action Plan is focused on a shared vision for the future that says, Sonoma County is a resilient, inclusive, and economically diverse community. Achieving this vision will require Sonoma County partners to focus on six priorities: Recover from the October 2017 fires, build necessary housing, educate and support our workforce, diversify existing business clusters, be a leader in environmentally-sustainable practices, and improve mobility and access to services.

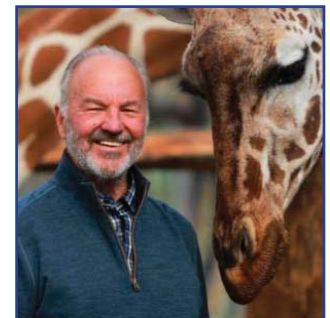
The Sonoma County Economic Development Board invites you to review and provide your comments on the Action Plan, Competitive Assessment, and Target Cluster Report. Visit www.StrategicSonoma.com for more information.

Adapted from an email sent by the Sonoma County Economic Development Board, May 10, 2018

SAFARI WEST FOUNDER PETER LANG RECEIVES THE 2018 AMERICAN RED CROSS ANIMAL RESCUE HERO AWARD

As the Tubb's Fire raged toward Safari West, Peter found he couldn't leave his preserve undefended. Thanks to his fight to save nearly a thousand animals with little more than a few garden hoses, the American Red Cross has chosen to honor Peter with their 2018 Animal Rescue Hero award.

Watch the video on the Safari West blog: <https://www.safariwest.com/2018/05/safari-west-founder-peter-lang-receives-2018-american-red-cross-animal-rescue-hero-award/>



May Social hosted by
Fulton Crossing
See p3

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

Hosted by

Mark West Union School District
305 Mark West Springs Road, Santa Rosa

Thursday June 14, 2018
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 Thursday
Of Each Month
4:00 pm - 5:00 pm
At the Chamber offices

PRESIDENT'S MESSAGE:

Summer is just around the corner. The kids will be out of school and vacations will be planned. Please keep in mind the many unique and fun places in Sonoma County. Spending money locally enriches the whole area in many ways. We are in an unusually beautiful area with so many options for a fun day, weekend or week-long vacation. "Shop local" is more than a slogan...it is a great value.

The Mark West Area Chamber of Commerce hosted a Luncheon with James Gore, 4th District County Supervisor and Chairman of the Board of Supervisors, on April 25th at the Best Western plus Wine Country Inn & Suites. He spoke to a full house and updated us all on the progress of our recovery from the deadly October 1017 fires. See the more detailed article about this event on page 4 of this newsletter.

Roni Berg, Mark West Citizens Advisory Council Member, joined us as we participated in the 2018 annual Luther Burbank Rose Parade on May 19th. Beth Henry and John Essman represented the Mark West Area Chamber of Commerce. They all rode in a beautifully restored 1939 Oldsmobile, which was driven and donated for the parade by owner Alan St. Marie. What a nice experience they had!. Please come out next year and walk along the parade route with us to promote the Chamber and your own business in front of thousands of onlookers.

I would like to thank Rami Batarseh and all the artists from Fulton Crossing Artisan Studios and Gallery for hosting a great Social on May 10th. The event was held in their beautifully restored building filled with great original works of art by the many artists, who show their work in their individual spaces. We were treated to great food and wine, great company, and many amazing prizes. This was a joint mixer which included the Mark West Area Chamber, the County Hispanic Chamber, the Windsor Chamber, North Bay Black Chamber, and Healdsburg Chamber. We had well over one hundred people in attendance, all networking and enjoying each other's company.

Our next Chamber Business After Hours Social will be June 14th at 5:30-7:30pm. It will be hosted by the Mark West Union School District at 305 Mark West Springs Road, Santa Rosa.

The Pot of Gold drawing will be for \$580. So come on out and mingle, because you can't win the Pot of Gold unless someone from your business is present!

A reminder that our 37th annual Installation Dinner will be at Charlie's Grill at the Windsor Golf Club, on October 12th from 6:00-9:00pm. Bring your date or staff and have a fun and entertaining time. This is a once-per-year event that you shouldn't miss.

Visit us at <http://www.markwest.org/> to find out more about each event.

Steve Plamann, President



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MAY 10 SOCIAL

Our May networking social was a lively event at the Fulton Crossing artisan center. We co-sponsored the night with the Windsor and the Sonoma County Hispanic Chambers of Commerce. In addition, the members of the Healdsburg and the North Bay Black Chambers of Commerce were invited to join us.

Our “full house” was generously hosted by Fulton Crossing’s Owner Rami Batarseh and Gallery Manager Karen Finkle. Fulton Crossing is an industrial artisan center in Sonoma County providing workshop space to local artists, crafters and makers of visual and functional art and furniture. It occupies an old food processing plant on River Road, right at the railroad tracks.

It was impressive how Rami gave the credit for his success to the artists in his community and the manager of the gallery. He couldn’t seem to say enough about the artists and introduced as many as he could who were there. He said he loves them all, and it’s pretty clear that they all love him as well. He said they make the building beautiful, and not only that but they pay rent, which makes any property owner happy!

He also gave credit to Karen Finkle, the Gallery Manager who, in his words, “put the gallery together”. She’s very experienced and personable, and has a natural talent for attracting artists with diverse styles and media and intriguing bodies of work.

Currently, there are 24 to 35 artists at Fulton Crossing. There is so much variety and so much beauty. There is everything from traditional landscapes and modern abstract paintings to fine cabinetry and steampunk lamps made of cast-off items! If you haven’t been to Fulton Crossing, drop by. You can also find more information at <https://www.fultoncrossing.com/>.

Donors & Winners

Our pot of gold has grown to \$560; but unfortunately, the winning business was not present to accept the prize. Next month, it will be \$580! Sooooo... Be there next month. It may be your lucky social and you could walk away with \$580!

The 50/50 drawing was a whopping \$95.00; and was won by Marian Barbieri, representing Golden Bear Financial.

Dr. Karen Farac won a \$45 bottle of Cabernet Sauvignon “Carlin’s Blend”, donated by Carlos Chavez of Chavez Family Cellars.

Deborah Myers, of Health at Your Fingertips, won a generous gift basket, which included an adorable stuffed giraffe, donated by Nancy Lang and Aphrodite Caserta of Safari West.

Joe DiSalvo of DiSalvo Plumbing won a generous collection of hand painted greeting cards which were donated by our hosts.

Fulton Crossing also donated a beautiful (and expensive) painting which was won by Nancy Johnson, a Realtor at Artisan Sotheby’s International Realty.

Our next social will be on June 14, hosted by the Mark West Union School District.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker and John Essman of Sonoma CONNECTION



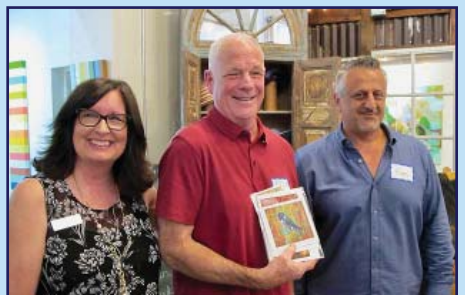
We had a good crowd at Fulton Crossing. The building is an old food processing plant, and its rebirth as an artisan center is a spectacular re-purposing of a property whose original role is no longer needed locally.



We had many familiar faces, and many we only seldom see, including members of the Windsor, Sonoma County Hispanic, Healdsburg, and North Bay Black Chambers of Commerce.



There was lots of visiting and camaraderie, and plenty of places to sit and enjoy the appetizers and wine provided by our gracious hosts. And all while surrounded by some of the best artwork in the county!



Hosts Rami Batarseh (right) and Karen Finkle (left) of Fulton Crossing present Joe DiSalvo of DiSalvo Plumbing with his door prize, a collection of hand-painted greeting cards.

LUNCHEON REPORT APRIL 25: SUPERVISOR JAMES GORE TALKS FIRE RECOVERY

Chairman of the Board of Supervisors James Gore had an informal, information-packed conversation at the Mark West Area Chamber of Commerce quarterly luncheon. The event took place April 25th, at the Best Western Plus Wine Country Inn & Suites in Santa Rosa.

He started out conveying how honored he has been to represent the 4th District residents of Sonoma County during his first term in office, and would like to believe it is a testament to his hard work that he is unopposed in his bid for a second term. The remaining discussion focused on wildfire rebuilding efforts.

Supervisor Gore felt the Sonoma County Office of Emergency Services (OES) deserved a "C" for their handling of the October wildfires. "They were prepared but not for the magnitude of what we experienced. They could have done better." He emphasized that there is no perfect system available for alerting residents of emergencies, but that important lessons have already been learned and there has been a vast improvement in the system. And with these lessons we are now much better prepared for possible future emergencies, including a major earthquake along the Rogers Fault. Supervisor Gore stated that we have an 80% chance of a 6.3 or greater earthquake by 2040. Gore also stated that he has been part of the movement in establishing citizen organizations for preparing for disasters. Topics discussed in these groups have included vegetation management to reduce fuel load in the prevention of future fires and the possibility of future alarm towers with infrared capabilities.

Supervisor Gore emphasized that he has learned very much in his past 6 months in office and firmly believes that preparation and re-building is now his calling. Supervisor Gore also took questions pertaining to pensions and housing.

Contributed by Tony Gerald, Sonoma County Airport Express, Inc.



Chairman of the Sonoma County Board of Supervisors James Gore made an informative presentation at the Mark West Area Chamber of Commerce luncheon on April 25.

CONTINUED LOW UNEMPLOYMENT IN MOST NORTH BAY COUNTIES

Adapted from a story on the North Bay Business Journal website, May 18, 2018

North Bay unemployment rates continue to decline and, in most areas, stay well below the state and national jobless rates, according to state Employment Development Department figures released today.

Of all the counties in the North Bay, Marin at 2.1 percent continued to claim the lowest rate. The statewide jobless rate was 3.8 percent while the EDD reported the national rate was 3.7 percent.

Marin County was the second lowest in the state, edged out by San Mateo County at 2 percent. Rankings for other North Bay counties: Sonoma, 5th; Napa 9th; Solano, 20th ; Mendocino 24th; and Lake 33.

Read the entire story on the North Bay Business Journal Website:

<http://www.northbaybusinessjournal.com/northbay/sonomacounty/8341014-181/napa-sonoma-marin-unemployment>

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



*To host a Ribbon Cutting,
contact...
Aggie Maggio
aggiemaggio@icloud.com*



Keep abreast of important information pertinent to local business issues: <http://edb.sonoma-county.org/>

UPCOMING EVENTS

Thursday, June 14, 2018
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Mark West Union School District**
 305 Mark West Springs Road, Santa Rosa

Thursday, July 12, 2018
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Central Fire Authority of Sonoma County**
 45 Lark Center Drive, Santa Rosa

Thursday, August 9, 2018
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Aaction Rents and Friendly Feed & Supply**
 1000 River Road, Santa Rosa

Thursday, September 13, 2018
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Hilton Garden Inn Sonoma County Airport**
 417 Aviation Blvd., Santa Rosa

28th Annual Wine Country Business Showcase

The Luther Burbank Center for the Arts is still working to restore their facilities after the fires. We are working with them to set a new date. Watch for news in this newsletter and on the Chamber website.



Thursday, October 11, 2018
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Sutter Santa Rosa Regional Hospital**
 30 Mark West Springs Road, Santa Rosa

Friday, October 12, 2018
 37th Annual **Installation Dinner** 6:00-9:00pm
 At Charlie's Restaurant at the Windsor Golf Club
 1320 19th Hole Drive, Windsor

Thursday, November 8, 2018
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Anytime Fitness**
 490 Larkfield Center, Santa Rosa

Wednesday December 5, 2018
 Holiday Tree Lighting - Community Event - 6:00pm
 Hosted by **Molsberry's Markets, Inc.**
 522 Larkfield Center, Santa Rosa

Thursday, December 13, 2018
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Larkfield Exchange Bank and Molsberry's Markets, Inc.**
 500 Larkfield Center, Santa Rosa

SONOMA COUNTY WELCOMES GRANNY UNITS

Adapted from an article in the North Bay Business Journal, May 9, 2018

On Tuesday May 8, Sonoma County supervisors signed off on a wide-ranging suite of policy changes intended to encourage construction of more new homes, loosening restrictions on granny units and lowering other development hurdles seven months after nearly 5,300 residences were lost here in last year's devastating wildfires.

Under the revised rules, homeowners in unincorporated areas could build a larger granny unit or fit one on a smaller property than the county allowed before. County permitting officials will be able to sanction second units on even smaller lots through a separate process.

Read the entire article: <http://www.northbaybusinessjournal.com/northbay/sonomacounty/8310476-181/sonoma-county-housing-construction-rules>



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FIRES' WAKE UPENDS JOB AND HOUSING MARKET, CUSTOMER BASE FOR BUSINESSES IN SONOMA COUNTY

Adapted from a story by Glen Martin on the Press Democrat website, April 27, 2018

About 10 people have come by Vitali Barber Stylists over the past two weeks to shake hands with the barbers and say goodbye.

"Their insurance checks are finally coming in," said barber Larry Anderson. "They're moving out. A lot of them are going to the southern states — Louisiana, Arkansas, Oklahoma, South Carolina. They can get a lot more house for their money there. One guy showed me photos of a big, beautiful brick house on a large property that he bought for \$215,000."

Vitali's is tucked away in a small Hopper Avenue strip mall just down from the leveled Santa Rosa neighborhoods of Coffey Park. When the fire came, it did more than destroy the homes and disrupt the lives of Coffey Park residents. It created a diaspora of clients who supported local businesses, shrinking the customer base to an almost unsustainable degree.

"And it wasn't just our Coffey Park customers," said Anderson, who reclined in a barber's chair in a shop without customers on a recent weekday. "We had a lot of customers, usually older people, who'd come in from Fountaingrove. A fair number of our Coffey Park people have managed to come back for haircuts, but not our Fountaingrove customers. After the fires, they just disappeared. Overall, I'd say we're still down 20 to 30 percent."

Six months after the North Bay fires, Sonoma County's economy remains in flux. While the loss of nearly 5,300 homes and numerous businesses hasn't crippled commerce, the impacts are real and will likely prove long-lasting. For many residents, it's a matter of mere inconvenience: increased traffic congestion, for example. But for the people who lost homes or jobs, the pain continues, and it is acute.

Read the full story on the Press Democrat website at <http://www.pressdemocrat.com/specialsections/8245560-181/fires-wake-upends-job-and?sba=AAS>

ROSE PARADE REPORT

The Mark West Area Chamber of Commerce was uniquely represented in this year's Rose Parade in a 1939 Oldsmobile sedan, rebuilt, owned, and driven by Alan St. Marie. Roni Berg, Vice-Chair of the Mark West Citizens Advisory Council, accompanied us as we traversed the parade route. Board Member Beth Henry and Ambassador John Essman were also on board for the celebration.



Above, left to right: Beth Henry (Accent Printing), Roni Berg (Mark West Citizens Advisory Council), John Essman (SonomaConnection), and Alan St. Marie, the generous owner, restorer, and driver of this spectacular automobile.

Left: Beth Henry of Accent Printing (and wearing authentically styled clothing of the period) lends an air of authenticity and nostalgia to the scene. Thank you Beth!

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

ADVERTISING: 6 months \$107.50; 1 year \$200
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 You supply a .pdf version of your 8.5" x 11" flyer to info@markwest.org
 You can pay online at <http://markwest.org/payment>

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 newsletter.
 You supply the flyers - We do the work!*

CHAMBER MEMBERSHIP DUES

Effective May 1, 2006

Standard Dues		Non-Profit Dues
\$125.00	Business (1-5 Personnel)	\$110.00
\$175.00	Business (6-10 Personnel)	\$155.00
\$245.00	Business (11+ Personnel)	\$215.00
\$625.00	Corporate Sponsor	
\$ 95.00	Individual (no business affiliation)	

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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 June 14
5:30 - 7:30 pm

MARK WEST UNION SCHOOL DISTRICT

305 Mark West
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THE WINDSOR TIMES

