

Mark West Area Chamber of Commerce and VISITORS CENTER



BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
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The Lark

September 2020
Volume XXXIV Issue 9

ONLINE COMMUNITY FAIRE SCORES BIG WITH PARTICIPANTS AND GUESTS



Of all the feedback we received about our 30th Annual Mark West Community Faire and Business Showcase, the most rewarding to me was

when Dan Peterson, the new CEO of Sutter Hospital, said that he was “thrilled” to be a Platinum Sponsor of this year’s event, and “excited to be a part of an innovative, virtual event like this.” These comments were made in his pre-recorded message that was played back during our livestreaming Faire Finale on Thursday, September 17. It was a validation of all the hard work and the risk that the Board took to make our beloved Faire virtual this year.

You might recall that September 17 was our original Community Faire date, set when COVID-19 was an unknown virus, and when the Pandemic was something that had happened a hundred years ago. But for 2020, in an effort to stay safe, obey laws, and be responsible community stewards, we moved the tradeshow online, trying to preserve all the things that have made it so fun and worthwhile in years past – the sense of community, the noise and excitement, our member businesses, the public agencies, the food and drink, the festive atmosphere, the family-friendly

Continued on page 3



President Steve Plamann draws the winning name for the Kids’ Raffle while Emcee Andre applauds during the Finale of the Community Faire & Business Showcase. The Kids’ Raffle was open to students in the Mark West Union School District and the winner received a \$200 gift certificate for the Epicenter donated by Steve Plamann and Doug Williams, with organizational support from Board Member Alicia Mills.

GLASS FIRE

News of the destructive Glass Fire reached us virtually as we went to press with this issue. Our hopes and prayers are with everyone affected by this fire, and we wish strength and safety to all our heroic Fire Fighters and First Responders. The Mark West Area Chamber of Commerce is watching the situation closely, and our focus now is on making sure everyone around us is safe and out of harm’s way, so the Fire Fighters can do their jobs. Once the flames are out, we will use all our hard-won experience from the Tubbs Fire recovery to help the City and County recover from this fire too.

Following are some City and County resources to help those affected, with everything from financial and housing aid, to Covid-19 assistance, to mental health services.

Glass Fire Emergency Info:

<https://socoemergency.org/emergency/wildfire/>

SoCo Emergency:

<https://socoemergency.org/>

SoCo Launch Business Resources Guide:

<http://sonomaedb.org/Business-Assistance/Coronavirus-Business-Resources/>

Farm Bureau Foundation of Sonoma County Wildfire Relief Fund:

Ranchers & farmers, call or email: (707) 544-5575 or relief@sonomafb.org



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

Well, we made it through the summer fires only to be hit with this latest group. I am sitting here with my bags packed, again, in case I have to evacuate. Many folks have already lost their homes or businesses in the last couple days and many other people (over 68,000) have already been evacuated. My heart goes out to all those directly and indirectly affected by this current group of wildfires in our community. Our firefighters have had such a tough three years. I am so thankful for their efforts to fight these fires.

We have such a hard time getting back to normal living here. We are still waiting to get our economy back on track and all the businesses re-opened that closed because of the pandemic. I think we all hope to slowly get back to our normal life patterns, daily activities, extended families, going to our favorite places, and hanging out with others. I am looking forward to getting back to the Chamber's monthly Socials. They were always something I could count on to promote business, learn about other businesses in the Chamber and in the community, see familiar faces, and pick up on conversations we started at the last one. They were always fun, relaxing and productive! It may still be a while before normality is totally restored, but we are on the down-hill slope now. And maybe we will have learned a little more about caring for others, protecting others, and supporting our community and our way of life, as we now know how fragile everything really is.

I want to brag a little about our fantastic online Community Faire and Business Showcase. It was our 30th year and for the first time ever all of it was presented online. This fantastic five-day event included an online Live Dunk Tank Event, a silent auction, many informative and funny Faire and business promotional videos, a photo contest sponsored by the Windsor Times, a Grand Prize Raffle Drawing for a \$200.00 gift certificate to Molsberry's Market (sponsored by Molsberry Markets, Inc.), a Mark West School District student raffle for a \$200.00 gift pass to the Epicenter, and daily discounts and specials at many participating Mark West Area Chamber businesses for the five days of the event. We also gave away 200 samples bags full of gifts, surprises and more from our local businesses in four different neighborhoods. WOW, what a successful and talked-about event it was and one that has kept the Community Faire and Business Showcase alive and meaningful, despite the restriction caused by COVID and social distancing.

We also had four special guests on the live event: State Senator Mike McGuire, Jenny Chamberlain, District Director for 4th District Supervisor James Gore (Jenny was a celebrity Dunk Tank pitcher); Dan Peterson, the new CEO of Sutter Hospital in Santa Rosa; and Sunny Muscatell, Miss Sonoma County 2020 (Sunny sang the National Anthem and also dunked one of our dunk tank heroes with a great pitch).

All the information, fun business videos, and the recorded dunk tank event are still available for viewing on Facebook and YouTube at:

https://www.youtube.com/results?search_query=mark+west+area+chamber

<https://www.facebook.com/MarkWestAreaChamber>

I am very proud of the creative way this chamber, especially Board VP and Chair of the Faire Committee Beth Henry, came up with such a meaningful and innovative way to help support our businesses and our community. Beth's vision, determination, hard work, and leadership are very much appreciated.

I would also like to give a special thanks to Board members John Essman, Doug Williams, Margaret Di Genova, Alicia Mills, Laura Buhner, Brian Molsberry, Pete Lescure, Millie Gibson, Todd Anderson, and Willie Lamberson. And last but not least, a special thanks to the great Andre Andrus for again being the MC of the Community Faire.

Steve Plamann, President

Community Faire, continued from page 1

activities, the silent auction, the Grand Raffle, and, let's not forget the dunk tank, which was new last year but created quite a splash. And so for 2020, booths became short videos on YouTube, food and drink became Restaurant Faire Specials and cooking demos, kids' activities were incorporated into the Mark West Unified School District curriculum, contests were sponsored by member businesses, and it was all shared on Facebook and social media for five full days, culminating in a 45-minute Dunk Tank Finale which we livestreamed on both YouTube and Facebook.

We made mistakes, learned things, and had fun. We strengthened some community bonds, forged new ones, and gained some new member businesses. We made a fraction of the revenue we normally would have by selling booth space, but our online auction raised the same amount of money as our normal silent auction, and for this we are grateful to everyone who donated items -- individuals and businesses alike. We even were able to reproduce our Faire "swag bags," that ubiquitous element of trade shows and business expos everywhere, by having drive-by pickup stations in our local neighborhoods, organized by Board Member Doug Williams.

There was a lot of excitement and camaraderie generated around our four Dunk Tank Heroes, which helped to publicize the Faire as a whole and the livestreaming Finale in particular. These four community leaders are true champions for our chamber, not only because they raised money through Dunk Tank pledges in advance of the event on our auction website, but because they were willing to go along bravely with this new and untried scheme and make us look good. Thank you, David Mohle, Owner of Accent Printing and Design; Ron Calloway, Superintendent of Mark West Unified School District; Ed Sheffield, Government Affairs Manager at Sutter Santa Rosa Regional Hospital; and Brad Sherwood, Block Captain and fire survivor leader. We could not have done it without you and your time and support throughout.

Please take a moment to peruse the accompanying photos and recognize the many community supporters, contributors, and leaders who helped to make this, our most challenging Community Faire and Business Showcase ever, a successful reality. And you can visit our new YouTube Channel at any time (@Mark West Area Chamber) to view all our brave and comic member videos!

Contributed by Beth Henry, VP Membership



Brian and Dean Molsberry, with the winners of the \$200 Molsberry's gift certificate, Meredith Huetter and her son Reiner.



Faire Committee Member Roni Berg, the unofficial Mayor of Fulton, gives out Sample Bags at Fulton Crossing on September 15, 2020. Roni also helped design our flyer and publicity!



Ed Sheffield, Sutter Health North Bay Government Affairs Manager, was a Dunk Tank Hero during the Grand Finale on September 17.

Photos continue on page 4

Community Faire, continued from page 3



Miss Sonoma County 2020, Sunny Muscatell, sang the National Anthem at the Finale and also was our first celebrity pitcher, downing Brad Sherwood in the Dunk Tank.



David Mohle, owner of Accent Printing and Design, was not only a Dunk Tank Hero, but a Platinum Sponsor who hosted the Faire Finale in the parking lot of his business.



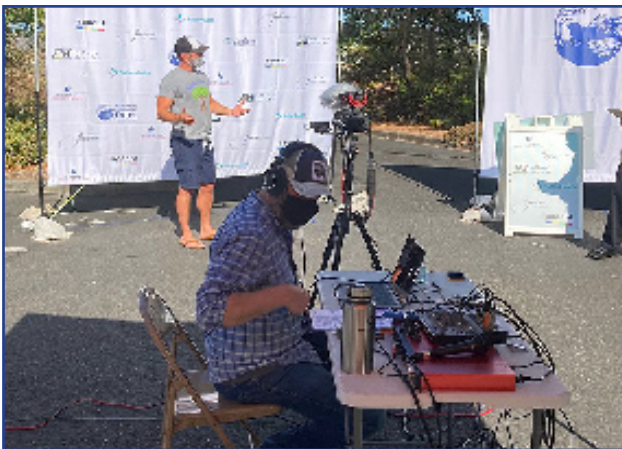
Margaret DiGenova, Operations Manager for Platinum Sponsor California American Water, gets ready to make her remarks at the Finale of the Mark West Community Faire on September 17.



Steve Plamann, President of the Chamber, shared MC duties at the livestreaming Finale with Andre Andrus, MC of our traditional Faire at the LBC in past years.



Faire Committee Member Anne Barbour of Atlas Pavers was our Bear Chair, designing and coordinating a Bear Hunt in our Faire Videos throughout the week.



Dennis Whitaker of Whitaker and Me Marketing was instrumental in producing the livestreaming Finale event on both Facebook and YouTube on September 17.



District 4 Director Jenny Chamberlain stands in for a vacationing Supervisor James Gore as a celebrity dunk tank pitcher on September 17, seen here with President Steve Plamann.

Photos continue on page 5

Community Faire, continued from page 4



Superintendent of Mark West Union School District Ron Calloway gets ready to take the plunge as a Dunk Tank Hero on September 17, raising over \$600 for the Chamber.



Board Member Willie Lamberson gives out Sample Bags with Johnathan Williams in his neighborhood on September 14. Photo credit: Doug Williams, Sample Bag Coordinator.



Brad Sherwood, Dunk Tank Hero and fire survivor leader, with Brandy Sherwood and their children on September 13 as they give out sample bags in their neighborhood.



State Senator Mike McGuire made a remote video appearance during our livestreaming Finale event on September 17.



Miss Sonoma County Sunny Muscatell sizes up her Dunk Tank target.

Photos continue on page 6

To host a Ribbon Cutting, contact...

Aggie Maggio
aggiemaggio@icloud.com
707-486-1303



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Ambassador Team?
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office@markwest.org
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Community Faire, continued from page 5

Thank you to all the restaurants who participated in Faire Week, featuring food specials all week long and showcasing their best offerings to the public.

The Windsor Times sponsored a photojournalism contest as part of Some Good News Day on September 16. Winning photos can be seen on Facebook/MarkWestAreaChamber.

THE WINDSOR TIMES
Photo Journalism Contest

SGN DAY Mark West Community Faire & Business Showcase

Submit your Good News Day photos by Thursday, Sept. 17, at noon

Post your Good News Day photo on your social media, tag us and use hashtags #MarkWestChamber and #SGNDay

@windsortimes @thewindsortimes @Windsor_Times

OR, email photo to Teresa@sonomawest.com (subject line must say SGN-Photo).

Prizes: Amy's Wicked Slush gift cards
1st Place: \$50 gift card
2nd Place: \$35 gift card
3rd Place: \$25 gift card.

Winner will be announced on Thursday, Sept. 17, at 4 p.m. during the Mark West Community Faire's Grand Finale, live-streaming on Facebook and YouTube.

Any photos that are tagged will be shared on The Windsor Times social media and some photos submitted via email may appear on social media. All photos submitted via email or social media will be in the photo contest if received before deadline. The winners will appear in The Healdsburg Tribune paper and on all Sonoma West Publishers websites.

WELCOME NEW CHAMBER MEMBERS!



Tambayan Filipino Eatery
 Located on the north side of the Larkfield Center, Tambayan Filipino Eatery is a full-service restaurant specializing in home-style Filipino cuisine. Owner Trisha Hunt and partner Ted serve up delicious and authentic food and are available to cater your next event. Dedicated members of the community, they own several businesses and restaurants in Sonoma County.



Costeaux On The Go at the Sonoma County Airport (STS) serves a selection of baked goods, savory items, coffee and more. Their grab and go program features a variety of demi-sandwiches, salads, and deviled eggs, their famous deep dish quiche, breakfast croissants and eclairs. Look for the red umbrella as you come around the main terminal. Free 2-hour parking in any of the lots.

IT'S TIME TO BUILD A FIRE SAFE COMMUNITY

The ad presented at right is the final version of an open letter that ran in the Santa Rosa Press Democrat the weekend of September 26-27.

The Chamber was asked to support the Fire Survivors in their plea to the Board of Supervisors to not divert PG&E settlement funds to causes other than fire prevention.

The timing of the ad is important, running in advance of the Supervisors' regular meeting on October 6, where many of Chamber representatives and their allies will be speaking on behalf of area residents.

COVID-19 BUSINESS STABILIZATION GRANT PROGRAM:

APPLY BY OCTOBER 19

The Sonoma County Economic Development Board has announced the details of a Covid-19 Business Stabilization Grant Program, approved by the Sonoma County Board of Supervisors on September 1, 2020.



A total of \$2.5 million dollars have been allocated from federal CARES Act funding received by the County of Sonoma for this program. In partnership with Bay Area CDFI Working Solutions, small businesses in Sonoma County with between 1 and 30 employees will be able to apply for between \$2,500 and \$15,000 in Covid-19 relief funding to use towards expenses including payroll, utilities, rent, or mortgage expenses.

The application window opened on Sept. 28 and closes on Oct. 19.

Visit the EDB website for more information: <http://sonomaedb.org/Business-Assistance/Coronavirus/Recovery/>

A Letter to County of Sonoma Leadership and Our Community

IT'S TIME to build a fire safe community.

PG&E Settlement Funds earned by Fire Survivors should be invested in long-term fire prevention programming.

This October will mark the third-year anniversary of the Tubbs and Nuns fires of 2017 which took the lives of 24 Sonoma County residents and destroyed 5,300 homes. Three years later, PG&E has settled with the County of Sonoma for costs associated with the fires for approximately \$150 million. Fire survivors and block captains from throughout the County are asking the Board to invest this one-time funding in long-term fire prevention programming and not on general fund or other non-fire prevention related programs. Our County would not have this funding if it were not for the fires that took lives, destroyed our homes, and devastated our properties. We have rebuilt our homes to be fire safe. Now let us use these funds to make our whole county fire safe.

The need for making our county fire safe is real. Climate scientists predict that drier, warmer weather will lead to more frequent and larger fires. We are seeing it already: In 2019 and again in 2020, our county was devastated by wildfires which destroyed hundreds of homes and impacted critical watershed habitat. Visionary leadership, prudent fiscal management, and program development of the PG&E funding will help us be better prepared for future fires. Since the 2017 fires, our county still lacks a vegetation management program, and those communities that burned before are still susceptible to burning again because no fire prevention policies or fire break programs have been initiated.

Now is the time to make real progress towards making a fire safe and resilient community. What does that look like? Sonoma County's Office of Recovery and Resilience has a framework that was approved by the Board of Supervisors. Let's take that framework off the shelf and implement it by using the PG&E funds. Let's make long-term, bold investments and grow these funds to support ongoing vegetation management on private properties. More investments in our early warning communications systems are needed. Nixle failed again during the Walbridge fires. For as much as we have been through as a county, we can work together to implement fire prevention programs that will have a lasting effect.

Investing in fire prevention programming is investing in public health, safety and housing. Wildfires don't discriminate on where or what they destroy. Bottom line — preventing and better preparing for the next wildfire will save lives, protect public health and housing, and secure our economy.

It's been three years. Let's make some bold decisions and make progress. We can do just that with the PG&E funds — funds that we will never have again can be used to turn what was our county's worst disaster into a true demonstration of leadership and hope for our future generations.

Respectfully,

Fire Survivors and Block Captains 2017 Sonoma Complex Fires

- Ann DuBay • District 1
- Karen and Brian Fies • District 4
- Lynn Garric • District 1
- Barry Hirsch • District 4
- Willie Lamberson • District 4
- Brian Molsberry • Chair, Mark West Citizens Advisory Council
- Jeff Okrepkie • Coffey Strong Founder
- Jeremy Olsan • District 1
- Pete Parkinson • District 1
- Steve Plamann • President, Mark West Chamber of Commerce
- Steve Rahmn • President, Coffey Strong
- Shawn Ratliff • President, Larkfield Resilience Fund
- Brad Sherwood • District 4



Thank you to the Rebuild NorthBay Foundation for continuously supporting our fire survivors.

BUSINESS SPOTLIGHT**CERTAINTY IN UNCERTAIN TIMES: ADx HEALTHCARE**

Since the onset of COVID-19, testing has been one of the most crucial lines of defense. Not only can testing allow doctors to identify those with the virus before they develop symptoms, but it also allows those who may have the virus to know so they can reduce their chance of passing it on to others. Much of the challenge for those being tested, however, has been figuring out where to get tested and when they will receive their results. For those in the North Bay, these questions have become far easier to answer. ADx Healthcare, a physician-owned company in Washington State, is now providing quick and comfortable drive-through COVID-19 testing at the Luther Burbank Center for the Arts and three other locations in the North Bay. This testing is private pay, \$149, and is open to everyone age two and up. No doctor's referral or symptoms are required.



ADx Healthcare drive-through testing is available for everyone at the Luther Burbank Center for the Arts (photo courtesy ADx Healthcare)

The pandemic has become a great challenge for many businesses across the country. Sonoma County has been no different. While it has been possible for some businesses to operate on a simple work-from-home system, others cannot accomplish this, and as such need to work to ensure their employees are healthy. This need becomes all the more important for employees who are required to travel for business purposes. With current pre-travel screening requirements, it can take time to arrange for a test and then longer still to receive results back, potentially delaying an important trip. Through the efforts of ADx, this has changed.

ADx Healthcare works with local businesses, both big and small, to find the best testing approach tailored for their specific needs. Drive-through, on-site, or a combination of both are available, as well as access to an employer-specific portal to pre-register employees and have direct access to results if given permission by the employee. After reaching out to ADx Healthcare, a local business can have on-site testing within a day or two and can choose between a one-time test or an on-going screening testing routine based on their needs.

As a Sonoma County resident, ADx Director of Operations Allison McKeany recognizes how important it is to work with local businesses in battling COVID-19. As part of their efforts to provide their services to the North Bay, ADx Healthcare has become a member of the Mark West Area Chamber of Commerce, allowing them to interact with many local businesses and help business owners and employees alike protect themselves and others from the dangers of the virus. The more precautions are taken, the sooner the virus can be beaten.

For those in need of a certified, gold-standard COVID-19 test, look no further than the drive-through or on-site services of ADx Healthcare. In the Mark West Area, employers can send employees to the drive-through testing at the Luther Burbank Center, or talk with ADx Healthcare to arrange for on-site testing. If an employee needs to travel, ADx will provide fast, reliable testing and results. For more information about the testing procedures, or to discuss specific business or individual testing needs, visit the ADx Healthcare website at www.adxhealthcare.com/covid.

Contributed by Johnathan Williams, Freelance Writer



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Larkfield Office
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UPCOMING EVENTS

Due to Covid-19 restrictions, all events through October 2020 have been postponed.

The times, dates, and locations of all subsequent 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, 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

Events postponed due to Covid-19 Response

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

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

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

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

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

Chamber Business After Hours Social 5:30-7:30pm
Bisordi Ranch and Vineyards, LLC
1350 River Road, Fulton

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

**The Mark West Area Chamber of
Commerce Board of Directors willingly
gives our positive endorsement of the
Sonoma County reopening plan and
we believe it should move forward with
the solidarity of our community leaders
and with the hope of strengthening the
revival of our business community.**



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 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 Hwy, Suite 101, Santa Rosa, CA 95403

ADVERTISING: 6 months \$107.50; 1 year \$200
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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
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CHAMBER MEMBERSHIP DUES

Standard Dues - *Effective January 1, 2020*

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THE WINDSOR TIMES

