

# Mark West Area Chamber of Commerce and VISITORS CENTER



BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

707-578-7975  
 office@markwest.org

The Lark

August 2020  
 Volume XXXIV Issue 8

TIGER KING DAY



## Mark West Community Faire & Business Showcase

ONLINE  
 Sept 13–Sept 17, 2020

Dunk Tank Finale  
 and Grand Raffle Drawing  
 Livestreamed • Sept 17, 4pm

See your favorite community leaders get dunked!

Online Auction, Dunk Tank pledges and Grand Raffle tickets at  
[communityfaire.betterworld.org](http://communityfaire.betterworld.org)



#StrongerTogether  
 RESILIENCY DAY



FIVE DAYS!

Grand Raffle • Online Auction • DUNK TANK FUN  
 Family-Friendly • DAILY Challenges • Food Sampling  
 Give-Aways • Faire Specials • FUN Videos  
 Cooking Demos • Rebuild Info

[www.markwest.org](http://www.markwest.org)

Presented by the Mark West Area Chamber of Commerce

THANKS TO OUR FAIRE SPONSORS



### NEW COVID-19 FINES IN CITY AND COUNTY

Adapted from Sonoma County website content, <https://socoemergency.org/urgency-ordinance-authorizing-enforcement-of-covid-19-health-orders/>

In early August, the County of Sonoma and the City of Santa Rosa approved urgency ordinances authorizing administrative enforcement of the public health orders. These orders allow for civil penalties that give enforcement agents additional tools to address those violations of health orders that create serious risk of spreading the virus.

Fines for personal (non-commercial) violations are \$100. Fines for commercial violations range from \$1,000 to \$10,000. Landlords are exempt. Provisions were also made for residents to report violations.

Read more on the Press Democrat website: <https://www.pressdemocrat.com/article/news/santa-rosa-adds-fines-for-covid-19-with-exemption-for-landlords/>

Register your Business and Participate! See page 3



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: MAKE A PROMOTIONAL VIDEO!

Here we are in sunny California with its yellow-grey smoky skies and snowflakes made of ash. If you were getting sick of the constant news about the Coronavirus you are getting a break with nearly 11,000 lightning strikes and almost 400 wildfires topping the news. I hope you are all well, safe and sane. More fires... déjà vu... Is there anything left to burn? We are now conditioned. We anticipate and prepare for the worst, but continue to live our lives as normally as we can, knowing we will survive and get back to normal tomorrow. As F. Scott Fitzgerald wrote, "so we beat on, boats against the current, borne back ceaselessly into the past." We sleep through earthquakes, roast marshmallows during wildfires, and adapt to viruses with masks and social distancing. We are finally ready for an invasion by E. T., as that is the only thing left that we haven't already suffered. Well, there is one problem: many of us could use a BIG hug. I sure could. Our business community has adapted, is surviving, and will continue to be a special place with close relationships and caring neighbors and friends. Resilience is much more than a word to us. It is our way of life. We will celebrate another victory!

Well, if you want a real challenge, have us come to your business and make a promotional video for this year's Mark West Community Faire and Business Showcase. It is easy and fun and we do all the work! You will have a lasting testament to your business, your community involvement, and your success.

We encourage business owners and their employees to get involved with the creative process and express what they do in a humorous way. We want to make you a promotional video we will all be proud of and which captures the attention of those tuning in to our Business Showcase. We will make you look good!

The promotional videos will be shown all five days of the Faire and remain on the Faire's Facebook and YouTube sites, with links to them from the Chamber website. If you already have a promotional video for your business, we can play that for you on our two sites. You can also share the promotional video on your own business Facebook page and website!

All the registration forms you need are in this issue of the Lark. You can also go to [markwest.org](http://markwest.org) to register, or contact us at [Office@MarkWest.org](mailto:Office@MarkWest.org) or (707) 578-7975.

Steve Plamann, President



*We recently shot a Business Showcase video for A.M. Maggio & Associates. This Santa Rosa business run by Aggie and Anthony Maggio offers health products with a focus on skin care. That's Aggie on the left, comparing her modern products with an old-fashioned mud mask humorously scooped up out of her own garden. Beth Henry, Beth Henry, VP Membership, Publicity & Public Relations is at right, filming. We encourage everyone to do as Aggie did and put some humor into their video!*



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**Larkfield Office**  
500 Larkfield Center, Santa Rosa, CA 95403  
[exchangebank.com](http://exchangebank.com)



**COMMUNITY FAIRE GOES ONLINE THIS SEPTEMBER**

Celebrate our Mark West community! The Mark West Community Faire is fun for kids and adults with games and activities, silent auction, rebuild and public services information, food and wine sampling, Faire Specials and promotions at our local businesses and restaurants, and of course, the Grand Raffle. Stay connected to your neighbors and be a part of the fun!



The Mark West Area Chamber of Commerce and Visitors Center is hosting its annual community event and business showcase ONLINE for 2020. Interactive daily activities, short cooking demos for kids and adults, Silent Auction website and Grand Raffle, Dunk Tank Fun featuring adventuresome local leaders, all kinds of informative and silly videos by our local organizations and businesses, even food and wine sampling! It all takes place from Sunday, September 13 through Thursday, September 17, with a different theme every day. Daily themes are:

- Sunday, September 13 – Tiger King Day
- Monday, September 14 – Mask Day
- Tuesday, September 15 – Toilet Paper Day
- Wednesday, September 16 – Some Good News Day
- Thursday, September 17 – Resiliency Day
- Thursday, September 17 from 4-5pm - Dunk Tank finale and Grand Raffle Drawing

There will be plenty of time to bid on your favorite auction items donated by our great member businesses. Bidding starts September 1 at [communityfaire.betterworld.org](http://communityfaire.betterworld.org) The Faire culminates in a livestreaming event on Facebook and YouTube on Thursday, September 17 from 4-5pm with the Dunk Tank Fun finale and Grand Raffle drawing.

Starting September 1, announcements and schedule details will be found on our website and social media channels: [www.markwest.org](http://www.markwest.org), Facebook/MarkWestAreaChamber, [communityfaire.betterworld.org](http://communityfaire.betterworld.org), and our Youtube channel.

Every day will have new upload challenges, cooking demos, business spotlights, food specials, and more, and the public has the opportunity to be engaged not only through our own social media, but through the online involvement of our many community partners like the Mark West Union School District, neighborhood resiliency organizations, and Faire sponsors.

We would like to especially thank our 2020 Platinum Faire Sponsors: Molsberry’s Market, California American Water, Carlton Senior Living, Sutter Santa Rosa Regional Hospital, Jackson Family Wines, and Accent Printing and Design.

**DO WE NEED THIS? YES, NOW MORE THAN EVER, WE DO!**



David Mohle of Accent Printing trains for dunk tank duty. Dunk Tank Pledges start September 1 at [communityfaire.betterworld.org](http://communityfaire.betterworld.org).

To host a Ribbon Cutting, contact...

Aggie Maggio  
[aggiemaggio@icloud.com](mailto:aggiemaggio@icloud.com)  
 707-486-1303



Interested in joining our Ambassador Team?  
 Contact the Chamber at [office@markwest.org](mailto:office@markwest.org)  
 707-578-7975



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# Mark West Community Faire

& Business Showcase

ONLINE  
2020

**Sunday, September 13 – Thursday, September 17, 2020**

GRAND RAFFLE • ONLINE AUCTION • DUNK TANK FUN • COOKING DEMOS • FOOD & PRODUCT SAMPLING • FAMILY FUN • UPLOAD CHALLENGES

## PARTICIPATION SIGN-UP

### BUSINESS / ORGANIZATION INFORMATION:

COMPANY: \_\_\_\_\_ CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

CURRENT CHAMBER MEMBER  NEW CHAMBER MEMBER \_\_\_\_\_

### PARTICIPATION INFORMATION (CHECK AS MANY AS APPLY):

- DONATE AN ONLINE AUCTION ITEM** - Everyone will want to be a part of the Mark West Community Faire Auction! We'll be promoting our online auction (this means YOU) during the weeks leading up to the Faire. Bidding opens Tuesday, September 1 at [communityfaire.betterworld.org](http://communityfaire.betterworld.org).
- SHOOT A VIDEO** - Pick a day and be a part of the fun. We'll help you shoot a "Faire Video" promoting your business and post it on Facebook and YouTube as part of our featured Faire offerings. Ask to be a part of the family-friendly "Baire Hunt" for extra exposure and fun! Suggested donation: \$75
- SUBMIT A VIDEO** - Already have a promotional video? We'll promote it on Facebook and YouTube as part of our featured Faire offerings. Suggested donation: \$50
- SUBMIT A COOKING (or other) DEMO** - What are you good at? Submit a video and we'll promote you on Facebook and YouTube as a spotlight "Faire Demo." Suggested donation: \$50
- PROVIDE A "FAIRE SAMPLING" GIVE-AWAY** - Provide about 200 pre-packaged samples (food, logo item, product), and we'll distribute via curbside pick-up to our local neighborhoods during Faire Week, with publicity and signage. Suggested donation: \$50
- CREATE AN IN-STORE "FAIRE SPECIAL"** - Develop a special promotion for the week of the Faire. We'll take pictures, promote it, and provide signage identifying you as a Faire participant. Suggested donation: \$25

### PAYMENT INFORMATION:

CREDIT CARD INFO BELOW  CHECK ENCLOSED  PAY ONLINE AT [MARKWEST.ORG](http://MARKWEST.ORG) (Use "Payment in any amount" for non-specified donations.)

NAME ON CARD: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

CARD NO: \_\_\_\_\_ EXP DATE: \_\_\_\_\_ CCV: \_\_\_\_\_

**Presented by the Mark West Area Chamber of Commerce & Visitors Center**

(707) 578-7975 • 4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403 • [office@markwest.org](mailto:office@markwest.org)

## THANKS TO OUR FAIRE SPONSORS





Mark West  
Community  
**Faire**  
& Business Showcase

ONLINE  
2020

Online Auction, Grand Raffle, and Dunk Tank pledges at  
*communityfaire.betterworld.org*  
Bidding opens Tuesday, September 1, 2020

# AUCTION DONATION

## BUSINESS / ORGANIZATION INFORMATION:

COMPANY: \_\_\_\_\_ CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

CURRENT CHAMBER MEMBER       NEW CHAMBER MEMBER \_\_\_\_\_

## DONATION INFORMATION:

ITEM: \_\_\_\_\_ VALUE: \_\_\_\_\_

PICTURES: Provide a logo and up to 3 jpgs or pngs by emailing to office@markwest.org. Or we can take pictures for you!

DESCRIPTION: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## PICK-UP INFORMATION:

The Mark West Area Chamber of Commerce is a 501(c)(6) organization. Fed Tax ID# 68-0004091  
(707) 578-7975 • 4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403 • office@markwest.org

# THANKS TO OUR FAIRE SPONSORS



## CHAMBER VOLUNTEER TONY GERALDI INSTRUMENTAL IN RECRUITING ELECTED OFFICIALS TO HELP REDWOOD EMPIRE FOOD BANK

Adapted from a story by Chris Smith in The Press Democrat, August 8, 2020

Critical demand for food for people challenged or devastated by economic fallout of the COVID-19 crisis spurred more than 30 elected officials from throughout Sonoma County and one from Mendocino County to give up their Saturday morning.

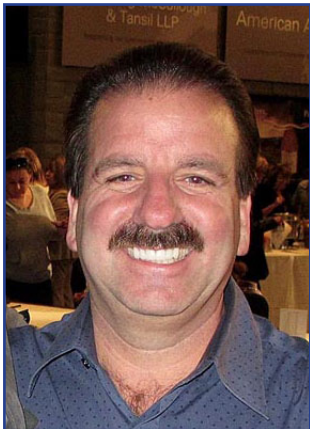
City council members from every municipality in the county teamed up to sort and package food beneath a tent outside the Redwood Empire Food Bank, north of Santa Rosa. Thirty-four members of city councils and school boards were joined by family members and several former elected officials.

They answered a call for help by the regional food bank, which wrestles with shortages of volunteers as it strives to assure that free food keeps flowing to great numbers of families and individuals that struggle to pay bills and keep food on the table amid layoffs and other disruptions brought on by the pandemic.

Rallying the elected officials to the cause was Tony Geraldi, a regular Redwood Empire Food Bank volunteer who works as operations manager for Sonoma County Airport Express, serves on the board of the county fair, and is a longtime official and advocate of the Miss Sonoma County scholarship competition.

Aware that the food bank needs more volunteers to sort and package food, he asked elected officials from throughout the county to put in a shift on Saturday morning for the cause.

The 40 work slots were quickly filled. "I had to turn people away," Geraldi said.



*Tony Geraldi, Operations Manager for Sonoma County Airport Express and a regular volunteer at the Redwood Empire Food Bank*

The eagerness by the corps of current and former elected officials and by so many others to step up at a time of crisis touched the heart of David Goodman, chief of the REFB.

"To see our community come together, supporting this dire need, is a wonder to behold," Goodman said. Among the beneficiaries, he added, are many people who are experiencing food insecurity for the first time.

"Until today, people didn't need to know us," Goodman said. "So many people needing assistance right now have never had to ask for help before."

For information on volunteer opportunities at the Redwood Empire Food Bank, go to <https://refb.org/volunteer-opportunities/>.

Read the entire story on the Press Democrat website at [https://www.pressdemocrat.com/article/news/sonoma-county-elected-officials-roll-up-their-sleeves-to-help-redwood-empire/?artslide=1Earlier&fbclid=IwAR3ev-XIK98m66o0fRD7fD2dH\\_nwsEZFtB\\_o6sE4y\\_ntJjrvI9JQUJtc](https://www.pressdemocrat.com/article/news/sonoma-county-elected-officials-roll-up-their-sleeves-to-help-redwood-empire/?artslide=1Earlier&fbclid=IwAR3ev-XIK98m66o0fRD7fD2dH_nwsEZFtB_o6sE4y_ntJjrvI9JQUJtc)



*Recent activity at a Redwood Empire Food Bank facility. Image source: Redwood Empire Food Bank*

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/>

September 13-17, 2020  
30th Annual Community  
Faire & Business Showcase



We're ONLINE this year! The Mark West Community Faire is fun for kids and adults with interactive daily activities, short cooking demos for kids and adults, Silent Auction website and Grand Raffle, Dunk Tank Fun featuring adventuresome local leaders, all kinds of informative and silly videos by our local organizations and businesses, even food and wine sampling! Promote your own business with a video or a donation to our silent auction. Stay connected to your neighbors and be a part of the fun!

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

**Events postponed due to Covid-19 Response**

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

**Sonoma CONNECTION**  
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**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 Hwy, Suite 101, Santa Rosa, CA 95403

ADVERTISING: 6 months \$107.50; 1 year \$200  
 FLYER INSERTION: \$35 per issue.  
 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 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)	<b>Non-profits get a 10% discount off Basic pricing</b>
\$229.00	Business (6-10 Personnel)	
\$299.00	Business (11+ Personnel)	
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\$2499.00	Platinum Sponsor	
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# Mark West Area Chamber of Commerce and VISITORS CENTER



4787 Old Redwood Hwy, Suite 101  
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ONLINE THIS YEAR

SEPTEMBER 13-17

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THROUGHOUT  
THIS ISSUE

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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THE WINDSOR TIMES

