

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

December 2018
Volume XXXII Issue 11

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

707-578-7975
office@markwest.org

PROGRESS ON WIKIUP COMMONS

Adapted from a story by Aggie Maggio on the Windsor Times website, December 6, 2018

There are lots of meetings and talk going on in our community regarding Wikiup Commons.

Kristin Maharg Suarez presented the Community Soil Foundation and some of its current programs to the Mark West Citizens Advisory Council, explaining some of their involvement with the fire recovery process and Wikiup Commons.

This is their fourth year growing in Larkfield and they supplied many trees to the people whose lots and homes burned. They also served the families, helping with contamination and erosion control and started a program called Healthy Habitats.

The most recent project is at Wikiup Commons, working with the Banke/Jackson family and some interested community members to give a conceptual design for the 16-acre park site, balancing the health of the land and need of the community.

There is a once in a lifetime opportunity for the community to have access to this land, being donated by the Banke/Jackson family, as a park for all of Mark West to use. Many organizations and community members are working together, exploring possibilities of a few different entities, one of which could, hopefully, take possession of this 16-acre parcel.

They are also all working together to acquire large scale funding for the restoration of Mark West Creek. Clean up and restoration would be a major part of this project and many organizations would be involved in it.

Along with the restoration project, they are exploring funding sources to build a pedestrian bridge, creating an egress and safer walking to schools, etc. for the children in Wikiup and possible additional emergency services access.

Community Soils is working with the community, Sonoma County Parks, creek restoration organizations and inviting the Mark West Citizens Advisory Council to participate, hoping to put the community stamp on the project.

For details, go to Facebook, Community Soil Foundation or <http://www.communitysoil.org> or kristin@communitysoil.org.

Read the story on the Windsor Times website at http://www.sonomawest.com/the_windsor_times/opinion/columns/mark-west-compass/article_923f0114-f976-11e8-b9e6-2fde3fcbbedfc.html



An aerial view of part of the future Wikiup Commons, formerly the Wikiup Golf Course.

*December Social hosted by
Larkfield Exchange Bank and
Molsberry's Market
See p3*

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

Hosted by

Extended Child Care Coalition

305 Mark West Springs Road, Santa Rosa

Thursday January 10, 2019

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

Happy Holidays to you all and thank you for being a member of the Mark West Area Chamber!

We had a great Christmas Tree Lighting event at the Larkfield Shopping Center, sponsored by Molsberry Markets, Inc., with children from the Mark West Area Schools playing violins and singing Christmas carols. Gallons of hot chocolate were poured and smothered with whipped cream. The Rincon Valley and Windsor Fire Districts brought Santa and Mrs. Claus in a fire truck. Santa sat in his chair listening to gift ideas from the children and Mrs. Claus handed



The kids had a great time at the Christmas Tree Lighting event. Santa and Mrs. Claus seemed to enjoy themselves too!

out candy canes. We were also honored by the presence of Miss Sonoma County 2018, Tyler-Avery Lewis, and our Sonoma County Representative for Fourth District Supervisor James Gore, Jenny Chamberlain. The Christmas spirit among the participants was off the charts. This is always a truly memorable event. I would like to thank Mike Guzman of Kringle's Korner Christmas Trees for donating the Christmas tree again this year, as he has for at least the past six years!

Our Christmas Social was held again at the Larkfield branch Exchange Bank. It is co-sponsored by Molsberry's Markets, Inc. It was very well attended, over 60 by my count. We all shared holiday cheer, great food and wine, and we all had many opportunities to win a prize. Tyler-Avery Lewis, Miss Sonoma County, was there as well. She helped me by drawing all the prize winners' names. Laura Buhner of Exchange Bank informed us that the Larkfield Branch was voted Best Branch of the Year and she offered us all a champagne toast to celebrate! It is always nice this time of year to see everyone so happy and friendly on the outside while they are frantically trying to get everything done by Christmas Eve.

Our community is rebuilding and beginning to look like a vibrant residential area again.

I would like to congratulate Tim Campbell of Friendly Feed as he is the Mark West Area Chamber's 2018 Spirit of Sonoma County Award recipient. The

Continued on page 5



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DECEMBER 13 SOCIAL

Good drinks, food, talk, and prizes were all to be had at the Larkfield Branch of Exchange Bank this month. After a brief introduction from Chamber President Steve Plamann, Exchange Bank Branch Manager Laura Buhner and Brian Molsberry of Molsberry Markets, Inc. welcomed us.

The Larkfield Branch was proud to announce that they have been named Exchange Bank's Branch of the Year. In addition to Laura, Executive Vice President Troy Sanderson was in attendance. After the introduction of Exchange Bank, Brian Molsberry and other members of the Molsberry family discussed how Molsberry's Market had celebrated its 60th Anniversary this year.

Following this, new Chamber members were welcomed. First was Bisordi Ranch, owned by Rob and Stephanie Bisordi, which is a farm that produces a variety of products, especially grapes. Second were the new owners of Blue Beagle Coffee, Alex and Karly Walzer, who have owned the coffee shop since February of this year. Third and finally were Scott and Tracey Mitchell, independent consultants for Rodan + Fields, a company that specializes in manufacturing and marketing skincare products.

The Spirit of Sonoma Award winner was also announced. This year, the award went to Tim Campbell of Friendly Feed & Supply.

Also present at the social was Miss Sonoma County 2018, Tyler-Avery Lewis. She concluded the night by informing us that the SRJC's Black Student Union will be holding a homeless outreach soon, and needs donations of items for the homeless, such as warm clothing.

Donors & Winners

Tyler-Avery Lewis, Miss Sonoma County, was in charge of drawing the winning cards and tickets this month. The Pot of Gold was \$60, but the winner was absent. It will be \$80 in January. The 50/50 drawing, with its prize of \$93, was won by Melissa Moholt-Siebert of Ancient Oak Cellars.

Other winners included:

Lori Rooney, NorthBay biz Magazine, won a magnum of wine, donated by Molsberry Markets, Inc. Tony Geraldi, Sonoma County Airport Express, won a box of chocolates, donated by Laura Buhner of Exchange Bank. Steve Plamann, Aaction Rents, won a plush toy dog, donated by Exchange Bank. Anita Schmidt, Molsberry's Market, won a Survival CPR & First-Aid trauma class voucher, donated by Survival CPR & First-Aid. Scott and Tracey Mitchell, Rodan + Fields, won a Sonoma County Airport Express round trip certificate, donated by Sonoma County Airport Express. Dorothy Erickson, Realtor, won a large grab-bag, donated by Molsberry's Market. Mary Markell, Markell Incorporated, won a box of chocolates, donated by Laura Buhner of Exchange Bank. And finally, Holly Hansen, Carlton Senior Living, won an Aaction Rents gift certificate, donated by Aaction Rents.

Contributed by Jonathan Williams, Freelance Writer



Brian Molsberry of Molsberry Markets, Inc. (front right, red shirt) said a few words and helped get the party started.



Steve Plamann of Aaction Rents (at right) presents the folks at Bisordi Ranch with their membership plaque. They were one of three organizations that received membership plaques that evening.



Left: Mabel of Postal Plus, with Miss Sonoma County 2018, Tyler-Avery Lewis.



The man on the left is extremely active on behalf of the Chamber, and attends nearly every event. But he's usually behind the camera! This is a rare opportunity to see and recognize John Essman of SonomaCONNECTION. Thank you John! In the center is Millie Cantu and at right is Doug Williams.

PROPOSED MARRIOTT HOTEL IN BURN ZONE DENIED APPROVAL BY SANTA ROSA PLANNING COMMISSION

Adapted from a story by Will Schmitt of the Press Democrat, on the Northbay Business Journal website, December 5, 2018

Santa Rosa planning commissioners have blocked a large hotel project in Fountaingrove, citing the potential peril posed by future wildfire among their chief concerns, and foreshadowing a looming fight over the extent of new commercial development allowed in one of Sonoma County's biggest burn zones.

The first-of-its-kind decision came in a 3-3 vote Thursday by the city's Planning Commission, which withheld approval of a use permit for the 114-room, three-story Residence Inn Hotel by Marriott. It is envisioned for a 4.6-acre site just north of the former Hilton Sonoma Wine Country hotel and the Fountaingrove Inn, both of which were destroyed in the Tubbs fire in October 2017.

The outcome reflects the city's ongoing struggle to balance public safety with its stated commitment to facilitate redevelopment of burn zones. Officials vowed even in the immediate aftermath of the fire not to stand in the way of homeowners looking to rebuild in Fountaingrove, which lost nearly 1,600 homes in the Tubbs fire.

"I'm not against Marriott and think it would be appropriate to build an office building on that site, but (I) am against potentially putting tourists and business travelers, who may be unfamiliar with the area, in harm's way in the event of a firestorm," said Vicki Duggan, a planning commissioner who voted against the use permit.

Property owner Billa Management and development partner Tharaldson Hospitality have until Dec. 10 to appeal the deadlocked decision to the Santa Rosa City Council.

Read the entire story on the North Bay Business Journal website at <https://www.northbaybusinessjournal.com/northbay/sonomacounty/9036156-181/santa-rosa-fountaingrove-hotel-wildfire-construction>

SONOMA COUNTY STARTS OVER WITH SALE OF CHANATE ROAD PROPERTY ONCE EYED FOR 867 DWELLINGS

Adapted from a story by Hannah Beausang on the Press Democrat website, December 11, 2018

Sonoma County supervisors Tuesday took the first step in once again putting a sprawling piece of property in northeast Santa Rosa up for sale, hoping to draw a wider variety of developers by cutting it up into smaller parcels.

The land off Chanate Road will be offered first to designated public agencies or housing sponsors for the development of affordable housing, parks or school facilities, officials said. Those entities will have the option to submit offers to buy the property as a whole 71.62 acres or as three separate parcels.

An appraisal is expected to be completed by January, with a call for proposals from affordable housing developers, schools and cities by February, General Services Director Caroline Judy said.

Those offers will come back to the board by May for consideration in a public meeting, when supervisors will evaluate the offer price against the fair market and appraised values. Certain parcels would be excluded from a potential sale, including a 26-acre plot owned by the Sonoma County Water Agency and a nearly 10-acre parcel with an oak-studded meadow off Beverly Way that will be dedicated for public access and use.

"The mixes and uses of the property will be determined by the city of Santa Rosa," Judy said. "The Board of Supervisors will only consider the price proposals as submitted."

State law requires the county to first offer the property for sale to certain government agencies and qualified nonprofits. If that process is unsuccessful, supervisors could once again seek offers from the private sector. The sale could take a year, Judy said.

Read the entire story on the Press Democrat website at <https://www.pressdemocrat.com/news/9059113-181/sonoma-county-starts-over-with>

*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, January 10, 2018
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Extended Child Care Coalition**
 John B. Riebli Elementary School campus,
 305 Mark West Springs Road, Santa Rosa

Tuesday, January 15, 2019
 Multi-Chamber New Year Party & Fundraiser
 5:00-7:00pm
 Hosted by **Accent Printing & Design, Inc.**
 5468 Skylane Blvd., Suite D, Santa Rosa

Thursday, July 11, 2019
 Chamber Business After Hours Social 5:30-7:30pm
 Co-hosted by **A M Maggio & Associates** and
Aggie Maggio, Realtor, Coldwell Banker
 345 Mayfield Drive, Santa Rosa

PRESIDENT'S MESSAGE, *Cont. from page 2*

Annual Spirit of Sonoma County Award luncheon honors those who contribute to the economic development of the communities in which they live and work. The award recognizes their donations of time and expertise in support of local business, and their efforts in helping others.

Our New Year's Party / Social will be on January 10th from 5:30pm to 7:30pm. It will be hosted by Extended Child Care Coalition at its new facility: John B. Riebli Elementary School campus, 305 Mark West Springs Road in Santa Rosa. Please join us and help us welcome in the New Year. It's a great opportunity to blow your own horn.

The Mark West Area Chamber will be co-sponsoring a **multi-chamber event** on January 15th, hosted by Accent Printing at 5468 Skylane Blvd. in Santa Rosa. This will be a very well attended event with several hundred opportunities to network, while enjoying great food, wine, beer, and more. There will also be an auction to benefit Green Dog Rescue Project. Don't miss this opportunity to be face-to-face with hundreds of potential customers.

I hope you, like many people I've talked to, had a great 2018 despite the challenges we all had to overcome. The upcoming year should bring even more progress in the rebuilding of our neighborhoods and business community. I want to reassure all of you that the Mark West Area Chamber of Commerce will continue to support all efforts to get us to a better level than before the fires.

I wish you all a Happy New Year and I hope to see you soon at one of our monthly socials or our quarterly luncheons.

Happy Holidays! And please remember to shop local!

STATE OF THE COUNTY
PRESENTED BY
SONOMA COUNTY
ECONOMIC
DEVELOPMENT
BOARD



February 1, 2019

The 2019 State of the County Address includes incoming Board Chair, Supervisor David Rabbitt, and keynote speaker, Jerry Nickelsburg, Senior Economist from UCLA Anderson Forecast, providing the special analysis and forecast for the California economy, as well as the prospects for Sonoma County.

For full details visit <http://sonomaedb.org/Calendar/2019-State-of-the-County/>



Sonoma CONNECTION

John Essman

P O Box 1381
 Healdsburg, CA 95448
(707) 433-8774

john@sonomaconnection.com
www.sonomaconnection.com

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THE NIGHT SANTA CAME TO LARKFIELD

It was a cool December evening in Larkfield. Children (many toting a violin or other string instrument), friends, parents, community and Chamber members alike, were gathered in front of Molsberry's Market, all with an air of anticipation.

The tree was decorated but not glowing. The tables were set with cookies and hot chocolate but not flowing. Chamber members were ready and waiting to serve them.

Carolers from the Mark West School District were standing ready to sing. Kara Kaufman stood proudly, ready to present her students to the congregation.

All of a sudden, quite by surprise, the tree came alive with brightness and it was almost as though it were singing along with the delightful melody of the instruments, in the hands of the children, spreading Christmas cheer.

After a few instrumental songs the children began to sing Christmas carols. It was such a beautiful sound encircling the gathering with holiday spirit. They sang on, delighting us all until, all of a sudden there rose such a siren everyone stopped to watch the great red engine coming our way.

We had all heard a rumor that Santa was coming to our Larkfield Christmas tree lighting. And there he was, in the front seat of the fire engine.

He climbed down and took his place of honor in the great chair that awaited him, and Mrs. Claus appeared as well, to the delight of all. Children bustled and hustled to take their place in line. Good ol' Santa gave everyone who wanted his attention a sincere listening ear.

Then the hot chocolate started flowing. Brian Molsberry was busy replacing whipped cream and chocolate as fast as it disappeared. And oh the cookies... and tiny little cupcakes! They were so delicious.

Thank you Sponsors, for providing these treats that delighted our taste buds and warmed our bones on this delightful evening. Thank you Mr. & Mrs. Foppiano, Golden Bear Financial, for you-know-what, and thank you Rincon Valley Fire Department for the carriage ride. And of course we express great gratitude to Brian Molsberry and our servers, Laura Buhner, and Michael "MJ" Girard. I was pleased to be one of the servers as well on this fun and joyous evening.

And thanks to Kara Kaufman the choir director. Our President, Steve Plamann presented her with flowers on behalf of the Chamber.

Before you knew it, Santa was back in the fire engine, being ushered back to wherever his reindeer and sleigh were waiting to take him back to his busy elves.

*Contributed by Aggie Maggio,
Realtor @ Coldwell Banker*



Kara Kaufman (far right) was one of the stars of the evening, leading the children in holiday music. Later, the kids sang Christmas carols as well. Kara received a bouquet of flowers in thanks from the Mark West Area Chamber of Commerce.



Santa Claus arrived in style thanks to the Rincon Valley and Windsor Fire Protection Districts. Mrs. Claus is also waving from the back seat. Santa was a pretty good sport to show up at our special local gathering, considering the demands on his time this time of year!

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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 For more information, contact the Chamber office at 578-7975.

Editor: Peter Loughlin, Loughlin Marketing
 707-704-6498 peter@loughlinmarketing.com
 Photography Credits: John Essman, Sonoma CONNECTION
 707-433-8774 john@sonomaconnection.com

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

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 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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OFFICERS

President
 Steve Plamann Aaction Rents
 707-838-4373 stevep@aactionrents.com

Past President
 Doug Williams
 707-696-8244 dougw1955@aol.com

Corporate Secretary
 Marnie Cameron Mark West Union School Dist.
 707-524-2970 mcameron@mwusd.org

Corporate Treasurer
 John Essman Sonoma CONNECTION
 707-433-8774 john@sonomaconnection.com

VP Business Services
 Todd Anderson Best Western Plus
 Wine Country Inn & Suites
 707-545-9000 hixtodd@sbcglobal.net

VP Community Services
 Margaret DiGenova California American Water
 707-542-8329 Margaret.DiGenova@amwater.com

VP InterChamber Events
 Erin McCauley Hilton Garden Inn
 Sonoma County Airport
 707-545-0444 Erin.McCauley@Hilton.com

VP Publicity & Public Relations
 Beth Henry Accent Printing & Design, Inc.
 707 570-1444 beth@accentprinting.com

VP Community Safety
 Doug Williams
 707-696-8244 dougw1955@aol.com

*VP Membership
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DIRECTORS

Laura Buhner Exchange Bank, Larkfield Branch.
 707-523-4392 laura.buhner@exchangebank.com

Sally Crain Broker at Century 21 Alliance
 707 636-1629 sallycrain@hotmail.com

Tony Geraldini Sonoma County Airport Express, Inc.
 707-837-8700 tony@airportexpressinc.com

Peter Lescure Lescure Engineers, Inc.
 707-575-3427 plescure@lescure-engineers.com

Brian Molsberry Molsberry Markets, Inc.
 707-546-5041 brianm@molsberrymarket.com

HEAD AMBASSADOR

John Essman Sonoma CONNECTION
 707-433-8774 john@sonomaconnection.com

OFFICE VOLUNTEER

John Essman
 707-578-7975 office@markwest.org

Mark West Area Chamber of Commerce and VISITORS CENTER



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AFTER HOURS BUSINESS SOCIAL

Thursday January 10
5:30 - 7:30 pm

EXTENDED CHILD CARE COALITION

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