

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

707-578-7975  
[office@markwest.org](mailto:office@markwest.org)

**The Lark**

May 2020  
Volume XXXIV Issue 5

## CITIZENS ADVISORY COUNCIL PROGRESS ON MARK WEST SPECIFIC PLAN

The Mark West Area Citizens Advisory Council is preparing a Specific Plan guide to help shape the future of the Mark West Area in accord with residents' and business owners' needs and objectives. This is being undertaken in concert with Sonoma County's current update of the County's General Plan. It will not be an official part of that document, but as the Council seeks and gathers input from the Mark West community it can use the Specific Plan to feed that information to the County to influence General Plan policies. And conversely, as the Mark West Area Citizens Advisory Council reviews the General Plan draft it can respond with input from the Mark West community.



The current Mark West Specific Plan was adopted by the County in 1980 and addressed only Land Use (zoning), Circulation (traffic and transportation), Housing, and Open Space. The overall guiding principle was whether to provide community sewers or to maintain future development based on septic systems. As we see now, the community sewers option prevailed. Anyone who was living in the community in 1980 can see the growth in housing since that decision was made. Circulation has seen the addition of Sonoma County Transit, SMART, expansion of the intersection at Mark West Springs / Old Redwood Hwy, and the Airport Hwy 101 interchange. Pedestrian/bicycle paths along Old Redwood Highway between Lavell and Lark Center are an attractive addition that create a more pleasant and livable community in contrast to the huge asphalt expanse at Mark West and Old Redwood Highway. Open Space along Highway 101 is another welcome addition as a "community separator" that reduces the mind-numbing impression of urban-suburban sprawl. We also see a diverse mix of housing opportunities within our community.

We now have an opportunity to guide the future of our community with the current County General Plan Update and our own local effort to prepare a Mark West Area Specific Plan. The Council will be seeking community input to the Plan and commentary on the County's General Plan Update. Because of the current COVID19 pandemic, there are no formal meetings or other outreach efforts planned. Community members wishing to contribute to the Mark West Area Specific Plan may visit the Council's website at <http://sonomacounty.ca.gov/Mark-West-Citizens-Advisory-Council/> to view a more complete description of the work as of October 14, 2019 as well as two links to the County General Plan Update. A more recent version as of January 13, 2020 has not been posted. Community Members can provide input via the Contact Us link as well as at future public meetings. We encourage you to follow the Council's plans as posted on that web page for future developments.

Visit the Mark West Area Citizens Advisory Council on the County of Sonoma website at:

<http://sonomacounty.ca.gov/Mark-West-Citizens-Advisory-Council/>

*Contributed by Pete Lescure, Lescure Engineers, Inc.*

### **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. June 11, 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

It is such a pleasure being associated with the Mark West Area Community. Everywhere I look, I see someone helping to make this a better place to live and do business. From Bisordi Ranch & Vineyards to Anytime Fitness, to Molsberry Markets, Inc., Buns Burgers and BBQ, California American Water, Postal Plus, Sutter Hospital, Mi Ranchito, Friendly Feed & Supply, Aaction Rents and many, many more. And now we are preparing, once again, to come back from the abyss and re-open our stores and our lives. We have new rules ("doctor's orders") and two camps of customers to contend with: the cautious ones who expect to follow the rules to the letter, and the ones who will not. As a business trying to follow the rules, we have a difficult position to play. My thoughts are simple; we must structure how we do business based on the rules of social distancing and personal protection. This chamber's Facebook page has and will continue to show you examples of what businesses are doing to comply with the rules for re-opening. We need business back, but if we are not doing it safely we could be in for another setback this fall. For me it comes down to keeping your distance, wearing a mask to protect others, cleaning and sanitizing countertops, and regularly washing your hands. Simple to say, but not simple with all employees and customers. You will need to convey an atmosphere of "a safe place to shop" to get many shoppers into your business. Sonoma County has a lot of older residents and they will want to feel safe.

I think it is important to understand that we do have an opportunity to exert some control over this virus with simple techniques and procedures. We can affect our future and stop the spread of this terrible disease. We can open all our businesses and not cause a new spike in the numbers. We can get back to business as usual and slowly watch the Coronavirus go away. We can resume our normal lives and still feel safe. We follow all sorts of rules every time we drive on public roads. Now we have a few new rules as to how we must act in public and how we must conduct business...we can do this!

Here are recommendations by Cal-OSHA that all businesses should have in place as they re-open: a social distancing at work policy with simple and clear directions for customers to follow, personal protection equipment (PPE) for your employees, a sanitation and hand washing policy, convenient hand washing station(s), a list of EPA-approved disinfectants with a handy supply available for continuous use, and a daily health assessment checklist for your employees. If an employee has a fever he or she must be sent home immediately.

Yes, this adds to all the other things you must do to get your business up and running again, but we want to keep running once we start. Please do your part to make all customers feel safe when they go back out into the world.

We have many events scheduled for our chamber members and the public. However, until we see just how fast the re-opening will happen and how quickly the crowd restrictions will be adjusted, we cannot announce any dates.

Stay safe and shop locally where you can.

Steve Plamann, President



Serving Sonoma County Since 1959  
Family Owned and Operated  
*We offer more to our shoppers.*  
Stop by our Gourmet Cheese Counter and  
Sample Imported and Domestic Cheese  
522 Larkfield Center, Santa Rosa  
707/546-0307



Laura L. Buhner  
Vice President  
Branch Manager

707.523.4392  
Fax 707.573.8094

Cell 707.293.5139  
NMLS #737972

Laura.Buhner@exchangebank.com

Larkfield Office  
500 Larkfield Center, Santa Rosa, CA 95403  
exchangebank.com



**LUNCHES FOR LIFESAVERS IS A WIN-WIN-WIN-WIN-WIN!**

Because of the efforts and organization by Rob and Stephanie Bisordi of Bisordi Ranch and Vineyards LLC, approximately 700 meals have been delivered so far to our healthworker heroes at the Emergency Department at Sutter Santa Rosa Regional Hospital. Deliveries kicked off on Friday, March 27 and have taken place every Monday, Wednesday, and Friday since, thanks to the monetary donations of over 45 community individuals and businesses. And to the restaurants who were able to donate food and services, in all or in part, we say a special "Thank you."

Of special note, and not included in the meal count, was the donation of 38 cases (456 boxes -- over \$2200!) of Girl Scout cookies from Troop #10064 led by Karen Kassebohm-Hancock, an amazing gift which was delivered not only to Sutter, but to most of the other hospitals in Sonoma County as well. Stephanie and her daughter Lori delivered to Kaiser, Memorial, and Healdsburg. Rob, who is a fire chief for Sonoma County Fire District, got his fellow fire chiefs involved in the distribution, with Chief Costa delivering cookies to Petaluma Valley Hospital, and Chief Andreis delivering to Sonoma Valley Hospital. Sutter has shared that they will be gratefully stocking the breakrooms throughout the hospital. We are grateful for their dedication to our community.

The program continues through the end of June, bringing the anticipated total to over 1000 meals! Our thanks go to the community members who made monetary contributions and let us pick the restaurant, as well as to those who chose their own favorite restaurant to support. Through it all, Stephanie has coordinated the collection and distribution, including calling on Chamber members and friends to make the delivery when needed. Our local restaurants have been excited to cook for our front-line medical workers and we have been thrilled to help support them in this economically challenging time. And most of all, we are happy for the opportunity to express our gratitude to our COVID-19 warriors on the front lines at our medical facilities.

In the words of Stephanie Bisordi, "It's truly a win-win!" For more information or to help support with donations of money, meals, or snacks, contact Stephanie Bisordi at (707) 542-9882, or Beth Henry of the Mark West Area Chamber of Commerce at (707) 360-8027.

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



Left and right: Rob and Stephanie Bisordi of Bisordi Ranch & Vineyards LLC with their meal donation from La Plaza on their own 27th wedding anniversary, May 1.



Charlie's Grill cooked up lunch on April 24, made possible by a donation from Kathy Stryker of Mark Stryker Construction.



Charles from Mountain Mike's Pizza on Cleveland Ave in Santa Rosa delivered dinner on May 8, made possible by Kimberly Plum and an anonymous donor.



Chief Andreis of Sonoma County Fire District delivers cases of donated Girl Scout cookies to Sonoma Valley Hospital.



Marcin Furmankiewicz, Bear Republic Brewing Co., delivers dinner and beer on April 17, a donation made possible by community member Kathy Washington.



Lunch from KinSmoke in Healdsburg, sponsored by Kathy Licu and Mary Matthews of Luciani Pump, also in Healdsburg.

## YOUR INPUT NEEDED: COVID-19 BUSINESS IMPACT SURVEY

The Economic Development Board (EDB) has contracted with Dr. Robert Eyer, principal of Economic Forensics and Analytics, to conduct a thorough analysis of the economic impacts of the COVID-19 pandemic in Sonoma County.

To assist in accurately measuring local impact, they are conducting a weekly survey of local businesses. Each of these surveys will be open for seven days. The data collected will be crucial in determining impacts, assessing resources needed, and creating policy for future events. It should take less than five minutes to complete, and will be released indefinitely on a weekly basis to capture effects over time.



Click Here to Complete the Survey: <https://www.surveymonkey.com/r/H977W9Z>

## COVID-19 INFORMATION WEBSITE HAS BEEN LAUNCHED

The Sonoma County Economic Development Board has announced the debut of its new online portal: SoCo Launch — which aims to provide resources to help facilitate the safe and successful reopening of businesses.

In addition to assisting the local business community as they navigate the different programs available and most recent Health Orders, their team has partnered with local business sectors and the Department of Public Health to develop mitigation strategies to help reopen local businesses as quickly and safely as possible.

SoCo Launch contains a business mitigation measure checklist, best management practices, and a business self-certification portal.

Visit the SoCo Launch Website Now: <http://sonomaedb.org/Business-Assistance/Coronavirus/Business-Management-Plans/>

 The advertisement features a woman with dark curly hair, wearing a light pink button-down shirt and a black lanyard, sitting at a desk with a large blue water bottle. The background is a bright, sunlit office space. At the top left, there are six water drop icons, each containing a different symbol: a factory, a lightbulb, a glass, a house, a factory with a smokestack, and a hand holding a water drop. The text "WE KEEP COMMUNITIES FLOWING" is prominently displayed in white and green. Below this, a message encourages water conservation, and the California American Water logo and contact information are provided in the bottom right corner.
 

**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](http://californiaamwater.com) and click on "Conservation" for water-saving information.

  
CALIFORNIA  
AMERICAN WATER  
WE KEEP LIFE FLOWING™  
1-888-237-1333  
[californiaamwater.com](http://californiaamwater.com)

**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 June 11, 2020  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by Bisordi Ranch and Vineyards, LLC, 1350 River Road, Fulton

Thursday July 9, 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

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

September 17, 2020  
 30th Annual Community  
 Faire & Business Showcase  
 4:00-7:00pm at the  
 Luther Burbank Center for  
 the Arts



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 Elementary School  
 4600 Lavell Road, Santa Rosa

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

**TUNE UP YOUR IRRIGATION TO SAVE WATER**

It's never good to waste water... especially in a dry year. The 2019-2020 winter was one of the top ten driest years in Sonoma County. With warm weather ahead and landscaping needing water, May and June are great months to check on your sprinkler system.

One of the easiest checks of your irrigation system is to watch the sprinklers when they are running. If there is a geyser, maybe one of the sprinkler heads needs to be replaced. If you see water on the driveway, sidewalk, or gutter, the sprinkler heads may need to be adjusted so they spray only on the area to be irrigated, not those hard surfaces. Adjusting the watering days and time is more difficult, but it can also help to conserve water. A few suggestions for water conservation include limiting watering to three days per week; water outdoors before 10:00 am or after 8:00 pm; and consider running irrigation systems for 3-4 minutes, 2-3 times per watering day.

*Contributed by Margaret DiGenova, California American Water*



**Sonoma CONNECTION**  
**John Essman**  
 P O Box 1381  
 Healdsburg, CA 95448  
**(707) 433-8774**  
[john@sonomaconnection.com](mailto:john@sonomaconnection.com)  
[www.sonomaconnection.com](http://www.sonomaconnection.com)  
 Web Site Design • Search Engine Optimization  
 Digital Photography • Photoshop • Graphic Design

[www.sonomaconnection.com](http://www.sonomaconnection.com)

*Serving the Wine Country Since 1979*

- Project Planning
- Civil Engineering
- Land Surveying
- Wastewater Specialists



**LESCURE**  
 ENGINEERS, INC.  
 (707) 575-3427

[www.lescure-engineers.com](http://www.lescure-engineers.com)

## CDC RELEASES COMPREHENSIVE GUIDANCE ON REOPENING BUSINESSES

Adapted from a blog post by the Employers Council, May 21, 2020

On Wednesday, May 20, The Centers For Disease Control (CDC) released a 60-page document titled **CDC Activities and Initiatives Supporting the COVID-19 Response and the President's Plan for Opening America Up Again**. According to the CDC, this document “summarizes CDC’s initiatives, activities, and tools in support of the whole-of-government response to COVID-19. The document includes information on general and healthcare surveillance as well as previously posted guidance on infection control, contact tracing, and testing.”

Download the CDC document here:

<https://www.cdc.gov/coronavirus/2019-ncov/downloads/php/CDC-Activities-Initiatives-for-COVID-19-Response.pdf>

The first portion of the guidance is regarding testing, tracing, and identifying outbreaks at a community level to help reduce the spread and intensity of COVID-19. They state that “control of the epidemic requires action at the individual, community, and population levels.” It describes how the CDC is working with state and local health authorities to help.

Appendix F, starting on page 40, offers specific guidance for child care programs, schools and day camps, employers with workers at high risk of severe illness, restaurants and bars, and mass transit. The guidance here is intended to work in conjunction with decision tools the CDC released last week. The CDC notes that the availability of childcare and mass transit is critical to a successful reopening of the economy.

Throughout the document, the CDC reminds employers to coordinate with state and local health officials and follow their recommendations as well.

Read the entire blog post on the Employers Council website here: <https://blog.employerscouncil.org/2020/05/21/cdc-releases-comprehensive-guidance-on-reopening-businesses/>

## CDPH AND CAL OSHA: COVID-19 INDUSTRY GUIDANCE FOR RETAIL

From a publication by the California Department for Public Health and Cal OSHA, <https://covid19.ca.gov/pdf/guidance-retail.pdf>

This document provides guidance for retailers to support a safe, clean environment for workers. It is a fairly long document but spells out the basics for public-facing businesses that are endeavoring to re-open. Many safe techniques utilize technology not available to previous generations, like online ordering and touchless credit card transactions. Business can proceed! Here is a brief outline of the document’s contents.

- **Worksite Specific Plan:** What elements should be in your safety plan for each of your business locations. Each location needs its own plan, because facilities are different from each other and may have different equipment.
- **Topics for Employee Training:** How to keep Covid-19 from spreading, how to stay healthy, how to use PPE, and more.
- **Individual Control Measures and Screening:** Details on how to keep individual employees healthy, thus preventing spread of Covid-19 to other staff and customers.
- **Cleaning and Disinfecting Protocols:** A brief but comprehensive list that answers questions about the amount of cleaning and the best techniques.
- **Physical Distancing Guidelines:** Business is hard to conduct from a distance, and this section provides clarification on how to do it. Not so much a list of limitations as how to serve customers while putting effective safety measures into play.
- **Additional Considerations Drive-In Retail, Including Drive-In Movie Theaters:** Drive-up and curbside service have become all the rage, but there are safety considerations for these as well.
- **Curbside Pick-up for Libraries:** Specific advice for libraries, but these ideas may aid other businesses as well.

We encourage you to read the entire document here: <https://covid19.ca.gov/pdf/guidance-retail.pdf>

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



To host a Ribbon Cutting, contact...  
Aggie Maggio  
[aggiemaggio@icloud.com](mailto: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 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.

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

*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)	
\$749.00	Corporate Sponsor	
\$2499.00	Platinum Sponsor	
\$ 99.00	Individual (no business affiliation)	

You can pay online at <http://markwest.org/payment>



**accent**  
 PRINTING & DESIGN, INC.

FOR ALL YOUR PRINTING NEEDS  
 single to full color printing  
**graphic design • mailing services**  
 posters and banners

**707.570.1444 • ACCENTPRINTING.COM**  
 5468 SKYLANE BLVD, SUITE D SANTA ROSA, CA 95403

**OFFICERS**

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

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

*Corporate Secretary*  
 Alicia Mills Mark West Union School Dist.  
 707-524-2970 amills@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 Community Affairs*  
 Doug Williams  
 707-696-8244 dougw1955@aol.com

*VP Membership, Publicity, & Public Relations*  
 Beth Henry  
 707 360-8027 ehenry@sonic.net

**DIRECTORS**

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

Sally Crain  
 707 636-1629 sallycrain@hotmail.com

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

Millie Gibson Elusik Tax & Accounting  
 707 575-7755 millie@elusiktax.com

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

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

**AMBASSADOR COORDINATOR**  
 Aggie Maggio Realtor @ Coldwell Banker  
 707 486-1303 aggiemaggio@icloud.com

**OFFICE VOLUNTEER**

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

# Mark West Area Chamber of Commerce and VISITORS CENTER



4787 Old Redwood Hwy, Suite 101  
Santa Rosa, CA 95403

## LUNCHES FOR LIFESAVERS

Want to help fight  
against COVID-19 in our  
neighborhood?

Mark West Area Chamber  
members are coordinating  
bringing snacks and meals  
to the hard-working staff at  
Sutter Hospital Emergency  
Room.

Find out more:

- See article, page 3
- Chamber Website:  
<http://markwest.org/>

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

## *Thank You to our Platinum Sponsors*



## *...and to our Corporate and Media Partners!*



**THE WINDSOR TIMES**





594 LARKFIELD CENTER  
SANTA ROSA, CA 95403



# SUMMER SPECIAL

## JUNE/JULY

**\$250.00/MONTH**

REGULAR PRICE \$349.00

(WITH SOCIAL DISTANCING)

AT THE TUTORING CENTER

**\*PLEASE NOTE, BEGINNING IN AUGUST, WE WILL BE CHARGING THE FULL PRICE\***

**\*IF YOU RECOMMEND ANOTHER  
FAMILY AND THEY ENROLL, YOU  
WILL RECEIVE A FREE MONTH!**



SUMMER SESSIONS WILL RUN EVERY HOUR  
BEGINNING AT  
9:00 A.M. AND ENDING AT 7:30 P.M.

ENROLL NOW, SPACE IS LIMITED

**707-521-9590**