

# Mark West Area Chamber of Commerce and VISITORS CENTER



**The Lark**

October 2020  
Volume XXXIV Issue 10

**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)

## **SONOMA COUNTY ALLOCATES \$25 MILLION FOR VEGETATION MANAGEMENT**

From a "District 4 Weekly Update" email, sent October 13, 2020, by the office of James Gore, 4th District Supervisor

Three years ago, many of our lives changed as Sonoma County experienced what at the time was the most destructive wildfire in California history.

At the time, it was hard to imagine how we would ever recover and how long it would take us to get there. With 110,000 acres burned, 6,700 structures destroyed and \$10 billion of damage, there seemed to be no end in sight.

Little did we know that one of the most devastating experiences of our lives would make us stronger as we rebuilt our community. We've seen neighbors come together, homes rebuilt, and our community has been recovering. Today, over 3,700 homes have been rebuilt or are in the process.

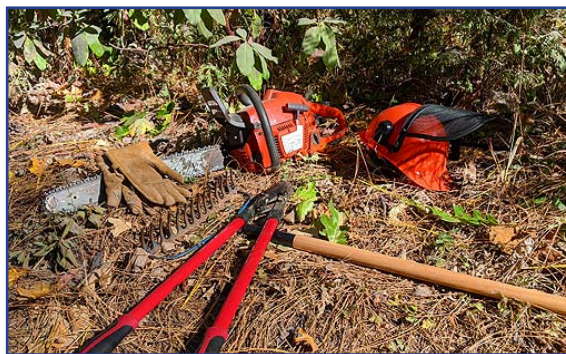
We've come so far, yet we still have a lot more work to do going forward. As we push towards a more resilient community, Sonoma County continues to implement the Recovery & Resilience Framework.

As I drive through our District, I am reminded of what it takes to build a community -- you, your families, your hope, and your determination to move forward even during the most difficult times.

I have personally heard from many of you and have listened to your concerns, and have advocated on your behalf. Because of your voice, the County is increasing its investment in resiliency. During our October 6 Board of Supervisors meeting, we allocated a minimum of \$25 million for vegetation management for fire prevention and \$10 million to replace destroyed workforce housing. We also plan to dedicate additional funds to repair roads damaged during the wildfires and take further actions to expedite recovery.

Thank you for being engaged in our community! Please continue to speak up and stay connected. Stay safe, stay Sonoma Strong, and let's become Sonoma Ready.

*Editor's Note: This announcement comes on the heels of an open letter from community leaders, including key members of the Mark West Area Chamber of Commerce.*



## **GLASS FIRE RECOVERY INFORMATION AND RESOURCES**

### **For Unincorporated Sonoma County Areas**

<https://socoemergency.org/recover/glass-wildfire/>

The information on this site was developed to assist the residents of the unincorporated areas of Sonoma County impacted by the Glass Fire. We recognize that if your property was damaged there are many steps ahead of you, and that this list is a simplified starting place. We will continue to share information and resources here to support you on your path to recovery.

### **For Property Within the City of Santa Rosa**

<https://www.srcity.org/3406/Glass-Fire-Recovery>

This page is meant to keep Glass Fire survivors of the City of Santa Rosa informed about next steps in the recovery process and to provide access to important resources. For the latest emergency information updates for the Glass Fire.

### **Voting**

If you lost your residence, take action to ensure your voting options.

<https://sonomacounty.ca.gov/CRA/Registrar-of-Voters/General-Voting-Info/Disaster/>



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 I can't say comparing this year to any other year of my life would make sense. And, although it seems like nothing is the same anymore, there are a few basic things we need to continue to do. Things that will help us all this year, just like every other year. Things like caring for others, helping a neighbor in need, teaching others what you can, and supporting local business when you shop. Our current struggle has shocked our senses. It has gone on way too long and a solution that will end this pandemic still feels many months away. But we still have many things that bring us back to a feeling of normal. We have family, friends, work companions, neighbors, and business associates. There are many ways to stay in touch and communicate with them, even if it is not in person.

I have been hoping for some sort of awakening from this surreal experience of being restricted to a few regular contacts for almost eight months. I am still hoping. It's easy to lose touch with what is real and normal when you are wearing pajamas all day long. "Did I slip? I Know I stumbled. Did I trip? 'Cause I know I fell\*". Yes, I know I took a little tumble, because I heard the sound. But I get up every morning and embrace the hope. And there is our garden with all that sunlight and those peaceful, relaxing warm nights. The beauty of life does survive and it goes on. My wife and I recently celebrated our 51st year together without fanfare, yet it was more meaningful, as we spent that day immersed in only each other. Sentiments were not lost or deferred, memories were very alive and love knows nothing of a virus.

Maybe it is time to sing a song for freedom. Not that we are technically "not free," but realistically we have lost a lot of our self-determination. We are not free to roam, not free to associate, not free to congregate, sometimes not free to work, and certainly not free to embrace one another. I have bumped a few elbows, reluctantly and longingly at the same time. Although it was touching another human, it was not touching or sincere. It was not personal and it did not invoke a mutual feeling of friendship. It was unfulfilling. I guess I am not an elbow guy.

Despite the fact that we are not able to have our traditional monthly Social there are many ways the Mark West Area Chamber can help you promote your business. We can come out and make a promotional video of your business, or if you already have one we can air it on our Facebook page and on our YouTube channel. We can also have a Ribbon Cutting ceremony at your business and promote it on Facebook or YouTube. Your Ribbon Cutting can be for many reasons besides a new business opening, such as new products or services, any change to your way of doing business, new hours, new displays, or even if you just feel like doing one in hopes it will help bring in more customers.

Please go to our YouTube channel and see all the promotional videos we have already made for our other Chamber members:

<https://www.youtube.com/channel/UCNMXTHT0XaWzI4hy-2feJ4A/videos>

Click on the one you want to watch first and when you are done watching that video, click on the small "back arrow" on the top left side of your screen to select another video. You can also watch the Dunk Tank Event from last month's virtual Community Faire & Business Showcase, which was first presented live on Facebook on September 17. You can also see the many promotional videos for that event.

Let us know how we can help you and your business during this challenging time.

Steve Plamann, President

*\*Ryan Adam from his song "Answering Bell", from the album "Gold".*

**FIRST ANNUAL REPORT FROM THE SHERIFF'S OFFICE**

From an email from the Sonoma County Sheriff, sent October 19, 2020

The Sheriff's Office released its first Annual Report on October 15. This is a high-level summary of the work we did in fiscal year 19/20, which is July 1, 2019 – June 30, 2020. It includes data like the number of arrests, number of Henry 1 missions, inmate population demographics, and types of community engagement events. We'll be issuing these Annual Reports every year as part of our commitment to transparency with you, our community members. You may read the report here: <https://static1.squarespace.com/static/542ec317e4b0d41ade8801fb/t/5f88c506a331cb588b1b7a51/1602798864130/19-20+Annual+Report+FINAL.pdf>. We hope you find this report useful. Feel free to contact me with any questions or feedback.

Misti D. Wood  
 Community Engagement Liaison  
 2796 Ventura Avenue, Santa Rosa, CA 95403  
 Office: (707) 565-4490  
 Press Line: (707) 565-3941



Mark West Citizens Advisory Council

**SENATOR MIKE MCGUIRE**

Special guest appearance by  
 State Senator, Mike McGuire, Senate District 2

At the Council's regular monthly Zoom meeting:  
**Monday, November 9th at 6pm**

Due to meeting time constraints  
 please send your questions or comments  
 by **November 4th** to: **MarkWestCAC@gmail.com**

A complete Agenda and Zoom link will be on the  
 MWCAC website three days prior to the meeting.  
<https://sonomacounty.ca.gov/Mark-West-Citizens-Advisory-Council/>

For more information contact:  
 MWCAC Secretary, Aggie Maggio  
 MarkWestCAC@gmail.com

**A Sonoma County Christmas**  
 shop close to home for the holidays



Join Amaturio Sonoma Media Group, NorthBay biz Magazine and K-Hits 104.9 as we encourage local shoppers to keep it local this holiday shopping season. Participating merchants will be promoted via prime-time radio ads, on-air interviews, a dedicated website, weekly email blasts, magazine ads and so much more.

To learn more and register your business, visit  
[bit.ly/SoCoChristmas](http://bit.ly/SoCoChristmas)



COVID-19 WORKPLACE EXPOSURE STATE REQUIREMENTS

Adapted from an email by the Sonoma County Economic Development Board, October 23, 2020

AB 685 (Chapter 84, Statutes of 2020) is a new California law that requires employers to notify employees who may have been exposed to COVID-19 and to report workplace outbreaks of COVID-19 to their local health department.

Contact County of Sonoma Public Health Disease Control Department at (707) 565-4566 immediately after three or more laboratory-confirmed cases of COVID-19 occur among workers who live in different households within a two-week period.

Under AB 685, a COVID-19 case is someone who:

- Has a positive viral test for COVID-19,
- Is diagnosed with COVID-19 by a licensed health care provider,
- Is ordered to isolate for COVID-19 by a public health official, OR
- Dies due to COVID-19, as determined by a public health department.



Employer Guidance on AB 685: Definitions

Notify Employees of Workplace Outbreaks

Upon identifying a COVID-19 case in the workplace, you need to provide the following information:

1. Notice to your employees and the employer of subcontracted workers that they may have been exposed to COVID-19. More information and details.
2. Information about benefits & options. More information and details.
3. A disinfection & safety plan. More information and details.

SONOMA COUNTY ENHANCED COVID-19 RESPONSE STRATEGIES

The Sonoma County Board of Supervisors unanimously endorsed a suite of actions to support those most negatively impacted by the spread of coronavirus. Find out more:

- Read Newly Adopted COVID-19 Response Strategies
- COVID-19 Enhanced Response Map

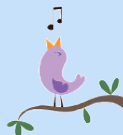
To host a Ribbon Cutting, contact...

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



Interested in joining our Ambassador Team?

Contact the Chamber at  
office@markwest.org  
707-578-7975



An advertisement for Atlas Pavers featuring a photo of an outdoor patio with a fire pit and seating. The text includes "ESTIMATES VIRTUAL CONSULTATIONS", "Beautify your outdoor living space", "FREE 3D DESIGN WITH PROJECT OF 800 SQ. FT. OR MORE call for details 707.204.0255", and "Atlas Pavers".



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



## UPCOMING EVENTS

**Due to Covid-19 restrictions, all events through December 31, 2020 have been postponed.**

The times, dates, and locations of all future Mark West Area Chamber events are subject to re-scheduling, depending upon governmental guidelines. For the latest event information, check the Chamber website at <http://www.markwest.org/>

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

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

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

Chamber Business After Hours Social 5:30-7:30pm  
Co-hosted by Larkfield Exchange Bank and Molsberry Markets, Inc.  
500 Larkfield Center, 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.**

#### NORTH BAY BUSINESS JOURNAL VIRTUAL EVENTS

Our friends at the North Bay Business Journal offer a number of virtual business events to help stimulate business and community action.

- Latino Business Leadership Awards
- Impact Sonoma Conference
- Impact Napa Conference
- Top Real Estate Projects nominations

View the list and link to events: <https://www.northbaybusinessjournal.com/calendar/?ref=menu>



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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  
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The Lark Newsletter is emailed to member businesses each month.  
 For more information, contact the Chamber office at 578-7975.

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 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)	
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# Mark West Area Chamber of Commerce and VISITORS CENTER



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

SONOMA COUNTY  
ALLOCATES \$25M  
FOR VEGETATION  
MANAGEMENT...

NEW CA STATE  
COVID-19  
REGULATIONS YOU  
NEED TO KNOW...

ANNOUNCEMENTS  
FROM SHERIFF,  
ELECTED OFFICIALS,  
AND MORE...

ALL IN THIS ISSUE

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THE WINDSOR TIMES

