

Mark West Area Chamber of Commerce and VISITORS CENTER



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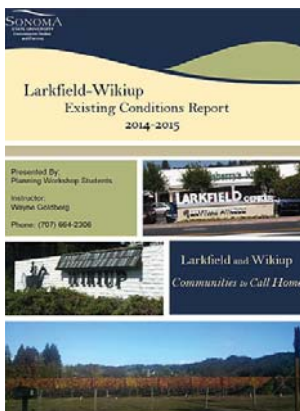
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The Lark

February 2015
Volume XXIX Issue 2

NEW LARKFIELD-WIKIUP EXISTING CONDITIONS REPORT RESEARCHED AND PRODUCED BY SSU STUDENTS IS FIRST IN 30 YEARS



Planning Workshop students from the Sonoma State University Environmental Studies and Planning Department have compiled and presented the first Existing Conditions Report for Larkfield-Wikiup in well over thirty years. This up-to-date information will be invaluable to local business, community service organizations, and government.

GET YOUR COPY OF THE REPORT:
<http://markwest.org/files/SSU.pdf>

Throughout the 2014 Fall semester, the class worked collectively, using several methods to obtain the information presented in this report. They conducted a Public Opinion Survey and received feedback from 257 residents. They also conducted a Land Use Survey and collected information on every parcel within Larkfield-Wikiup's Urban Service Boundary.

Their intent was to hear the community's needs and identify issues and opportunities within Larkfield-Wikiup, as well as present an updated report of Larkfield-Wikiup to community members and County officials. In addition, the report will be used during the 2015 Spring semester to generate new policy proposals for the area. The current Existing Conditions Report serves as an unbiased source of data from which one can draw one's own conclusions and shape one's own plans.

There is no executive summary, making it difficult to get the overall picture without extended reading, but there is a detailed Table of Contents that allows the reader to pinpoint areas of particular interest. Throughout the report, dozens of tables, charts, and graphics summarize important data, and you'll benefit greatly if you do nothing but review these.

TOPICS COVERED

The students researched Community Character and Urban Design, Demographics, Economy, Housing, Land Use, Circulation and Transportation, Public Facilities and Services, Natural Systems and Environmental Hazards, and Issues and Opportunities.



The Sonoma State University students who researched and wrote the report presented it to the community at an event at Mark West Elementary School on February 10, 2015.

Continued on page 4

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

February Social hosted
by 2Up Yoga... p3

Co-hosted by **California American Water & Mark West Area Chamber**
4787 Old Redwood Highway, Santa Rosa

Thursday March 12,
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
Grace Fellowship
608 Larkfield Center

Ambassadors Mtg.

Second Thursday
Of Each Month
4:00 pm - 5:00 pm
At the Chamber offices

PRESIDENT'S MESSAGE

There is nothing more heart-warming than to see members of the community come together, volunteering their time, equipment and materials to make their community better. The Mark West Area Chamber of Commerce recently installed an Americans with Disabilities Act compliant ramp at the Chamber office and visitor's center in Larkfield. The project was partially sponsored by Cal-American Water. Aaction Rents donated all the equipment and a day of labor, SBI Landscape Materials donated the base rock, Superior Supplies, Inc. donated all the concrete and Matt Schoff Construction and Bill Robbins from Desmond Wines also donated a day of labor and expertise. If you get a chance, please check it out.

The new Business Directory will be out in April. Sign up now for a discount on your ad. Many size options are available. They will be distributed throughout the community and will be accessible online. See page 6 of this newsletter for details.

You can also do an early bird sign up for our yearly trade show and get an additional discount. The Mark West Area Chamber's Wine Country Harvest Faire and Business Showcase is a must-do event and is scheduled for October 7th 2015. This annual event is attended by hundreds of consumers. This is our 26th year and it will again be held at the Wells Fargo Center.

We had a real fun Social February 12th at 2UP Yoga, in the Wells Fargo Center. Chris and Mari were excellent hosts. They have a beautiful space and the knowledge and enthusiasm to go with it. Our next Social will be March 12th at 5:30PM, hosted by Royal Care Lifestyle at 192 Wikiup Drive in Santa Rosa. Please join us for food, wine, fun and many business connections with great people.

On February 10th students from the Environmental Studies and Planning Workshop at Sonoma State University presented their Existing Conditions Report for the community of Larkfield-Wikiup. The report is very well done, thorough and contains much useful information for anyone who wants to start or expand a business in this area. The students' presentation also gave the results of a public opinion survey that covered topics such as incorporation, housing preferences and satisfaction with community services. It was truly an amazing amount of very important and useful information. We provide a brief summary of the report starting on page 1 of this newsletter. A copy of the report is available to the public at <http://markwest.org/files/SSU.pdf>.

REMINDER: We have a Business Luncheon coming up on April 29th with 4th District Supervisor James Gore. Watch for details in this newsletter and on the Chamber website. Sign up early because seating is limited.

We are always looking for volunteers to help out in the chamber office or to canvas for new members. Don't hesitate to get more involved! It's a good way to further promote yourself and your business.

Steve Plamann, President



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John Essman

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FEBRUARY SOCIAL SPONSORED BY 2UP YOGA

“Creating Community One Breath at a Time” is the motto of our hosts at 2Up Yoga. Their very welcoming and relaxing space on the Wells Fargo Center for the Arts campus certainly reflects this, making you feel comfortable the moment you enter.

Proprietors Chris and Mari Coppinger have each been practicing yoga for over 20 years, and when they told their teacher Ganga White that they wanted to create their own yoga studio, he told them “don’t build a yoga studio, build a community.” And that is precisely what they are doing.

2up Yoga offers an eclectic blend of traditional and contemporary yoga and their classes reflect their diverse backgrounds and ongoing, continuing education. They believe that as teachers, they guide yoga practice as opposed to instructing it, and that “yoga fits you... you shouldn’t strain to fit yoga.” True to this philosophy, much of their teaching centers around relaxation techniques that an average person can master quickly, not the “circus trick” contortions one sees in pop culture. Chris and Mari assert that one does not need to compartmentalize yoga practice into one hour... it is reflected in everything one does on and off the yoga mat.

They offer a number of packages, including a starter package of 30 days of unlimited yoga for \$30. Their website, www.2upyoga.com, has full information about classes and instructors.

Winners for the Evening:

Tony Gerald, Sonoma County Airport Express, won \$50.00 through the 50/50 drawing. That’s the THIRD month in a row for him, so congratulations and thank you Tony! He is always very generous and buys a lot of raffle tickets and deserves it.

John Essman of Sonoma CONNECTION won a packet of healthy sugar-free energy drinks donated by Tom Nunes of TD & Associates.

Walt Smith, Military Order of Purple Heart, Chapter #78, won round-trip tickets from Sonoma County Airport Express.

Margaret DiGenova of California American Water and Peter Loughlin of Loughlin Marketing each won a 30-day unlimited yoga package from 2Up Yoga.

The Pot of Gold was \$140. When Brian Molsberry of Molsberry Markets, Inc. pulled his own name from the pot, accusations flew thick and heavy, but since we were all watching with bated breath, we reluctantly conceded that no sleight of hand had been possible. He asked us to kindly not tell his brothers, so if any Molsberry siblings are reading this, please disregard this paragraph. Everyone will have another chance at next month’s Social, when the pot will return to its starting value of \$60. The March Social will be on Thursday the 12th, at Royal Care Lifestyle, 92 Wikiup Drive in Santa Rosa. See ya there!

Contributed by Peter Loughlin, Loughlin Marketing

As always, our Ambassadors were there to welcome guests, preside over the events, and manage the drawings and giveaways. From left to right: Tony Gerald of Sonoma County Airport Express, Sarah Preston of ReMax Full Spectrum, Eugene Patterson of Exchange Bank, and Ed Whitt of Valley Yellow Pages.



Steve Plamann (right) welcomed our hosts at 2Up Yoga, Chris and Mari Coppinger (left and center) to the Mark West Area Chamber and presented their membership plaque.



Outgoing Executive Director of Extended Child Care Coalition Missy Danneberg (right) introduced her replacement Jason Riggs (left).



As always, networking opportunities abounded. From left to right are Brian Molsberry of Molsberry Markets, Inc., Doug Williams of Central Fire Authority of Sonoma County, Ken Moholt-Siebert of Ancient Oak Cellars, Sarah Preston of ReMax Full Spectrum, and Tom Nunes of TD & Associates.



CURRENT CONDITIONS REPORT, CONTNUED FROM PAGE 1

Community Character and Urban Design

The Report points out that the Larkfield-Wikiup area is not a city in itself but a Census-Designated Place, “a concentration of population designated by the United States Census Bureau that is not governed as a city or a town.” It is primarily a bedroom community, with a number of small industries and service businesses that typically support such places. The Report calls out a number of local businesses, services, attractions, and landmarks.

Demographics

Demographic data in the Report is from the 2010 U.S. Census and local sources. “According to the United States Census, the Larkfield-Wikiup area had a total population of 8,884 residents in 2010.” The Report states that “The population distribution within the community is made up of two

Population	Larkfield-Wikiup	Larkfield-Wikiup (%)	Sonoma County	Sonoma County (%)	California	California (%)
Total	8,884		483,878		37,253,956	
Male	4,380	49.3%	237,902	49.2%	18,517,830	49.7%
Female	4,504	50.7%	245,976	50.8%	18,736,126	50.3%

cluster areas. The first, containing the three largest age classes adjacent to each other, are ages 45 to 59 years old and makes up 24.4% of the total population. The second cluster consists of ages 5 to 19 years old and makes up 20.9% of the total population.” On the income front, the area has incomes notably higher than County and State averages, but that is likely offset by higher property costs and cost of living.

Income	Larkfield-Wikiup	Sonoma County	California
Median Household	\$74,013	\$63,565	\$61,400
Median Family	\$97,037	\$76,710	\$69,883
Per Capita	\$36,711	\$32,898	\$29,551

Economy

Key industries are summed up in this table. It is interesting to note the relatively small roll played by agriculture. However, keep in mind that the vineyards are mostly located outside the Larkfield-Wikiup boundaries. When polled, residents said the businesses in highest demand were additional grocery options, a drug store or pharmacy, and more family restaurants. The Report says that there has been a shift from making purchases at big box companies to more independent businesses

Industry	Larkfield-Wikiup	Sonoma County	California
Agriculture, forestry, fishing and hunting, and mining	2.4%	3.1%	2.3%
Construction	5.9%	7.4%	6.2%
Manufacturing	9.8%	9.7%	10.1%
Wholesale trade	3.8%	2.9%	3.2%
Retail trade	15.2%	12.8%	11.1%
Transportation and warehousing, and utilities	4.4%	3.3%	4.7%
Information	2.8%	2.1%	2.9%
Finance and insurance, and real estate and rental and leasing	6.8%	6.7%	6.5%
Professional, scientific, and management, and administrative and waste management services	7.6%	11.6%	12.5%

with the increase of advertisement for “buy local, go local.” They cite a business confidence index that shows a general increase in the confidence of the economy since the Winter of 2008, and since data is from 2010 it is fair to assume it is better than reported.

Continued on page 5

CURRENT CONDITIONS REPORT, CONCLUDED

Housing

The report states that there is a larger percentage of owner-occupied homes in Larkfield-Wikiup than the average for the rest of the state. This is despite higher housing costs and a significantly higher cost of living.

Housing Costs	Larkfield-Wikiup, CA		Index	Larkfield-Wikiup	California	National
	Estimate	Percent				
Owner-Occupied Units	2474	2474	Cost of Living Index	145	133	100
Less than \$50,000	274	11.10%	Goods and Services	118	106	100
\$50,000-\$149,000	119	4.80%	Groceries	126	114	100
\$150,000-\$299,999	170	6.90%	Health care	117	110	100
\$300,000-\$999,999	1,882	76%	Housing	213	189	100
\$1,000,000 or more	29	1.20%	Transportation	110	111	100
			Utilities	102	114	100

Land Use

The land use section focused on four aspects of land use; general plan and zoning policies, distribution of existing land use, vacant lands, and future growth. Using the data from the Land Use Survey, general plan guidelines and zoning ordinances, the Report writers were able to create three pertinent maps which were included as attachments to the Report.

Circulation and Transportation

All aspects of a transportation system were analyzed in an attempt to identify ways to increase sustainability within the traffic system. The Report looks at major thoroughfares like Old Redwood Highway and important developments like the airport expansion and the advent of the SMART train. It provides a number of maps and discusses alternative transportation.

Public Facilities and Services

This section looks at the state of emergency medical response, fire protection, law enforcement, utilities, schools, community services, and a number of other elements. They conclude that there is sufficient school capacity, that fire response time could be improved with an additional fire house, and that the area would benefit from a community park.

Natural Systems and Environmental Hazards

A discussion of the risk of earthquakes takes up a large portion of this section, which is not surprising. They also go into types of soils, which is important to both engineers and agriculture. They also discuss the risks of flood and wildfire, among others.

Issues and Opportunities

As is to be expected, there are difficult issues to face and opportunities to improve the community and for businesses to prosper. Larkfield-Wikiup is not incorporated so it has not had its own true community center so the creation of such should be considered. The new Sutter Medical Center, the airport expansion, the SMART Train, and the recovering economy are cited as elements likely to contribute to the overall economic expansion of the Larkfield-Wikiup area. This article cannot do justice to the amount of work these SSU Students did. We strongly suggest you obtain your own copy of the report at <http://markwest.org/files/SSU.pdf>.

ACKNOWLEDGEMENTS

Compilers of the report expressed their thanks to a number of people at various offices of the County of Sonoma, the residents of Larkfield-Wikiup (many of whom participated in surveys), and the following members of the Mark West Area Chamber of Commerce: Peter Lescure of Lescure Engineers, Brian Molsberry of Molsberry Markets, Inc., and Eugene Patterson of Exchange Bank.

Contributed by Peter Loughlin, Loughlin Marketing, extensively quoting material from the Larkfield-Wikiup Existing Conditions Report, 2014-2015. Report presented by Planning Workshop Students, Sonoma State University, Environmental Studies and Planning Department, 1801 East Cotati Avenue, Rohnert Park, CA 94928. ENSP 411A. Wayne Goldberg, Instructor.

MARK WEST AREA CHAMBER MEMBERSHIP DIRECTORY

Mark West Area Chamber of Commerce & Visitors Center



RESERVE YOUR AD SPACE IN THE MARK WEST AREA CHAMBER OF COMMERCE MEMBERSHIP DIRECTORY!

The Membership Directory is a great way to showcase your business. All members get a simple listing, but your business deserves to stand out! Ads are affordable and last an entire year. The Membership Directory is a resource that other businesses and consumers use when looking for goods and services in the northern Sonoma County Area. Order by April 1!

Full Page = 7.5" high x 4.5" wide

Back Cover = \$500

Inside Front Cover = \$350

Inside Back Cover = \$300

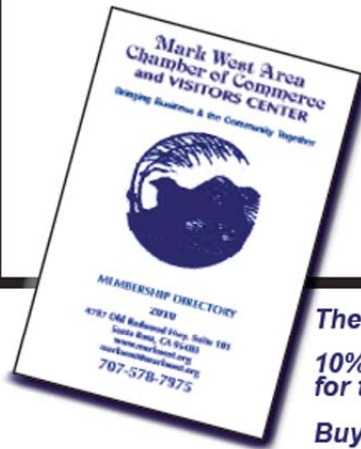
Inside Page = \$300

Business Card = 2" high x 3.5" wide

Card = \$100

Half Page = \$200

Half Page = 3.5" high x 4.5" wide



The Membership Directory will be printed in April 2015

10% Discount when also purchasing an Early Bird Booth for the 2015 Wine Country Harvest Faire

Buy your ad before April 1st! Call the office at 578-7975 email: office@markwest.org, or purchase online

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David Hartman

15 Lark Center Drive
Santa Rosa, CA 95403

707-546-5717
FAX 707-546-0902

UPCOMING BUSINESS SOCIALS

Thursday, March 12, 2015
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **California American Water**
and

**Mark West Area Chamber of
Commerce & Visitors Center**

Location: Mark West Area Chamber of Commerce
and Visitors Center
4787 Old Redwood Highway, Santa Rosa

Thursday, April 9, 2015
Chamber Business-After-Hours Social 5:30-7:30pm
OPEN: If you are interested in hosting this social,
contact the Chamber office at 707-578-7975
Location: to be announced

Wednesday, April 29, 2015
Chamber Business Luncheon
4th District **Supervisor James Gore**
Location: Best Western Plus Wine Country Inn &
Suites, 870 Hopper Ave. Santa Rosa
Cost: \$10 for members, lunch included. \$15 for non-
members, lunch included. Free w/o lunch.
RSVP: Required. See www.markwest.org.

Thursday, May 14, 2015
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Hilton Garden Inn Sonoma
County Airport**
Location: 417 Aviation Blvd, Santa Rosa

Thursday, June 11, 2015
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Wikiup Swim & Tennis Club**
Location: 500 Wikiup Drive, Santa Rosa

Thursday, July 9, 2015
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Extended Child Care Coalition**
Location: 1745 Copperhill Pkwy #5, Santa Rosa

Friday, July 17, 2015
33rd Annual Installation Dinner 6:00-9:00pm
Hosted at Charlie's Restaurant at the
Windsor Golf Club
Location: 1320 19th Hole Drive, Windsor

Thursday, August 13, 2015
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Coldwell Banker - Aggie Maggio**
Location: 600 Bicentennial Way #100, Santa Rosa

Thursday, September 10, 2015
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **ReMax Full Spectrum, Sarah Preston**
Location: TBA

**25TH ANNUAL
WINE COUNTRY
HARVEST FAIRE &
BUSINESS SHOWCASE**

Wednesday, October 7, 2015
4:00-7:00pm
Hosted by 60+ Local Businesses
Location: **Wells Fargo Center for the Arts**
50 Mark West Springs Road, Santa Rosa



Thursday, November 12, 2015
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Anytime Fitness**
Location: 490 Larkfield Center, Santa Rosa

HOLIDAY TREE LIGHTING
Wednesday, December 2, 2015 6pm
Location: **Molsberry Market,**
522 Larkfield Center, Santa Rosa

Thursday, December 10, 2015
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Exchange Bank, Larkfield Branch**
and
Molsberry Markets, Inc.
Location: 500 Larkfield Center, Santa Rosa

*Interested in joining our
Ambassador Club?*

Contact Eugene Patterson
Exchange Bank, Larkfield Branch
707-523-4392
Eugene.Patterson@exchangebank.com

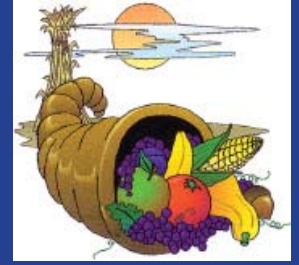


*Interested in having a
Chamber Ribbon Cutting?*

Contact Aggie Maggio
Realtor @ Coldwell Banker
707-486-1303
aggiemaggio@icloud.com



26th Annual Wine Country Harvest Faire Business Showcase & Silent Auction



Wednesday, October 7, 2015 4 – 7 PM

presented by the
Mark West
Area Chamber
of Commerce &
Visitors Center



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Email _____

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Pay Online: MarkWest.org

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Card # _____

Exp Date _____ Ver # _____

Signature _____

YES, I will donate to the Silent Auction:
item _____ value \$ _____

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4' Table	\$200 \$250	\$300 \$375*
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4' Table 8' Table

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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 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
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\$ 95.00	Individual (no business affiliation)	

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Mark West Area Chamber of Commerce and VISITORS CENTER



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AFTER HOURS BUSINESS SOCIAL

Thu. Mar. 12, 5:30-7:30 pm

CALIFORNIA
AMERICAN WATER
and
MARK WEST AREA
CHAMBER OF
COMMERCE AND
VISITORS CENTER

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