

# Mark West Area Chamber of Commerce and VISITORS CENTER



**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403  
Office Hours: Tues. - Thurs. 10 am - 3 pm      www.markwest.org

707-578-7975  
office@markwest.org

**The Lark**

May 2015  
Volume XXIX Issue 5

## APRIL 29 QUARTERLY LUNCHEON WITH SUPERVISOR JAMES GORE

Supervisor James Gore spoke at the April 29 quarterly luncheon, sponsored by the Mark West Area Chamber of Commerce.

He said that we need to have a citizens' committee to represent this large community. Much of what is referred to as the Mark West Area is outside the Santa Rosa city limits and in those areas, the county provides all municipal services. If they were in the city, a planning and review committee would be set up for each issue. This community has no representation, in spite of a large population.

He is in support of and encourages the Mark West Citizens Advisory Council (MWCAC). They are within a month of drafting the "Blue Book", which is basically a book of objectives.

This committee would be made up of representatives from different aspects of the community and would be able to work closely with him and his planning commissioners. The council would be responsible for planning, review and other applications. The community would have a voice and be informed.

An example of how the Citizens Council can work together with the Planning Committee would be the allocation of the franchise fees, which are paid to Cal American Water, through water bills. These fees are passed on to the county and are to be used for this area.

Other examples were:

The Ortiz Family Plaza... The MWCAC would include the community in the planning by way of public meetings and planning committees.

The installation of a stop light on Old Redwood Hwy, in front of the Larkfield Shopping Center... A citizens committee could push it through if the residents want it.

The weed patch that county roads employees cleaned up on Lavell Rd... Local citizens could be involved in what happens with that spot.

Supervisor Gore also mentioned that he wants to give a sponsorship of about \$1,000 to our Mark West Area Business Expo this year. He can get this money from the TOT funds (transient occupancy tax), which is basically a hotel bed tax. He wants to be involved in the Business Expo.

He expressed his appreciation for all the work done by the students of the Sonoma State Environmental Studies and Planning Workshop on the new Larkfield-Wikiup Policy Report. See the article on page 6 of this newsletter.

He said he is in support of a measure on the June ballot for a 1/4 percent tax

*Continued on page 4*



*4th District Supervisor James Gore spoke at the Chamber's Quarterly Business Luncheon on April 29.*

*May Social hosted  
by Hilton Garden  
Inn Sonoma  
County Airport...  
p3*

**UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL**

*Hosted by*  
**WIKIUP TENNIS & SWIM CLUB,**  
500 Wikiup Drive, Santa Rosa

Thursday June 11, 2015  
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

May has arrived and the weather is... well who really knows. It does look and smell like spring. My garden is growing, I have little apples and figs on my trees and I gave away my lawnmower, as it doesn't work well on bark. Yes. I am doing my part to conserve water. I feel so much better using water to grow organic food in my own backyard instead of grass. "Shopping local" sometimes means picking berries off my bushes. If you are growing some of your own food, good for you. If you're not, please shop locally at a farmer's market near you and support local food production. Buying locally saves fuel, keeps your dollars in our area and helps provide jobs for your neighbors.

Two past presidents (Doug Williams and Walt Smith), John Essman, and I participated in the 2015 annual Luther Burbank Rose Parade on May 19th. We represented the Mark West Area Chamber of Commerce with all the dignity we could muster up on a Saturday morning. We all rode in a beautifully restored 1939 Oldsmobile. It was driven and donated for the parade by the owner, Alan St. Marie. What a nice experience to be so well received by the crowd of onlookers. The Mark West Area Chamber truly benefits the community and we did, however, limp away with sore wrists from all the waving.

James Gore, Sonoma County District 4 Supervisor, spoke at our last quarterly luncheon and gave us a glimpse into his plans for the Mark West Area and the future of Sonoma County. He also answered questions from the large audience regarding their concerns over problems facing our future. The luncheon was sponsored in part by the Best Western Plus Wine Country Inn & Suites and Molsberry Markets, Inc.

I would like to thank Erin McCauley and the Hilton Garden Inn for sponsoring our May Social. What a beautiful place to stay while visiting Sonoma County. It is very close to the Charles M. Schultz-Sonoma County Airport and to the future SMART Train station. We were treated to a great display of tasty foods. It was truly a fun event and you can read more on page 3 of this newsletter.

Our next Business After Hours Social will be Thursday, June 11th from 5:30-7:30pm, hosted by the Wikiup Tennis & Swim Club, located at 500 Wikiup Drive, Santa Rosa. Please attend and bring a friend or two. This is a beautiful place and they always do a fantastic job of hosting.

Please get your ads called in or order online for our new directory. This is a great advertising value as it will be on the Mark West Area Chamber website and distributed in stores all over the Larkfield and Wikiup areas.

The Mark West Area Chamber is here to help you promote your business and the local economy. Please consider volunteering for the Chamber. You'll find that the connections you make and the friendships you develop will be well worth it!

Steve Plamann, President



Sonoma  
CONNECTION

John Essman

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

john@sonomaconnection.com  
www.sonomaconnection.com

Web Site Design • Search Engine Optimization  
Digital Photography • Photoshop • Graphic Design

www.sonomaconnection.com

Serving the Wine Country Since 1979

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



LESCURE  
ENGINEERS, INC.  
(707) 575-3427

www.lescore-engineers.com

## MAY SOCIAL SPONSORED BY HILTON GARDEN INN SONOMA COUNTY AIRPORT

Ed Whitt, Valley Yellow Pages, was our MC for this social. He introduced Erin McCauley, Sales Manager of the Hilton Garden Inn, Sonoma County Airport.

Erin welcomed us to the hotel and introduced Lisa, the Guest Services Manager. Both said that the whole staff is fantastic. This Hilton Garden Inn was #2 of 26 on Trip Advisor, a traveler reviews website. They have 90 rooms, an indoor pool, fitness center, and business center. Their restaurant and bar are open to the public, and feature a Happy Hour every evening from 4:30 to 6:30 with discounted prices for appetizers and beverages. They offer a popular Bed and Breakfast package.

Starting in June and running into the fall months, local wineries will be offering wine tasting at the hotel on Tuesdays and Wednesdays from 6:00 to 7:00.

### Announcements:

The Installation Dinner is at Charlie's Restaurant on the Windsor Golf Course, on July 17.

The October Trade Show is fast approaching. There will be a committee meeting the 2nd Tuesday in June and all are welcome to attend and be a part of this important event.

North Bay Stage Company is hosting a Ribbon Cutting on Thursday, June 18 at 5:30. It will be in the lobby of the Wells Fargo Center for the Arts. Mark your calendars. It will be enjoyable. Also, their 2015 Grand Gala will start at 8:00 that evening. More about that from Artistic Director John DeGaetano at the next social.

Ed welcomed new members Michael and Peggy Reiley of Michael & Company Jewelers, and Larry Gilbert of Legal Shield.

### Winners for the Evening:

Doug Williams, Central Fire Authority of Sonoma County, won Airport Express Tickets, donated by Tony Geraldi of Sonoma County Airport Express.

Steve Plamann of Aaction Rents and Brian Molsberry of Molsberry Markets, Inc. both won mouse pads donated by the Hilton Garden Inn. Walt Smith (Military Order of Purple Heart, Chapter #78), Pete Lescure (Lescure Engineers), Larry Gilbert (LegalShield) and Peter Loughlin (Loughlin Marketing), all won little surprise tins full of goodies from the Hilton Garden Inn

The 50/50 drawing was \$55.00 and it went to Doug Williams of Central Fire Authority of Sonoma County. Doug promptly donated it to the Patty Dearman medical fund. See page 5.

The Pot of Gold was \$100. The winner was not present, so it will be \$120 for the June 11 social hosted by Wikiup Tennis & Swim Club.

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*



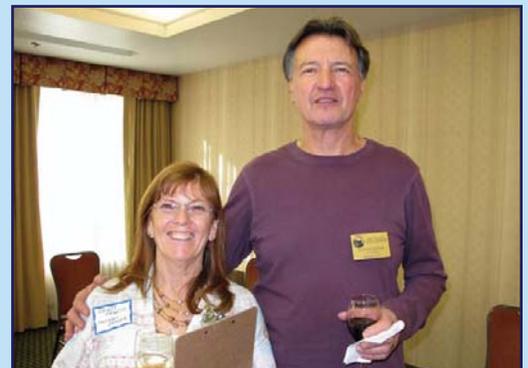
*Guest Services Manager Lisa Chavez (left) and Director of Sales Erin McCauley (right) were the perfect hosts for our event!*



*Erin McCauley (far left) and Lisa Chavez (second from left) welcomed us, arranged for delicious food and wine, and oriented us to the Hilton Garden Inn. Erin is particularly proud of her staff, many of whom have been there the full seven years of the hotel's operation. A good, happy staff leads to happy guests!*



*New member Larry Gilbert, M.D. of LegalShield was welcomed by Ed Whitt of Valley Yellow Pages (left) and Mark West Area Chamber president Steve Plamann of Aaction Rents (right).*



*Note from the Editor: At right are Aggie Maggio, Realtor @ Coldwell Banker and Steve Plamann of Aaction Rents at the Social. Let's all give Aggie a special thank-you this month for contributing three major articles to this issue of The Lark newsletter. Thank you Aggie!*

## QUARTERLY LUNCHEON REPORT, CONTNUED FROM PAGE 1

increase to go to the ongoing repair of roads that have been neglected for way too long. We have 1,394.6 miles of road in this county, outside of the city, and we can't make a dent in the repair backlog as things are now. This would be a general tax, with annual audits and it sunsets in five years. Critics of the measure are concerned that it will go to the general fund. Supervisor Gore assured us it would go to roads and transportation. The Board of Supervisors is putting together a 5-year contract to allocate that money.

One guest asked why there was confusion over actual water levels in Lake Mendocino and Lake Sonoma. Supervisor Gore said that the numbers don't accurately represent what is happening. Much of Lake Mendocino is allocated as flood control water in the winter. In the summer, the same water is reclassified as water supply. There are multiple regulatory agencies involved, often with conflicting and changing priorities. This situation is far too complex to discuss in this article. The main point Gore made was that the laws are changing because of the drought and it will take years to get it all straightened out.

Supervisor Gore mentioned that there is much talk of a community center in Larkfield but no location has been identified. In the meantime, the garden at Maddox Park is going forward. You can see evidence of that by walking along the edge of it, in the park on Lavell Rd.

Regarding pensions, Supervisor Gore is an advocate for the creation of a committee to review the numbers surrounding the pension issue. At this point, they are disputed. Who do you trust? As with any issue, we have to have facts that are verifiable and trustworthy in order to move ahead.



The SMART Train in its pen at Fulton, just off River Road.

The SMART Train is on board to have passenger service from Airport Blvd. to downtown San Rafael in the latter part of 2016. The maintenance station will be on Airport Blvd, at Aviation Blvd.

Some folks were asking about the train going further north to Healdsburg and Cloverdale. It will take a while to reach those points, due to the millions of dollars it will take to accomplish it. It's a complicated matter of money and making the parts fit. As you move north, there are overlapping regulations that stop progress.

To get to Windsor, it will cost \$26 million. Each stop north of there will also cost several millions. Shuttles from Healdsburg, Windsor, and Cloverdale will be set up in the meantime.

The Supervisor concluded with the observation that we need to not just yell about what needs doing, but jump in there and work together to get things done. There are many innovative and hard-working groups working on various issues. If they don't connect with each other, little planning and progress gets done. One of his goals as Supervisor is to help connect these dots.

A question was raised about security around and aboard the SMART train. The Supervisor said that it is being worked on and he doesn't know the answer yet. He knows Senator McGuire is working on it.

Another question was why there is no progress regarding GMO restrictions in this county. He said that the public vote didn't eliminate them, countywide. Supervisors try not to go against public opinion. A vote by the people would be required to eliminate GMOs.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker



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**



**David Hartman**

15 Lark Center Drive  
Santa Rosa, CA 95403

707-546-5717  
FAX 707-546-0902

## UPCOMING BUSINESS SOCIALS

Thursday, June 11, 2015

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Wikiup Tennis & Swim Club**

Location: 500 Wikiup Drive, Santa Rosa

Thursday, June 18, 2015

Ribbon Cutting, 5:30-6:30pm

Hosted by **North Bay Stage Company**Location: Wells Fargo Center for the Arts  
50 Mark West Springs Rd, 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** 6:00-9:00pmHosted 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

Wednesday, October 28, 2015

Chamber Business Luncheon

**Matt Stevens**, Community Education & OutreachTopic: **SMART Train Status Update****FUNDRAISER TO HELP LONG-TIME  
CHAMBER VOLUNTEER  
PATTI DEARMIN**

Last month we reported on Patti Dearmin's medical situation, and asked for donations to help pay her medical bills. Our thanks to everyone who contributed! You made a significant dent in her obligations, but the need is still great.



We ask that anyone who can contribute dig into their pocket and help out this steadfast and beloved community volunteer. Patti has been a volunteer for The Mark West Area Chamber of Commerce for over seven years. She has volunteered for numerous other non-profit organizations that have benefited her community, and the time has come for the community to give back in her time of need. The medical costs related to her recent treatments and care have exceeded her ability to pay and without help she will be unable to continue treatment such as physical therapy or live in a proper rehabilitation medical facility.

**Please donate what you can:**

<https://www.giveforward.com/fundraiser/k9c8/patty-dearmi>

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 Ed Whitt  
Valley Yellow Pages  
707-322-8770  
[edward.whitt@myyp.com](mailto:edward.whitt@myyp.com)



*Interested in having a  
Chamber Ribbon Cutting?*

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



*Want to keep abreast of important information pertinent to local business issues? Visit: [Sonoma-county.org/edb](http://Sonoma-county.org/edb)*

## **POLICY REPORT FOR LARKFIELD-WIKIUP: BY SSU ENVIRONMENTAL STUDIES & PLANNING STUDENTS**

On Thursday, April 30, students from the Environmental Studies and Planning Workshop class at Sonoma State University presented their Policy Report for the community of Larkfield-Wikiup. The Policy Report is a follow-up to the Existing Conditions Report presented in February. This article gives you just a taste of the topics covered. You can download the entire Policy Report here:

[http://markwest.org/files/ssu\\_recommendations.pdf](http://markwest.org/files/ssu_recommendations.pdf)

The report, and their presentation, focused on the following areas.

### **Community Character and Urban Design: Maintaining and enhancing our identity**

There are distinct communities within Larkfield. We should redefine the community as one place to call home. Highlight and preserve the local history; develop maps and websites, using social media and tools such as QR codes. Use local or historical names on businesses, post welcome signs, use multiple techniques to preserve the views, showcase public art and more.

### **Economic Vitality: Providing shopping choices and employment**

The goal is to have an economy based on convenience and community pride. They suggest promoting GO LOCAL rewards cards, shadow days for students at businesses, ads for local healthy food, events sponsored by local business owners, and a development review process. They also suggest getting the community focused on green sustainable business.

### **Housing: Discover how we live, and plan accordingly.**

We should aim for a community that reflects environmental and social equity and promotes fair housing programs that complement the existing neighborhoods.

### **Land Use: Discover and plan so we balance our future needs.**

They suggest creating more stable use of the land, and making it more “walkable,” or friendly to pedestrian traffic. We should also have “Third-use spaces” which are convenient, favorite regular places to go, aside from work and home. Examples are community centers, coffee shops, and parks. This will encourage people to stay in the area and not spend their recreation time and money elsewhere. It will also reduce traffic, increase property values and create space for happiness and quality of life.

### **Mobility: Making accommodations for how we travel**

We need an efficient transportation and road system to minimize peak hour congestion. This must be balanced with current and future land uses and coordinate with existing systems to minimize through-traffic in residential areas. They recommend following the Complete Streets principle (which promotes safety for all users) on key routes such as Old Redwood Highway, Shiloh Road and Mark West Springs Road, while paying attention to the Disabilities Act and using roundabouts in appropriate places. And they recommend integration with the SMART Train.

### **Public Facilities & Services: Supporting community safety & needs**

They suggest creating a Citizens Committee that would include an outdoor activities committee and a community events committee. Considerations are encouraging sustainable landscaping, water waste management, dog parks, a community center, and the third-Use spaces previously described.

### **Environmental Systems and Hazards: Interacting with our environment**

This is about comfort, education and awareness. They suggest workshops, meetings, pamphlets, action plans, and building assessments to find ways to mitigate noise pollution. They urge preservation of Mark West Creek via education and incentives, workshops, and publicly reported monthly water tests.

### **Health and Wellness: Promoting healthy activities and lifestyles**

Suggestions were to adjust houses so seniors can age in place. We need to ensure access to healthy food, and consider successful techniques from other communities such as community gardens, mobile food facilities and non-profit kitchens. Public spaces for healthy activities such as walking and adaptive/inclusive recreation opportunities are important. Our children need safe routes to school and safe places to wait for the bus. Further, promote crime prevention through environmental design and street lighting.

### **Next Steps**

Is up to the county and the public to decide what is to be done. There are diverse opinions; many people want these changes and many people want everything to remain as it is. It is important that the community and individual citizens communicate with 4th District Supervisor James Gore and attend planning meetings.

Download the Recommendations Report:  
[http://markwest.org/files/ssu\\_recommendations.pdf](http://markwest.org/files/ssu_recommendations.pdf)

*Contributed by Aggie Maggio,  
Realtor @ Coldwell Banker*

**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  
 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 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)	

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

**OFFICERS**

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

*Past President*  
 Doug Williams Central Fire Authority  
 of Sonoma County  
 707-539-1801 dwilliams@cscfire.org

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

*Corporate Treasurer*  
 Sally Crain Broker at Century 21 Alliance  
 707-636-1629 sallycrain@hotmail.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  
 707-837-8700 Margaret.DiGenova@amwater.com

*VP Membership*  
 Tony Gerald Sonoma County Airport Express, Inc.  
 707 523-4392 tony@airportexpressinc.com

*VP Public Relations*  
 Eugene Patterson Exchange Bank,  
 Larkfield Branch  
 707 523-4392 Eugene.Patterson@exchangebank.com

*VP Building Services (Temporary)*  
 Steve Plamann Aaction Rents  
 707-838-4373 stevep@aactionrents.com

**DIRECTORS**

James Bajgrowicz Office of James Bajgrowicz  
 707-235-9774 jim Bajgrowicz@gmail.com

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

**HEAD AMBASSADOR**

Ed Whitt Valley Yellow Pages  
 707 322-8770 edward.whitt@myyp.com

**OFFICE VOLUNTEERS**

Wendy Wise, John Essman  
 707-578-7975 office@markwest.org

**California American Water offers  
 free rebates, home water surveys  
 and more.**

**Give us a call at (707) 542-1717 or  
 email us at [Larkfield@amwater.com](mailto:Larkfield@amwater.com).**



# Mark West Area Chamber of Commerce and VISITORS CENTER



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

## AFTER HOURS BUSINESS SOCIAL

Thu. June 11 5:30-7:30 pm

WIKIUP TENNIS &  
SWIM CLUB  
500 Wikiup Drive,  
Santa Rosa

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

Thank You To Our Corporate and Media Sponsors!



Sonoma  
CONNECTION



THE WINDSOR TIMES



Wine Country  
Inn & Suites  
Santa Rosa, CA



RIVER ROCK CASINO  
ALEXANDER VALLEY

